

ANNUAL REPORT 2016



CHAIR'S MESSAGE

On behalf of the Board of Directors, I would like to thank everyone who contributed to the Christmas Bureau and the Adopt-A-Teen program in 2016. Together, we were able to help nearly 66,000 Edmontonians, plus 7,569 teens through the Adopt-A-Teen program. These are people in our community who would have gone without were it not for your generosity.

The Christmas Bureau is fortunate to have such a strong network of volunteers, donors, fundraisers, and sponsors who make our work possible every year. The festive season is one of caring and sharing—your work demonstrates the generosity of Edmontonians to people in our community who desperately need it.

I began volunteering with the Christmas Bureau in the mid-1990's, along with my two daughters, delivering hampers to families in need. The experience changed our outlook on life. It opened my daughters' eyes to the reality that not everyone is as fortunate as they are. Now, over two decades later, I am honoured to be the Board Chair of the charity that has been such an important part of my family's Christmases.

There's no question that what we do has an impact. We hear it in the voices of clients who give their thanks; we see it on the faces of clients that accept our hampers; we feel it as volunteers when we know we've made a difference. Thank you for helping us to continue our mandate of making sure no one has an empty plate at Christmas.

Peter Ratcliff

BOARD CHAIR

EXECUTIVE DIRECTOR'S MESSAGE

In September of 2016, I was honoured to accept the role of Executive Director for the Christmas Bureau of Edmonton, a charity I've worked with for since 2010. For over 77 years, we've been providing festive meals to people in need in Edmonton—for 12 of those years we've also been managing the Adopt-A-Teen program. I look forward to playing a role in ensuring that we can continue with this mandate for another 77 years.

There are a lot of people that make our campaign possible. I would like to thank the talented staff that has worked hard at strengthening our program and service to Edmontonians in need; our dedicated Board of Directors and volunteers who so graciously give of their time, talents and resources to guide and implement Christmas Bureau programs; our referring and servicing agency partners that work together to make sure that families in need have the resources they need at Christmastime; our Honorary Campaign Co-Chairs, Kevin Lowe and the Oilers Ladies, for all their support; and you, the community, for coming together to make sure that their neighbour can celebrate a Canadian tradition—sharing a meal during the holidays.

Going forward, we'll continue to grow partnerships in our operations and programs and will review and enhance program delivery to our clients. We'll also continue to engage a diverse community of volunteers and donors, supporters and, as always, be fiscally responsible as stewards of public money. We will also continue to be accredited through the Imagine Canada Standards Program as a commitment to excellence in the program's five areas of operations.

The Christmas Bureau is stronger than ever thanks to our continually growing community that comes together to donate time, resources, money and talent in support of Edmontonians in need. Thank you all for making our work possible.

**Darlene
Kowalchuk**

EXECUTIVE DIRECTOR

WHO WE ARE.

Our Mission:

Promotion of the spirit of Christmas caring and sharing in the City of Edmonton.

Our Mandate:

To provide a festive meal and coordination of Christmas giving to Edmontonians in need.

Our Core Values:

- Share the spirit of giving and collective caring
- A spirit of compassion, generosity and support
- A spirit which offers hope
- Culturally inclusive
- Non-judgemental

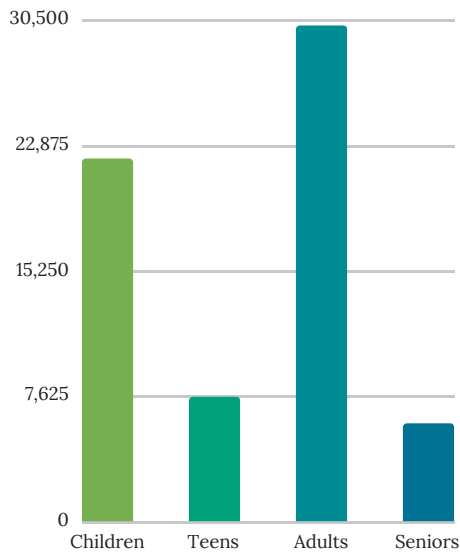
Our Principles:

- All persons in need are treated with utmost dignity, respect, courtesy and confidentiality.
- Provide assistance to a person in need to be charitable—not disparaging, disconsolate or punitive.
- Provide assistance in accordance with good stewardship principles.
- Pursue and develop partnerships in the community.

2016 - 2017 Board of Directors

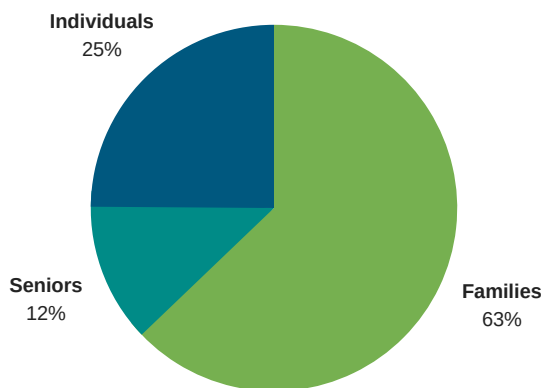
- Peter Ratcliff
- Andrea Peyton
- Tom Sides
- Dick Frenz
- Sharon Bell
- Hugh Murphy
- Kim Watamaniuk
- John Stevens
- Gilbert Drapeau
- Linda Kennedy-Romaniuk
- Kimberly Armstrong
- Major Donald Bladen
- Nancy Bouchard
- Harry Fuccaro
- David Kovacs
- Wendy Massey
- Lana Nordlund
- Mark Reid
- Susan Sarrasin
- Ivan Sawchuk

WHO WE HELPED.



PEOPLE HELPED

A total of 65,742 people received the services of the Christmas Bureau in 2016. 45% of those were children and teens who would have also received assistance through 630 CHED Santas Anonymous and our Adopt-A-Teen program.



HOUSEHOLDS HELPED

Families come in all shapes and sizes—and we help all of them! From a single mom and her child to multi-generational families of eight, we ensure that all those who are in desperate need of assistance receive a festive meal at Christmastime.

HOW WE HELPED.



1,806

Hampers delivered by Christmas Bureau volunteers to households across the city.



18,766

Grocery gift cards provided to families, seniors and individuals around Edmonton.



1,471

Hampers assembled and delivered by 612 private hamper sponsors to families and seniors.



1,390

Hampers assembled and delivered through partner programs and agencies.

HOW OUR COMMUNITY PARTNERS HELPED.

Great things can happen when we work together!

The Christmas Bureau worked with over 120 social services agencies in Edmonton who help screen and refer clients, ensuring that Edmontonians in need know where they can receive help at Christmas.

We are proud to partner with Junior Chamber International, the Salvation Army, Beulah Alliance Church and the Sacred Heart Church of the First People. These agencies also provide festive meals to people in need—we work together to ensure that our services are not being duplicated. By working together, we can reach even more people in need. In 2016, these agencies served 1,252 families in Edmonton.

**Three charity programs.
One family.**



We make applying for Christmas services easy for families in need. A family simply completes one application—we take care of the food and teen gift cards and 630 CHED Santas Anonymous takes care of the toys for children 12 and under.

In 2016 alone, over 25,000 children received new toys from Santa's Elves at 630 CHED Santas Anonymous!

Together, we ensure that families have everything they need for Christmas.

HOW OUR VOLUNTEERS HELPED.



3,139

Hours spent at donation desks around Edmonton.



1,301

Hours volunteered at special events.



1,247

Hours devoted to unloading food trucks and packing and delivering hampers for the Hamper Program.



913

Hours spent helping families at Walk-In Days.



392

Hours volunteered by Board and Committee members.



1,206

Hours contributed by office volunteers.

HOW ADOPT-A-TEEN HELPED.



7,569

Teens received a \$50 Walmart gift card, thanks to the Adopt-A-Teen Program.



\$575,008

Raised by generous donors across Edmonton at events, by mail, online and in person.



Thank You

To Graham Hicks and the Edmonton Sun for their ongoing support of the Adopt-A-Teen program.

HOW OUR MAJOR EVENTS HELPED.



\$15,477

Raised by the Carol Sing-Along at the Winspear Centre, presented by CTV Edmonton.



\$13,500

Raised by the ATCO Edmonton Sun Christmas Charity Auction.



\$156,673

Raised through the Christmas Bureau Breakfast, presented by Dentons Canada LLP and sponsored by The Westin Edmonton, and Sobeys.

HOW OUR FUNDRAISERS HELPED.

99 fundraisers raised \$177,839 in 2016. This included fundraisers like:

Kirkness School Bake Sale

Kirkness School held a winter bake sale which raised \$844 for the Christmas Bureau—that's a lot of cookies!

Cameron's Bottle Drive

Cameron collected bottles throughout the neighbourhood and raised \$200 to help people in need.

Capital Airsoft Battle Royal

A passionate volunteer organized a team event at Capital Airsoft which raised \$3,131 for the Christmas Bureau. It's definitely one of the more unique fundraisers!

St. Andrews United Church Thrift Shop

The thrift shop run by the congregation of St. Andrews United Church raised \$10,000 to help people in need.

Odin's Birthday Party

Odin, a generous young boy, collected cash donations for the Christmas Bureau rather than receiving gifts for his birthday. He raised \$300!

HOW OUR DONORS HELPED.

73%

Of our donors are individuals giving back to the community. Some of these donors are also giving back to a community that has helped them in the past.

19%

Of our donations are received from the business community.

8%

Of our income comes from government grants or gifts from other charities.

What our donors said:

"The Christmas Bureau was there for me a couple of times when I was a single mom and things were really tight. Many thanks. Your work is very important and I'm very happy to be in a position to give back!"

"Many times we received donations from the Christmas Bureau as I was growing up as a child. Now it is time that I gave back. I thank you for all those Christmases!"

"All the best and I hope that this donation helps your cause this Christmas season. I, like many Albertans, am without work this time of year but know how many are worse off than myself. Use this donation to your best ability! Merry Christmas!"

"We are so fortunate and want to give back to our community to those in need. Christmas should be special for everyone and we want to donate and show our children to give back as well."

WHAT OUR CLIENTS SAID.

Maria
said:



"We bought meat, milk, cheese, oats, fruits and vegetables, juice, and tea. We celebrated Christmas with meat, prepared French-style, with cheese and salad and, of course, a cake!



Thank you so much for the help!"



Amanda
said:



"Without the spirit of generosity of others, the volunteers who deliver the gifts and food hampers, and the organizers who put it all together and make it happen, I truly believe that my family, and many others, would have less of a Merry Christmas without the Christmas Bureau of Edmonton."

Samuel
said:



"From the bottom of our hearts, we thank you for the gifts you have given us and for the Merry Christmas that me and my family were able to celebrate."



HOW YOU CAN HELP.

1

Volunteer

Offer your time to volunteer at one of our many volunteer opportunities throughout the holiday season.

2

Fundraise

Organize an event or small fundraiser of your own to help families in need.

3

Donate

Make a monetary donation that will go toward providing a festive meal to a family, senior or individual in need.

4

Leave a Legacy

Consider adding the Christmas Bureau to your legacy giving plans and have a lasting impact on people in need.

5

Sponsor a Hamper

Deliver the holiday spirit in person by sponsoring a hamper for family or senior in need.

6

Spread the Word

Follow us on Twitter, Facebook or Instagram and help us to spread our message by sharing and liking our posts.

ETHICAL FUNDRAISING.

The Christmas Bureau is proud to be Imagine Canada accredited.

The Imagine Canada Standards Program awards accreditation to charities and non-profits that demonstrate excellence in five areas of operations:

- Board Governance
- Financial Accountability and Transparency
- Fundraising
- Staff Management
- Volunteer Involvement

The Christmas Bureau was required to meet 73 standards in these five areas in order to obtain accreditation.

The Accreditation Trustmark demonstrates to our donors, supporters, and stakeholders that the Christmas Bureau meets the highest standards of business practice in the charitable sector. When you support the Christmas Bureau, you can feel confident in knowing that we're committed to ensuring your donor dollars are going to where they are needed most: families, seniors, and individuals in need.

**The Imagine Canada
Trustmark**





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