



Adopt-a-Family Driven by Lexus of Calgary Impact Report 2021

Together, we did something **special**.

Thanks to your generosity, Adopt-a-Family Driven by Lexus of Calgary supported **570 families** – **40%** more families than in 2020! This means 914 parents/caregivers could provide what their 1,578 kids needed for winter and the holiday season, thanks to you!

We began this initiative with 430 families registered to receive support for the holidays. Quickly, our wait list grew as families new to us and more community partners reached out looking for holiday assistance for so many in need. We knew we were facing a crisis of turning people away with nothing.

So... we reached out to the media to tell our community about being unable to help our families. Hearing about this need, 1,408 individuals, businesses, and community organizations came together to support 570 vulnerable families in our community in a few short weeks. And, what's even more incredible, Calgarians like you donated 42% more than last year, and in these pandemic times! In our view, this was our holiday miracle. **Thank you for bringing hope and happiness to so many!**

Your impact

570

families adopted —
40% more than
last year.

1,578

children who had
wishes come true.

914

parents/caregivers who
were able to choose what
their family needed.


= 2,492

individuals having
a joyful holiday
season.



“ We were left with the option of either paying rent or having a holiday meal and gifts for our family. Because of Adopt-a-Family our children got to wake up to presents under their tree. ”

**Photos were provided by families you supported.*



“Adopt-a-Family made the difference between having nothing for the kids under the tree, and making some dreams come true.”

Because of your generosity, the families experienced:

Freedom of choice

By receiving gift cards, families were able to make their own decisions about what they needed to make their holiday special – whether that was a holiday meal, gift, or vital needs like diapers or winter boots.

Holiday magic

Increased donor support meant that families who found themselves in crisis during or right before the holiday this year, or those that could not receive support from other helping agencies, could still be adopted by you. For families like these, the gifts from our donors felt like a miracle.

Support when they need it most

A portion of your gift is designated to our Seasons of Hope fund, which means you are making a difference to families all year round.

A special thank you to our generous 2021 sponsors!



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