



## CHAIRMAN'S MESSAGE — DICK FRENZ

For over 70 years, the Christmas Bureau of Edmonton has consisted of generous volunteers who have helped us grow into what we are today; a community of hardworking people devoted to the goals and dreams of providing festive meals at Christmas for those in need. It is with your continual support and efforts that the branches of the Christmas Bureau have been capable of reaching out and, year after year, touching the lives of so many, through charitable example.

What started as a small group has flourished into a strong community presence that is wonderfully represented by this picture. There you can see the many branches that hold together the Christmas Bureau and sustain our mission to provide a festive meal to Edmonton families in need. Those branches, our volunteers, promote the spirit of Christmas through selfless compassion, generosity, support and a culturally inclusive and non-judgmental strength which offers hope and dignity to those in need. You truly are the strength of the evergreen in our community!



Over the past few years, there has been a steady growth of the dollars donated to the Christmas Bureau of Edmonton. 2010 has been the most successful yet with over \$1.7 million dollars raised, which fed over 70,000 Edmontonians in need. What an amazing accomplishment! The Christmas Bureau of Edmonton's tree has grown larger and stronger due to the care and nourishment of our volunteers. Each of you has contributed to the growth of the Christmas Bureau of Edmonton, and for that we sincerely thank you.

In 2010, money collected at the donation desks rose by 20% with another 9% increase in the third party volunteer fundraising special events. This financial success would not be possible if it were not for the dedication of our volunteers. You give freely of your time and ability in support of our annual campaign.

There are truly not enough words to express the sense of pride we have for what has been built and the tree, our community that has continued to grow each and every year. Although we may not say it enough, we hope that each and every one of you know our full appreciation for your contribution and continued support of the Christmas Bureau of Edmonton.

I look forward to what we can collectively accomplish during our 2011 campaign. With incredible people like you all working towards a common goal, we are sure to achieve great success and spread hope across the city once again.



**Volunteer:** Volunteers are vital to the operation of the Christmas Bureau of Edmonton. Donation Desk Ambassadors, Office Assistant, and Walk-In Days are just a few examples of opportunities for volunteering for individuals, friends, family or groups. For details on volunteer opportunities visit

christmasbureau.ca/volunteer or call Darlene at 780 414 7682.

**Third Party Fundraiser:** There are several ways a group of friends or an organization can assist the Christmas Bureau raise much needed funds to help less fortunate families, seniors and individuals in our community. Participate in an existing fundraising event or organize your own fundraiser. Large or small, be creative and have fun while at the same time knowing that you are helping provide a festive meal at Christmas time to those in need. To register your fundraiser with the Christmas Bureau of Edmonton, please contact Barb at 780 414 7684 or visit

christmasbureau.ca/fundraising for more information.





Donation Desk located at the Santa Maria Ship in Phase Three at West Edmonton Mall. Christmas Bureau

"I just received the gift cards for Sobeys. The day I received them I had one piece of bread & a packet of oatmeal. That's all. Thank you, thank you. If it hadn't been for your gift, I would have gone hungry. You all do amazing things for people like me. Thanks again."

- Christmas Bureau of Edmonton Client

**Private Hamper Sponsorship:** A great way for a group to get involved. You purchase the food items and deliver the hamper to a Christmas Bureau family in need. This is a very gratifying experience for all! For details on the private hamper sponsorship program, visit <u>christmasbureau.ca/sponsorship</u> or call Ann at 780 414 7686 (note: the Private Sponsorship program opens November 15.)

**Hope and Dignity Program:** Fundraise and support a family, senior or individual in need. Unable to purchase and deliver a hamper? Let us help. The Christmas Bureau will provide you with fundraising materials and a description of the family. You raise the money to buy the hamper contents and the Christmas Bureau will purchase and deliver it for you. For more information on this new initiative, contact Barb at 780 414 7684.

# **Donation Desk Ambassadors** are

the front line ambassadors for information about the Christmas Bureau. The Donation Desk Ambassadors work in pairs in various satellite locations throughout the City of Edmonton providing information about the services and events of the Christmas Bureau as well as accepting donations.

If you are a social person who enjoys meeting and talking with new people, the Donation Desk Ambassador is an ideal volunteer opportunity for you and a friend.

The donation desk program started in the 1980's with a donation desk at the Westin Hotel.

The establishment of the donation desks in various malls was an initiative by the Fundraising Committee to provide convenience for the Christmas Bureau donors. The donation desks also provides a visibility and awareness to the citizens of Edmonton about the Christmas Bureau and what we do.

information about the roving

donation desk program.



## **Donation Desk Team Leaders** are also

needed to help manage the donation desk program. Team Leaders oversee the day to day operation of the donation desk and act as liaison and coach for the Donation Desk Ambassadors. Donation Desk Team Leaders also provide scheduling assistance and backfill shifts as required.

increase your leadership skills, the Donation Desk Team New for 2011—Downtown Roving Donation Desks. Check out the **Christmas Bureau website** (christmasbureau.ca) for more

Leader is an idea volunteer opportunity.

If you are organized, computer savvy and would like to

"Saying thank you, somehow doesn't seem like its enough. Thanks to you my family had a wonderful meal at Christmas."

- Christmes Burezu of Edmonton Client

Walk-In Days is the last opportunity for families and individuals in need to apply and receive help through food certificates, toys and/or teen gift cards. Both recipients and volunteers share in the spirit of caring and enhance each other's dignity.

If you want to get into the Christmas spirit of sharing and caring about those in need in the Edmonton area, and want to be uplifted by your volunteer activity, then helping at Walk-In Days is ideal for you, friends, family or co-workers.

If you have a second language, this is an added bonus as interpreters are always in demand at Walk-In Days.



Walk-In Days at **Amiskawicy Academy Gymnasium** 

Hamper Packing—a great activity for a family or group of friends.



**Family Volunteering** offers new volunteer prospects to groups of people who may not otherwise be able to incorporate volunteering into their busy lives. This opportunity to participate allows families to spend meaningful time with each other and with their community through enriched volunteer experiences. The Christmas Bureau provides many opportunities for families to volunteer together.

February 24, 2011

#### Dear Christmas Bureau of Edmonton,

My name is Madeline and I am 9 years old. Every year for my birthday party, instead of bringing presents, my friends bring money for the charity I pick. This year, I heard that you didn't reach your goal so I thought that I could bring money to you. Enclosed, please find \$321.11. I hope this money will help you reach your goal.

Yours truly, Maddie and her friends and family

**Youth volunteers** bring a fresh and energetic perspective to organizations and programs. Young people turn to community service as a way to learn work skills, gain experience for future employment opportunities improve their abilities. The Christmas Bureau provides various volunteer opportunities for young adults (16 to 25) to learn valuable skills while providing hope and dignity at Christmas time to families, seniors and individuals in need.



#### SOCIAL MEDIA POLICY

All social media communications will be conducted in the interest of the Christmas Bureau of Edmonton with our mission and mandate in mind.

#### **GUIDELINES**

- \* Maintain a good reputation.
- Always express ideas and opinions in a respectful manner.
- Make sure communications are in good taste.
- \* Be sensitive about linking content.
- \* Posts will be factual.
- \* Maintain the image and integrity of the Christmas Bureau.
- \* Be prudent and use common sense.
- \* Always pause and think before
- posting. Remember everything that is contributed online stays forever and that everything done, often on a personal basis, reflects on the Christmas Bureau as an organization.

**Social Media** has become a main stay in our society and a great way to get messages out. The Christmas Bureau is embracing this new challenge. You can 'like us' on facebook (www.facebook.com/pages/Christmas-Bureau-of-Edmonton); follow us on twitter (@christmasbureau or @volunteercbe) and shortly you will be able to read our blog (christmasbureau.tumblr.com). But more importantly, you can help the Christmas Bureau by volunteering to tweet, blog and face book for us.





The Christmas Bureau of Edmonton has symbolized our community's willingness to help Edmontonians in need for over 70 years. Families, seniors and individuals celebrate and enjoy a cheerier holiday season through the distribution of festive meals. Our goal is to help Edmontonians in need enjoy a festive meal at Christmas time.

The Christmas Bureau relies on hundreds of individual, group and family volunteers to help us meet our goal of serving over 70,000 Edmontonians in need at Christmas time. The time and effort that we receive from volunteers enhances the operations needed for us to fulfill our mission and mandate. Our much valued volunteers help in many ways such as performing basic office duties; accepting donations at donation desks and special events; matching clients and donors through the Private Sponsor Program; packing and delivering hampers; and helping with various fundraisers.

Volunteers are the core foundation of our organization and are considered our most valuable assets. Becoming a volunteer with the Christmas Bureau is a great way to get involved and to give back to our community at Christmas time. We are always looking for volunteers who are interested in making a difference in the lives of families, seniors and individuals at Christmas time.



### 2011 VOLUNTEER OPPORTUNITIES

#### WEEKDAYS, EVENING AND WEEKENDS AT VARIOUS CITY LOCATIONS

- Donation Desk Team Leader
- Donation Desk Ambassadors
  - \* Special Events Team
  - \* Walk-In Days Program
    - \* Hamper Packing
    - \* Hamper Delivery

#### WEEKDAYS AT THE BUREAU OFFICE

- \* Letter Stuffing
  - \* File Clerk
- Volunteer Services Support
- \* Private Sponsor Support
  - \* Certificate Stuffing
  - Special Event Support
    - Receipting Clerk

For detailed description of these and other volunteer opportunities and to apply on line, visit: christmasbureau.ca/volunteer.

Questions? Need more information? Just want to talk to someone? Call Darlene Kowalchuk, Volunteer Coordinator at 780 414 7682 Email: volunteer@christmasbureau.ca

# VOLUNTEER COMMITTEE CHAIR'S MESSAGE BRIAN GINGRAS

It is amazing how quickly time passes between campaigns. It seems like we just wrapped up 2010 with our Evening of Celebration in January and here we are already planning and getting ready for the 2011 campaign. In 2010, over \$1.7 million was raised (the largest amount in Christmas Bureau history) to provide 70,000 plus festive meals at Christmas time to less fortunate Edmontonians.

In order to accomplish this historic milestone, 746 Christmas Bureau of Edmonton and 141 Knights of Columbus volunteers contributed 8,305 volunteer hours. WOW! Thank You for this overwhelming and incredible support to provide a special Christmas to our community members.

Our volunteers are the foundation of the Christmas Bureau and we are always mindful of how critical each and every one of you is to the success of our program. It is your passion, dedication and energy that allows the Christmas Bureau to achieve our mission and uphold our tradition of sharing and caring by providing a festive meal at Christmas time to those in need.

Everything you do on our behalf, to bring hope and dignity to Edmontonians at Christmas time is truly appreciated. Whether your volunteer hours are many or few, whether you work at a donation desk, on the hamper program, at a fundraiser, on a committee, in the office or at Walk-In Days; everything is necessary and so important to achieving the greater good!

I would also like to thank our many sponsors of the volunteer program, whose support and donations have allowed us to keep administration costs minimal. Please support these local businesses (see page 11 for list) that have contributed to our success.

To our many returning volunteers who year after year after year keep answering the call, a most sincere THANK YOU for continuing to give so much of yourself at such a busy time of year! If you are new to the Christmas Bureau and are contemplating getting involved for the very first time either individually or as a family, thank you for considering the Christmas Bureau for your volunteer activity. You can be assured of a very rewarding and humbling experience.

Your gift of time and compassion to our community is priceless. I am honoured to be a volunteer with you in this year's campaign. Thank you for continuing to promote the spirit of Christmas caring and sharing in the City of Edmonton.







# **2010 VOLUNTEER AWARD RECIPIENTS**

# **KEVIN LOWE AWARD - IVAN SAWCHUK**

There are many contributing factors that allow a charity to celebrate 70 years. One of them is having your finances in order. Not just the daily bookkeeping piece, but also having the right information to plan for future operating years. Ivan joined the Christmas Bureau as a member of the Board of Directors in 1998. During the last 11 campaigns, Ivan has been the chief overseer of the Christmas Bureau finances, ensuring the financial stability of our charity. Our Board of Directors has relied on his monthly reporting and annual presentations to plan each successful year going forward. Ivan has participated in a number of the Christmas Bureau committees and activities and in recent years has represented the

# s Christmas Bureau at the committee level for the development of the

level for the development of the Jerry Forbes Centre for Community Spirit. A true leader for the Christmas Bureau. On a side note... Ivan is a favorite with the office volunteers and staff – during his week of deliveries to the office, he stops at a different bakery each morning in the Beverly area and brings a box of bakery treats to the office. Ivan Sawchuk receiving his Kevin Lowe Award from Wendy Batty and Dick Frenz



The **Kevin Lowe Award** is presented to outstanding individuals and businesses who consistently demonstrated values that support a successful Christmas Bureau of Edmonton campaign and meet the following criteria:

- \* minimum of 10 years of service to the Christmas Bureau of Edmonton;
- demonstrated positive and reliable service delivery;
  - demonstrated positive working relationships with staff and volunteers;
- actively promote the mission of the Christmas Bureau of Edmonton in the community.

## KEVIN LOWE AWARD - JOCHEN EGGERT



When you combine your love of music with your desire to help those in need at Christmas time, amazing things can happen. For the past ten years, Jochen Eggert has led the organization and delivery of Caroling at the Winspear. Jochen has been the driving force behind this event, contacting and coordinating the Conductor, the Choirs, the Organists, the Master of Ceremonies and arranging the facility – The Winspear, all for the love of music and to raise funds to help make the holiday season a happier one for many Edmontonians. In the 10 years Caroling at the Winspear has taken place, over \$100,000 has been raised for the Christmas Bureau of Edmonton. A tremendous achievement.

Dianne Brown and Dick Frenz presenting Jochen Eggert the Kevin Lowe Award



# **2010 VOLUNTEER AWARD RECIPIENTS**

# OUTSTANDING VOLUNTEER AWARDS





# THE CANDY MAN TEAM

Doug Kirchner and his Team from the City of Edmonton, Community Services, Parks Operation South, have brought a sweet sense of fundraising to the Christmas Bureau of Edmonton for twenty years. Their unique style makes it hard to say no. Really, how do you say no to a man dressed in a Life Saver costume!!! In 2010, Doug and his team raised \$24,285. What an amazing team! What a marvelous contribution.

The influence of a beautiful, helpful character is contagious, and may revolutionize a whole town.

Collier Graham

#### CHRISTMAS BUREAU OF EDMONTON MISSION

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

CHRISTMAS BUREAU OF EDMONTON MANDATE

To provide a festive meal to Edmonton families in need.

# SANDRA MORTON

Sandra Morton has been a volunteer since 2003 and has been a strong ambassador for the Christmas Bureau of Edmonton by volunteering at the Donation Desk, Coat Checks and Hamper Packing. A demonstrated positive attitude; a great working relationship with staff, volunteers and donors; and a willingness to help train and coach new volunteers, has made Sandra a sought after volunteer by various Donation Desk Team Leaders.



Eric Cooke and Dick Frenz presenting The Outstanding Volunteer Award to Sandra Morton

# JOAN OSTAPIUK

A Christmas Bureau volunteer since 1999, Joan Ostapiuk takes pride in being a representative of the Christmas Bureau of Edmonton. Joan is always willing to take on many tasks and has worked as a Donation Desk Ambassador, in the office helping with certificate stuffing and mailing and at Walk-in Days. Joan is always willing to work with and coach new volunteers and brings a smile to every shift she works. She is a joy to have around and we thank her for her years of dedication and contributions.

The **Outstanding Volunteer Award** recognizes up to 4 volunteers who have contributed to the Christmas Bureau in a significant fashion other than as a member of the media or the Board of Directors. Its goal is to recognize volunteers who are on the "front lines" of the Bureau, and who would not otherwise be formally recognized for their efforts.

Volunteers must meet the following requirements:

- At least 2 years of service to the Christmas Bureau in a capacity other than media or board member
- Outstanding contribution to a campaign (i.e.: dedication, number of hours given, versatility, willingness to assist, leadership)

#### Eric Cooke and Dick Frenz presenting Joan Ostapiuk The Outstanding Volunteer Award



#### Volunteers are the only human beings on the face of the earth who reflect a nation's compassion, unselfish caring, patience, and just plain love for one another.

Erma Bombeck



#### CHRISTMAS BUREAU OF EDMONTON 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-judgmental

# LEN ACKER

Len has been a volunteer with the Christmas Bureau for 14 plus years, and learned about volunteering by delivering hampers with his father as a young school lad. That passion continued and later in life, Len returned to the Christmas Bureau as a Donation Desk Ambassador, helping at various special events and most recently as Team Leader at Kingsway Garden Mall with his wife Judy. Len's demonstrated leadership skills exemplify the qualities of a good Team Leader and volunteer. Thank you, Len!

Len Acker receiving The Outstanding Volunteer Award from Eric Cooke and Dick Frenz

# 2010 VOLUNTEER AWARD RECIPIENTS

# CHAIRMAN'S AWARD - BRUCE KELTIE, COPPER JACKETS

The Chairman's Award was presented to a man who exemplifies community spirit and volunteerism. At all times and in all places during December Bruce walks the talk of the Christmas Bureau of Edmonton and is a wonderful Ambassador. He attends the Campaign Launch, many of our functions including FMC Breakfast, Radiothon, Graham Hicks Roast and Toast and he came to Walk-In Days to get a better understanding of who our clients are. Bruce is the driving force behind the Copper Jackets Luncheon Event which raised over \$100,000 in 2010. His leadership ensured another successful event in 2010.

The Chairman's Award is presented to an individual volunteer who has made the most significant contribution to the current campaign and in consideration of the following criteria:

- active participation in more than one volunteer position/activity of the Christmas Bureau of Edmonton;
- demonstrated positive working relationships with staff, volunteers and \* clients;
- demonstrated promotion of the visibility of the Christmas Bureau of Edmonton within the community



Dianne Brown and Dick Frenz presenting Bruce Keltie the Chairman's Award

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# **NOVEMBER 2011**

7	Monday	Donation Desk Team Leader Meeting
14	Monday	2011 Campaign Launch
19	Saturday	Old Strathcona Market Table
28 & 29	Monday / Tuesday	Donation Desk Orientation

# **JANUARY 2012**

## **DECEMBER 2011**

MANN IVVN VALLIVANV		hursday / Friday	Donation Desk Set Up and Opening
Visit <i>christmasbureau.ca/events</i> for up-to-date event information		Saturday	Old Strathcona Market Table
NOVEMBER 2011	16	Friday	Copper Jackets Luncheon
	16	Friday	Winspear Caroling
<ul><li>7 Monday Donation Desk Team Leader Meeting</li><li>14 Monday 2011 Campaign Launch</li></ul>	16	Friday	Hamper Packing
19 Saturday Old Strathcona Market Table	17 S	Saturday	Hamper Delivery
5	20 T	Fuesday	FMC/Sobeys/Westin Hotel Breakfast
28 & 29 Monday / Donation Desk Orientation Tuesday		uesday / ednesday	Walk-In Days Set Up
JANUARY 2012		hursday / Friday	Walk-In Days
26 Evening of Celebration		Friday / Saturday	Donation Desk Closing and Take Down

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# Special Thank You To Our 2010 Volunteer Program Sponsors

Amiskawicy Academy Aramark Refreshment Services Aspect Photo Inc. Bear Mountain Coffee (Southgate) **Bee-Clean Building Maintenance** BFI Canada Inc. **Blooming Buds Florists** Bonnie Doon Bowling Lanes Bonnie Doon Shopping Centre Bubbles Car Wash & Detail Centre Café Supreme (Londonderry) Capital Transport Ltd. Catholic School Board Citadel Theatre Cobs Bakery (Riverbend) **Commerce Place** Community Services Department, City of Edmonton Company's Coming Publishing Ltd. Cookies by George Costco West Edmonton Culligan Water Dare Foods Limited Devonian Botanic Garden Display Design Systems Ltd. Edmonton Opera Enmax Fabricland Free Will Players Fringe Theatre Adventures

Goody's Drycleaners Ltd. Halldorson, Lori & Gerry Hickory Farms - Kingsway Highlevel Diner Impark K-Bro Linen Systems Inc. Keg Restaurants Ltd. Kingsway Garden Mall Lachowsky, Dave Lazia Restaurants Local Public Eatery Londonderry Mall Lorenzo Lawrence Mavfield Inn and Suites Maxim Truck Rental Mary Brown's Chicken, Millwoods Town Centre McDonald, Sharon McDonald's Restaurants McEwen's Esso Mill Woods Town Centre Mousy Browns Hair Salon Moxie's Classic Grill Northgate Mall Old Spaghetti Factory Pearl River Restaurant Purdv's Chocolates Rabbit Hill Snow Resort Royal Alberta Museum Safety West Inc.

Santas Anonymous Save On Foods (Ellerslie Road) Sears Canada Ltd. Second Cup (Southbrook) Shoppers Drug Mart (Ellerslie Road) Shoppers Drug Mart (Whyte Avenue) Showtime Detailing Sicilian Pasta Kitchen Snow Valley Ski Club Sobeys (Southbrook) Something Good Ice Cream & Yogurt Sorrentino's Restaurant Group Southgate Shopping Centre St. Andrews Centre Staples (Oliver Square) Starbucks Coffee (Southbrook) Starbucks Coffee (West Edmonton Mall) Sunterra Market (Commerce Place) **TELUS World of Science** Theatre Network TnT High Pressure Waterworks Ltd. Ukrainian Cultural Heritage Village Unisource Canada Inc. Vertically Inclined West Edmonton Mall Westmount Shopping Centre When Pigs Fly Zaika Indian Bistro Bar

Thank you to Unisource Canada Inc. for the donation of paper and ION Print Solutions for the printing of this years newsletter. The Christmas Bureau of Edmonton gratefully appreciates the photographic donation of pictures from David Hartum, Aspect Photo Inc., aspectphoto.ca

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The Christmas Bureau of Edmonton gratefully acknowledges Servus Credit Union for its generous donation of office space for the past 14 years.

#### **Board of Directors**

Board Chair Dick Frenz

#### Directors Yves Auger Marc Barylo

Vasant Chotai Leeann Currie **David Dickinson Ruth Elliot Andy England Joe Fenrich** Harry Fucarro **Brian Gingras** Kim Irving **Dorothy Jacques Carol Kelly** Willie Lee Chris Leung Sandy Mowat Lana Nordlund **Andrea Peyton** Peter Ratcliff Linda Romaniuk Ivan Sawchuk Maria Vuksanovich P. Daryl Wilson, Q.C.

#### **Volunteer Committee**

Committee Chair Brian Gingras

#### Members

Eric Cooke Lucille Gans Sandy Mowat Linda Romaniuk

#### <u>Staff</u>

Executive Director Wendy E. Batty

Volunteer Coordinator Darlene Kowalchuk

Campaign Director Wendy Fiske

Campaign Assistant Barb Matwie

Office Manager Kim Ratke



Founded in 1940, the Christmas Bureau is one of Edmonton's longest serving non-profit organizations. In 2011, the Christmas Bureau anticipates that we will serve 70,000 less fortunate within our community. Traditionally 70% of our festive food hampers are delivered to impoverished families; with 30% delivered to seniors living alone and individuals in need. In order to pay the grocery bill and deliver our program, the goal for this years fundraising campaign is \$1.8 million.

The tradition of sharing continues. Non-denominational and accessible to all, the Christmas Bureau works closely with a number of other organizations to ensure that the money we raise is used effectively without duplication of service. While the process of determining a person's eligibility is a thorough one, it is marked by a spirit of compassion and generosity, respecting his or her dignity, integrity, confidentiality and rights.

"No parent gave birth to a child with the hope that they would grow up in an impoverished environment. Your donation changes that exact situation at Christmas time each year."

Kevin Lowe and Oilers Ladies Honorary Campaign Chairpersons

#### 2011 GOAL

Our goal for this our 71<sup>st</sup> year is to raise \$1.8 million.

Donations are used to purchase festive food hamper contents that are distributed to Edmonton's less fortunate for Christmas.

In 2011, a food hamper for a family of four costs \$85.00 and contains:

5 - 7 kg turkey
4.5 kg potatoes
250 g stove top dressing
250 ml cranberry sauce
3 (293 ml) cans of soup
3 L real fruit juice
454 g margarine

1 jar (500 g) peanut butter 1 jar (375 g) jam 2 (398 ml) cans of fruit 500 g Christmas candy or nuts 18 mandarin oranges 500 g Christmas cake or cookies 4 (398 ml) cans of peas, beans or corn

"I would like to say thank you very much for the support. I know that one day when I finish my university studies & have a career that I will be one who will be helping out a family in need, I appreciate your help more than words can express."

Christmes Bureeu of Edmonton Client

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