



The generosity and commitment behind the Holiday Shop—and its many supporters—did more than brighten Christmas for my small family. Those gifts were truly all I had to give my girls. Without them, I would not have been able to provide much of a Christmas.

With the rising cost of everything from rent to groceries, maintaining any standard of living has become incredibly difficult. I have been so very blessed to receive rental assistance from Alexandra House this year, but I am fearful of what comes next. I have been working hard to better my life, but I would not have been able to achieve what I have without the help, guidance, and sweet-souled generosity of people like all of you.

-Holiday Shop Program Participant 2025

Who was served in 2025?



What did families receive?

Food Basket

Each family received a box full of food, from items to make a meal, to breakfast food, snacks, and sweet treats! Target and Kraft Heinz's generosity made this year's food basket the largest it's ever been!

Gift Cards

Each family received gift cards to give parents dignity and choice when shopping for their kiddos.

Over \$10,275 in gift cards were handed out!

Toys, Blankets, PJ's, oh my!

- Each kiddo received a blanket and squishmallow to keep them cozy and give comfort!
- From small to large, over 1,200 toys were given out
- Nearly 150 pairs of pajamas were gifted

Donors & Volunteers

Thank you to our many generous donors! From businesses to individuals to faith and community groups, we could NOT do this program without your support!

Target continues to be Holiday Shop's largest donor and volunteer group! This year, Target volunteered over 250 hours and contributed thousands in material goods, food, and gift cards!

Other notable contributors

Holiday Shop



in Photos

