



## About Us

The Wish was originally established in 1966 as CHUM's Kid's Crusade Foundation, for the purpose of assisting children in need and children's charities. In 1973, the name was changed to the CHUM Charitable Foundation to broaden the scope of the foundation's work, including the increase in requests for financial assistance from adults in need. In 2008, the program became known as the CP24 CHUM Christmas Wish.

The Wish has emerged as a leading distributor of toys for those in need across the Greater Toronto Area, while also offering financial support to numerous agencies. The Bell Media family is excited to launch its first Christmas in July campaign, alongside the celebration of its 59th Annual Wish in December 2025. Thanks to the incredible backing from CP24 and CHUM 104.5, we can connect with both radio and television audiences to foster community support.

Thanks to the unwavering support of our campaign partners and dedicated donors, The Wish brings the magic of the holidays to those in need of assistance. Together we create a lasting Christmas miracle that embodies hope, joy, and the unbreakable spirit of childhood.

**Mission Statement:** We empower grassroots charities throughout the GTA and beyond to make meaningful contributions to families in need, delivering much needed support during the holiday season.

**Vision Statement:** A community where families across the GTA and beyond experience the joy of the holidays regardless of their financial circumstances, turning holiday time into a celebration for those who give and those who receive.

### Values:

**Compassion:** We believe every family should experience the joy of the holiday season. Our work reflects this commitment through thoughtful, respectful support.

**Excellence:** We strive to maximize our impact through creative solutions, efficient resource management, and meaningful partnerships with our network of supporters and agencies.

**Trust:** We honor the faith placed in us by donors, volunteers, and families through transparent operations, responsible stewardship, and unwavering commitment to privacy.

**Community:** We celebrate the diverse strengths of our region and build lasting connections between those who give and those who receive, creating a stronger community for all.

**Impact:** We measure our success not just in numbers served, but in moments of joy created and communities strengthened through holiday giving.

**CHUM Charitable Foundation**  
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