

## What is Holiday Mart?

Holiday Mart is a 4-day annual shopping event at the end of October that features over 200 retailers offering unique and often exclusive products to our Holiday Mart.

The event brings products for every shopper:

- Women, men & children's fashion
- Home décor
- Health & beauty products
- Specialty foods
- ...and more.

In addition, to the shopping, the Holiday Mart has fun and exciting special events all to raise funds for the Junior League of Kansas City, Missouri's community projects.

Fund Development is an essential factor in the League's ability to successfully contribute to the Kansas City community. We do this by generating income from our fundraisers. These monies support community projects sponsored by the League. The Holiday Mart is the leading supporter of our Fund Development Campaign.

### *Great Shopping for a Great Cause*

- The Junior League of Kansas City, Missouri is committed to promoting voluntarism, developing the potential of women and improving the Kansas City community. The league is able to make a financial impact in the KC community through our largest fundraiser, Holiday Mart.
- In 1988, the first Holiday Mart welcomed 10,000 shoppers and raised \$94,000.
- Since 1988, Holiday Mart has raised more than \$5.5 Million to support the Junior League's community projects.
- Holiday Mart funds have made it possible for the Junior League of Kansas City, Missouri to give over \$1.2 Million since 2000 to support children's literacy programs in our Kansas City community.
- In its 22<sup>nd</sup> year, Holiday Mart 2009 raised over \$560,000 and had the highest attendance ever of over 22,000 shoppers.
- Approximately \$0.85 of every dollar raised goes back to supporting our mission, our programs and our community impact projects; Children's Literacy for the past 10 years, and now Children's Nutrition & Fitness beginning in 2010.

