

FOR IMMEDIATE RELEASE

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The Front Door Agency Launches “Project Joy” to Expand Holiday Support for Local Families

Nashua, NH - After nearly 30 years of operating its Holiday Program in collaboration with *The Telegraph*'s Santa Fund, the Front Door Agency is proud to introduce **Project Joy** - a rebranded initiative designed to expand support for local children during the holiday season.

Since the Agency's inception in 1987, it has brought holiday joy to thousands of children through compassionate, community-driven support. In 1996, The Telegraph invited the Agency to partner with the Salvation Army to enhance the program's reach. For decades, support from The Telegraph and the United Way enabled the Agency to provide food, clothing, and gifts to as many as 1,000 children annually.

In recent years, due to reduced funding and limited resources, the Front Door Agency has had to turn away 50–100 children annually. As community needs have grown, the landscape of support has shifted, and the program has evolved, its purpose remains unchanged: to ensure every child feels the joy of the season, regardless of their family's financial circumstances. Project Joy represents a renewed commitment to expanding access and serving more families than ever before.

“Every parent wants their child to experience the magic of the holiday season. For many families, this may be the only time a child receives something special and feels accepted,” said Maryse Wirbal, CEO of the Front Door Agency. *“Project Joy is about restoring dignity, hope, and belonging during one of the most emotionally challenging times of year for struggling families.”*

From the early days of the Santa Fund to today's Project Joy, the Front Door Agency continues to serve the community with care and compassion. Longtime partners such as BAE Systems and the Courtyard by Marriott have been instrumental in this effort, and their support continues as Project Joy enters its next chapter.

“Our partnerships have shaped this program into what it is today,” added Wirbal. *“We're proud to honor The Telegraph's 30-year legacy and carry it forward.”*

With rising living costs, more families are forced to choose between paying essential bills and creating a joyful holiday for their children. Project Joy aims to ease this burden by raising \$10,000 to support local children. To kickstart the effort, an anonymous donor has generously offered a matching gift of up to \$5,000.

“There are few greater joys than seeing a child's face light up with happiness when receiving a Christmas gift,” said the anonymous donor. *“That joy is also ours as givers. Please join me in sharing the love in our hearts by supporting Project Joy.”*

The Agency will kick off the campaign with a festive “**Christmas in July**” celebration at the Norwell Home for children and their families, featuring fun decorations and a special visit from Santa.

Funds raised through Project Joy will go directly toward food, clothing, and personalized holiday gifts for children in families facing financial hardship. Every dollar helps ensure no child is left out during a season meant for joy.

The Front Door Agency invites individuals, businesses, and civic groups to be part of this renewed effort to ease burdens and create joyful holiday memories for hundreds of local children. Visit www.FrontDoorAgency.org/project-joy to give today.

Together, we can ensure that joy is not a privilege - it’s a promise.

