



We Believe - In Creating Change

108 Penobsquis Loop Road

Penobsquis, New Brunswick

E4G 2B89

Registered Charity Number: 780580734 RR 0001

Dear Community Member

Thank you for taking the time to read over this letter regarding the Christmas Workshop initiative. We hold deep respect for the work the local community and the to support families and strengthen the fabric of our community—not just through your work, but through your commitment to people. This year, We Believe is organizing a Christmas Workshop for vulnerable families in the Saint John and Moncton region—an area where child poverty rates remain among the highest in the country. For many children living in low-income or transitional environments, the holidays can be a painful reminder of what they're missing. Our goal is to create a moment of dignity, joy, and connection for both children and their parents.

We're reaching out to ask for your support in helping us reach 200–300 families this season.

While the children enjoy holiday activities—choosing and wrapping a gift, making cards, singing carols, and sipping hot chocolate—their parents will quietly select and wrap a small gift for their child, creating a meaningful experience many families wouldn't otherwise be able to afford.

Why It Matters to you

Because—it's about building strong, resilient communities. Many of the families we serve include parents working hard in labour-intensive jobs, and some are newcomers trying to get a fresh start. This initiative is one small way we can give back to the families that are part of our broader community or could be one day.

Suggested Contribution Options:

- \$500 – Helps support 10 families
- \$1,000 – Supports approximately 20 families
- \$2,500+ – Makes a significant impact by helping 50+ families

Your donation will go directly toward:

- Purchasing modest gifts for children and parents (\$10–\$15 each)
- Wrapping and craft supplies
- Holiday treats and event materials
- Venue and logistics costs



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All contributions are tax-deductible, and we're happy to publicly recognize your support if desired. We would be honoured to partner with you this year. With your help, we can make sure no child is left out of the magic of the season.

With gratitude,
Daniel & Beverly Foote
CEO & Co-Founders
We Believe
www.webelieve.ca