

2025 Winter Wonderland



GOOD TIDINGS
FOUNDATION



About Winter Wonderland

Good Tidings Foundation started in 1995 as a holiday toy-giveaway charity run out of our Founder's garage. Since then, we have gone on to donate thousands of toys to other charities and schools during the holidays.

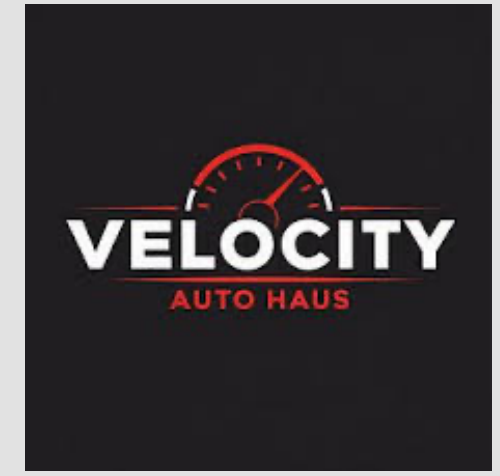
Nine years ago, we started our Winter Wonderland program inviting our non-profit partners, schools, and identified communities of need to our Burlingame office to "shop" for toys to celebrate the holiday season.





Toy Drive Host - Business Partners

Morgan Stanley



Toy Drive Hosts - School Partners

- Burlingame Montessori
- Crocker Middle School
- Glen Oaks Montessori
- Las Lomitas
- Our Lady of Angels
- St. Dunstan Elementary School
- Stratford - Crestmoor Campus
- Stratford - San Bruno El Camino Campus



- College of San Mateo Athletics
- Foothill CC Athletics
- Menlo Athletics
- Santa Clara Women's Basketball
- Stanford Athletics Department
- Stanford Women's Volleyball
- West Valley Athletics





Our 2025 Impact



**11 days
of Giving**

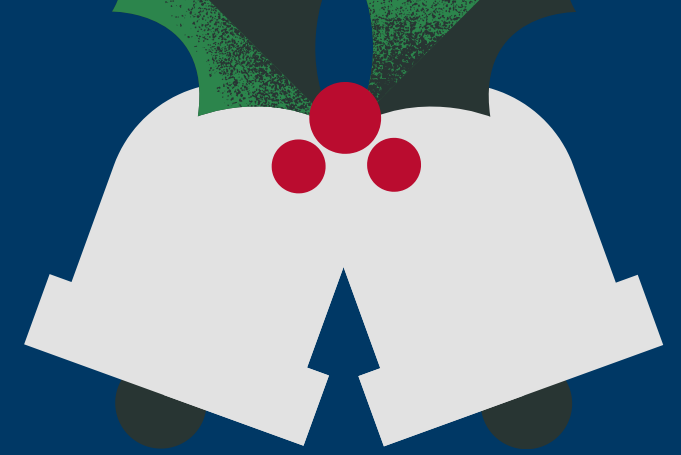
**2,233
Kids Served**

**6,500+
Toys Gifted**

Giving Spotlight

Thoughtful Giving in Action

Because every child deserves care, comfort and a little holiday magic.



Healthy Smiles



Dental kits and additional toothbrushes provided an essential resource for youth, supporting health, dignity, and confidence.



Warmth & Comfort



BOMBAS

Each child received a pair of Bombas socks – a meaningful and practical gift that provided comfort, warmth, and met a real everyday need.



Sweet Holiday Magic



Ghirardelli's peppermint bark chocolate added a festive touch of holiday joy – creating moments of delight, celebration, and sweetness for every child who walked through Winter Wonderland



Holiday Brand Partners

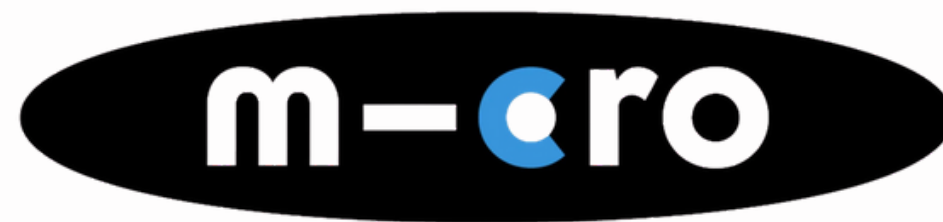
We are grateful to work alongside these partners who helped make quality gifts more accessible for the youth we serve this holiday season.



Santa Cruz Skateboards



Micro Scooters



Razor Scooters



More Than Toys

How we elevated Winter Wonderland beyond toys.

This year, Winter Wonderland was full of sweet surprises—treats, hot cocoa, and a special visit from Santa brought extra joy to the festivities!



 **Santa**



 **Hot Cocoa**



 **Rice Kripsies & Oreos**



Who We Served in 2025



Adelante Selby School
Alpha Public School
Amesti School
Ann Soldo School
APACC
Belle Haven School
Bernal Dwellings
Bret Harte School
Carver Elementary B&G Club
Cesar Chavez School
City of Dreams
Columbia Park B&G Club
Community School B&G Club
CORA
Costaño School
Creative Montessori
DeMarillac Academy



EBAYC
Eastside Prep
Edgewood
EOYDC
Fiesta Gardens Elementary
Friends of Oldtown
Haven Family House
Hidden Genius Project
Junior Giants
Lakeview Middle School
LifeMoves - Family Crossroads
LifeMoves - First Step
LifeMoves - Overflow Shelter
LiveAble
Lotus Bloom Downtown
Los Cerritos Elementary
Los Robles-Ronald McNair



Malcolm X Academy B&G Club
Mariposa Upper Elementary
MeWater Foundation
Menlo Park B&G Club
Migrant Education Program
Mission B&G Club
Mission Neighborhood Center
Mission YMCA
My Puente
New School SF
OLA Mustard Seed Program
One Treasure Island
Orange Park B&G Club
Pacifica Boys & Girls Club
Pajaro Middle School
Project WeHope
Ravenswood School District



R.O.C.K. SF
Room to Bloom
San Carlos School District
Selma Olinder School
Skyline Elementary
Springer Boys & Girls Club
St. Vincent de Paul Burlingame
St. Vincent de Paul San Mateo
Sunnydale Boys & Girls Club
TECA
Tenderloin Boys & Girls Club
The Primary School
Treasure Island YMCA
Visitacion Valley B&G Club
WANDA
Willie Mays B&G Club
Woodrow Elementary B&G Club

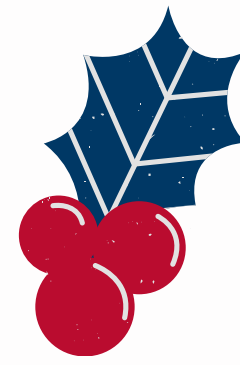
2025 Scholarship Class

Our 2025 Community Service Scholarship class joined us for a day of volunteering.

These 10 students will each be awarded \$10,000 to go toward their college education.







Thank you!

Thank you to everyone who organized a toy drive, donated through our registry, volunteered, and helped us execute a successful toy giveaway program this year.

We appreciate your kind efforts and wish you all a safe and happy holiday!

*Warmly,
Good Tidings Foundation*