

2012 - 2013 Christmas Bureau of Edmonton Annual Committee Reports

May 1, 2013



Willie Lee, Chair, Board of Directors

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This was an ambitious year for the Christmas Bureau with the successful introduction of two key software programs.

We moved our donor database into a constituent management system to manage our donors, third party fundraisers, private sponsors and media support. The new program allows us to track and acknowledge our supporters with greater efficiency.

A new client database program was developed with the collaboration of the Christmas service providers – 630 CHED Santas Anonymous and Edmonton Sun Adopt-A-Teen.

2012 saw a notable increase in community engagement through social media – more facebook views and involvement as well as more twitter followers; increased number of third party fundraising initiatives; increased number of private sponsors providing hampers to Christmas Bureau registered families; and greater number of groups volunteering.

My first year as Chair of the Board of Directors has passed and I can happily reflect back on the successes of the Bureau.

It was a year of understanding the Christmas Bureau's challenges and learning from the many great minds on the Board. This knowledge and future leadership shifts will bring an exciting year of positioning the Christmas Bureau for long-term success.

Sincerely,

Willie Lee,
Chair, Board of Directors

Kevin Lowe, Honorary Campaign Chairperson

I am proud to be one of the Christmas Bureau's longest serving volunteers. My involvement started as a young man and over the years as my family grew they have become part of the Bureau volunteer team. As with my family, many of the Bureau volunteers have become generational. The Bureau is truly about neighbour helping neighbour,

families helping families during the Christmas season. Each year I look forward to working with the Christmas Bureau staff and volunteers who are dedicated to ensure less fortunate Edmonton families, seniors and individuals have the opportunity to celebrate the Christmas season with festive food, toys for children and gifts for teens.



Social Services, Carol Kelly

	<u>Actual</u>	<u>Budget</u>
Number of Client Units Served	21,977	24,166
Families	13,562	14,818
Seniors	2,695	2,800
Singles, Individuals	5,720	6,548
Food Certificates Program	\$957,852	\$1,058,952
Hamper Program	\$139,885	\$142,000

Each year this committee starts the work of building the Social Services Budget by reviewing current economic conditions and the impact on our clients. An analysis is done on the current job market, income support program numbers and the demand for services experienced by the social service sector organizations.

The outcome of less client units served than planned is a reflection of the economy. More people were working in December.

Our Community Festive Celebrations Program provides funding for grass roots events, organized and run by volunteers that strengthen the value of diversity in the community. Funding of \$58,096 was

Committee Members: Marc Barylo, Vasant Chotai, Leeann Currie, Ruth Elliot, Harry Fuccaro, Dean McKellar, Toni Mvuala, Lana Nordlund, Cindy Paziuk, Peter Ratcliff, Barb Sommerfield

approved to 40 groups. 14,488 individuals attended 57 events.

Our Private Sponsor Program continues to grow in the number of participants purchasing the contents of a hamper and delivering to a Christmas Bureau family – 410 individuals, families and organizations provided hampers to 1350 Bureau families, seniors and individuals. The work of matching sponsors to recipients is done by volunteers. For the past six years Ann Wilson has dedicated six weeks each year to leading this volunteer team. We are very appreciative of this dedicated volunteer support.

We are more than a festive food hamper program. We are a connector for over 80 social service agencies who refer people in need. We facilitate partnerships bringing together the three Christmas charities working together for the same family. We promote efficiencies in the community by reducing duplication of services through the use of a common database in which multiple Christmas Giving programs recipients are entered.



For our clients we offer a one application process to receive a festive food hamper for food certificates, toys for children age 0 – 12 years and a teen gift card for youth age 13 to 17 years. We extend a thank you to our Christmas giving partners – 630 CHED Santas Anonymous and the Edmonton Sun Adopt-A-Teen Program.

“Without the help from the Christmas Bureau, we would not be able to offer our Festive Meal each year. The guests attending are truly grateful and those volunteering are left with a feeling of a sense of community and compassion. We cannot thank you enough.”
Community Options, A Society for Children and Families

Tamara’s Story

Growing up in the inner city of Edmonton was truly a gift. My roots to the inner city and the programs like the Christmas Bureau, are strong, just as my conviction to break the cycle of violence. The generosity of strangers who provided these donations to families like mine were something I never forgot and I made a conscious decision when I left home to give back the moment I could. So when you are making your donations, please know that there are people who need the Christmas Bureau and without your support, stories like mine can’t be told.

Fund Development Committee, David Dickinson, Interim Chair

During the past year the Fundraising Committee transitioned to the Fund Development Committee, with the goal of long term and alternative funding as well as maintaining an Annual Christmas Campaign.

A new Terms of Reference for the Fund Development Committee was developed and approved at the July 2012 Board of Directors meeting setting the committees goals to review the fund development practises of the Christmas Bureau with an emphasis on creating a fund development policy and guideline manual.

The committee recommended to the Board of Directors the 2012 fundraising goal is set at \$1.8 million. The 2012 Fundraising Campaign raised \$1.74 of the \$1.8M goal. Our core support (74%) donors gifted

an average of \$100. As our Honorary Chair, Kevin Lowe has stated: ‘we truly are ‘neighbour helping neighbour.’”

Part of the focus of the Fund Development Committee was to explore new avenues of funding. Grants and funding opportunities were researched and initiated. Outcome was \$127,878 of which \$63,000 was allocated for special projects.

The Third Party Fundraiser program grew 7% during the 2012 Campaign. 107 fundraising activities raised \$601,597. Growing the Third Party Fundraiser Program has an immeasurable benefit in the number of people that see our image and message, thereby growing engagement with the Christmas Bureau.

At the September Board of



Directors Meeting, the Board re-adopted Imagine Canada’s Ethical Fundraising and Accountability Code (Ethical Code). In so doing, members of the Board of Directors undertake to be conscientious custodians of donated funds, to exercise due care concerning the governance of fundraising and financial reporting, and to ensure, to the best of

their ability, that the Christmas Bureau adheres to the provisions of the Ethical Code.

In 2013, the Fund Development Committee will focus on long term relationships with our donors and the development of a 3 and 5 year strategic fund development plan with the intent of moving the fundraising yard stick beyond \$1.8M.

Committee Members: Joe Fenrich, Dick Frenz, Kim Irving, Bill Kordyback, Willie Lee, Tom Sides



Fort Saskatchewan Correctional Centre provides hand made toys for auction.



“The Students from CDI Message Therapy Class voted and decided that the Christmas Bureau was a very wonderful and local cause that brings warmth and joy to those who are less fortunate in our city and donated \$1,000.”

We gratefully acknowledges grants received from Alberta Government, Culture and Community Services (Community Spirit Program and Community Initiatives Program) and TELUS Community Boards. These grants provided the seed funding to develop a new client database program, to move our donor database into a constituent management system and to purchase computers required to support these new programs.

Volunteers, Brian Gingras

The Volunteer Committee oversees the Christmas Bureau Volunteer Program. The Christmas Bureau continues to receive the support of amazing volunteers who give the gift of time, knowledge, talent, enthusiasm and passion. Our volunteers are our front line Ambassadors of the Christmas Bureau working in many different capacities ensuring that Edmontonians in need receive a festive meal at Christmas.

In 2011 the Christmas Bureau logo was changed. This year new lapel pins were ordered in the new image as well as years of service pins for 3, 5, 10, 15 and

20 years. 44 local businesses were very supportive of our volunteer program providing in-kind gifts for weekly draws and Evening of Celebration door prizes – valued just over \$18,000.

Postings for volunteer recruitment were placed on 33 websites. Expanded use of social media including facebook and twitter increased the outreach to create awareness for our volunteer needs. We saw an increase in the number of families and groups working together sharing the volunteer experience.

The largest number of volunteer hours are at the mall donation desks. A special thank you is extended to our 17 Team Leaders who schedule, welcome, and orient our Donation Desk Ambassadors who staff these desks December 01 to 24.

Our year ended with a very special Evening of Celebration held at City Hall, where we had the opportunity to thank our volunteers, celebrate a successful 2012 campaign and acknowledge six volunteers with our Kevin Lowe Award, Chairman’s Award, First Year Volunteer Contribution Award and Outstanding Volunteer Awards.

On behalf of our dedicated Volunteer Committee members, I extend a heartfelt thank you to all our volunteers - new and returning - who ensure the work of the Christmas Bureau is completed on time.

Volunteer Hours	8,817
Number of Volunteers	683
Average Hours per Volunteer	12.91
Returning Individual Volunteers	335
New Individual Volunteers	146
Group Volunteers (19 groups)	202

Committee Members: Eric Cooke, Lucille Gans, Sandy Mowat, Linda Kennedy-Romaniuk



Team Aqua Insurance ready to help set up at Walk-In Days

“Team Aqua chose to support the Christmas Bureau because we wanted to be apart of this amazing organization.

The compassion of the Christmas Bureau is catchy and we’ll sure be there next year!”



West Edmonton Mall Donation Desk

Communications, Kim Irving

We were privileged to continue working with Kevin Lowe as our Honorary Campaign Chairperson. Kevin understands the Christmas Bureau mission and goals and his passion for the community of Edmonton is a gift we value. Kevin made numerous radio, television and event appearances throughout the campaign and was on hand to present the Kevin Lowe Award at our Evening of Celebration.

This year, the Communication Committee focused our messaging in two areas: to maintain communication with our current donors and to provide opportunities for engagement of younger donors. The Chairman’s Letter, print and TV articles and promotions incorporated messaging to our loyal donors and seasoned new donors. Billboards and social media provided messaging and imagery to engage younger donors and the casual donors who may not have

in the past contributed to the Christmas Bureau.

Social media played a large role in communicating with media outlets and engaging new supporters of the Christmas Bureau. Facebook saw an increase of 19% of people following the Christmas Bureau timeline. Our greatest engagement was with females 25 to 44. Twitter was the social media choice of the media and was a great engagement tool to get our message out. This year the Christmas Bureau hit the 1,000 follower mark, making the year’s growth at 56%.

Edmonton Media played an important role in supporting the Christmas Bureau of and spreading our message. Our Campaign Media Launch was held at the Alberta Aviation Hall and drew a record number of participants in the Gingerbread House Competition. This year we introduced a campaign twitter hashtag (#MustHaveGifts) and a

live twitter feed for the Campaign Media Launch. This proved to be a hit with the media and our message was quickly spread.

The engagement with the media continued to be a major component of our campaign communication plan. We received an increased number of TV appearances and stories. Our greatest increase was with print media who stepped up to the plate and provided great story coverage along with some providing full color page ads through the month of December.

2012 saw an increase in the number of outdoor advertising posting locations. This could not have been done without the great support of the various organizations providing free billboard, banner and street furniture space.

With the introduction of the new constituent management system, we are now able to ask and track why donors are giving to the

Christmas Bureau. This, along with surveys and focus group discussions planned in 2013, will provide a good basis for evaluating where our promotion dollars best engage our supporters and assist in the development of a 3 and 5 year marketing plan for the Christmas Bureau of Edmonton.



Committee Members: Matt Bell, David Dickinson, Jim Gainor, Alexis Huta, Jeff McLean, Andrea Peyton, Elvis Wong



Human Resources, Marc Barylo



The Human Resources Committee ensures organizational continuity through personnel governance. The Committee worked with the Executive Director supporting a number of initiatives in 2012.

1. A new client database program was developed. This required increased time for the Office Manager position who was a key participant in the design development.

2. A new constituent management system was purchased to facilitate holistic recording of donations including receipted, non-receipted, gifts in kind, third party fundraisers and private sponsors. There was a successful transfer of the current donor database information as well historical entry of the past four years. This work required additional time for the Office Manager

and the Communications and Promotions Coordinator.

3. The Campaign Assistant position was renamed Communications and Promotions Coordinator and the job description revised to reflect actual duties performed.

4. The Christmas Bureau was happy to work with the Edmonton Oilers organization with a secondment placement of their staff member during the NHL lockout.

5. We were very fortunate to have 9 of the 17 seasonal positions filled with returning employees. This knowledge and experience with our organization benefited each area of our operations.

6. The Human Resource Committee supported the Executive Director in the development and Board approval process of the 2012– 2013 Christmas Bureau Staffing Plan

and Budget. At year end, the HR operations of the Bureau were completed significantly under approved budget projections, due to the leadership and outstanding management skill of the Executive Director.

7. A performance review was conducted with the Executive Director in June 2012 for the 2011-2012 Campaign Year. New performance objectives and goals for the 2012-2013 were established and the review of these with the Executive Director will be completed in May 2013.

On behalf of the members of the HR Committee, I extend our sincere gratitude to Executive Director, Wendy Batty, for doing another outstanding job in managing the complex organizational HR needs of the Bureau with creativity, wisdom, patience, tenacity, and conscientiousness.

Committee Members: Cheryl Petruk, Daryl Wilson, Q.C.

MISSION

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

MANDATE

To provide a festive meal to Edmonton families in need

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

PRINCIPLES

All persons in need are treated with utmost dignity, respect, courtesy and confidentiality

Providing assistance to a person in need to be charitable – not disparaging, disconsolate or punitive

Provide assistance according to good stewardship principles

Pursue and develop partnerships in the community

Governance and Strategic Planning, Andy England

Objects and Bylaws - The committee conducted a review process of the 1988 Christmas Bureau of Edmonton Objects and Bylaws. Recommendations for changes to these relate to language to make them current. The changes will be presented at the Annual General Meeting.

Gambling Policy – The Committee drafted a gambling policy to provide the Board and Fund

Development Committee framework for which decisions will be made regarding the use gambling proceeds. This draft policy will be presented for discussion at the Board of Directors Annual Planning Session.

Board Survey – A online survey was developed focusing on how we are doing as a Board and to identify priorities for the coming year. The survey

was completed by Board members in March; responses will frame the Agenda for the Annual Planning Session.

Board Members Recruitment – The committee studied required skills, experience and knowledge for future board member recruitment.

Adopt-A-Teen Program – The Bureau provides administrative support to

this program that was founded by Graham Hicks, columnist in the Edmonton Sun. The Committee continued to evaluate the governance structure for this program.

Annual Planning Session – The Committee completed this year's work with establishing the agenda for the Board's Annual Planning Session to be held in May, the outcome of which will provide the framework for 2013 Campaign Year.

Committee Members: Marc Barylo, Dick Frenz, Dorothy Jacques, Ivan Sawchuk

Shawna's Story

"I was a single Mother of a baby boy. I was supporting myself, my son and my Mother who was living with us. That year, just before Christmas, my mother was diagnosed with breast cancer. It was a rough time for the three of us. No, we weren't a family on the streets. I wasn't jobless, and we were not starving. We were a family struggling, trying to make ends meet.

It was perfect strangers coming together to make our Christmas extra special. I remember the tears it brought to my Mother and me to feel so blessed by the hearts and generosity of others. Organizations like the Christmas Bureau give people just like Mother, my son and I, the gifts of hope, love and the true meaning of Christmas.

No, it was not the Christmas one was hoping for it was even better!"

Adopt-A-Teen, Dick Frenz

Committee Members: Brian Hamilton



The Christmas Bureau of Edmonton is pleased to continue to be a proud partner with the Edmonton Sun's Adopt-A-Teen Program. The Christmas Bureau of Edmonton provides administration, governance and oversees distribution of the teen gifts.

Following are some key 2012 Edmonton Sun's Adopt-A-Teen Program campaign statistics:

- The Edmonton Sun's promotion of the Adopt-A-Teen Program raised \$363,702

- 7,571 teens in families registered with the Christmas Bureau and Salvation Army received the teen gift cards

- The previous year's level of gifting – gift cards were maintained at \$50 per teen aged 13-17 years old

Edmonton and area Walmart stores continue to be a supporting partner and the program's lead sponsor with a generous \$30,000 contribution.

The Adopt-A-Teen Committee continues to be an ad hoc committee of the Christmas Bureau; therefore the committee only meets on an as required basis. There were no formal committee meetings during 2013;

however, the Adopt-A-Teen program was a frequent agenda item for the Christmas Bureau Governance Committee and the Adopt-A-Teen Committee Chair provided informal updates at most Christmas Bureau Board of Directors meetings. The appropriateness of creating a standing committee of the Christmas Bureau will be an early topic of discussion and consideration for the 2013 campaign year.

We sincerely look forward to another successful year by working closely with the Edmonton Sun to provide less fortunate Edmonton teens with a gift.

2012 - 2013 Board of Directors

NAME	BOARD ROLE	COMPANY NAME
Lee, Willie	Chair	Calder Bateman Communications
Gingras, Brian	Vice Chair; Chair, Volunteers	Bee-Clean Building Maintenance
Frenz, Dick	Past Chair; Chair, Adopt-A-Teen	D. Frenz Consulting Inc.
Peyton, Andrea	Treasurer; Chair, Finance	Calder Bateman Communications
Irving, Kim	Chair; Communications	ATB Financial
Dickinson, David	Chair (Interim); Fundraising	Salvation Army
England, Andy	Chair; Governance	ATB Financial
Barylo, Marc	Chair; Human Resources	Catholic Social Services
Kelly, Carol	Chair; Social Services	Alberta Human Services
Chotai, Vasant	Board Member	Community Member
Currie, Leeann	Board Member	Multicultural Health Brokers
Elliott, Ruth	Board Member	Community Member
Fenrich, Joe	Board Member	Community Member
Fuccaro, Harry	Board Member	Metis Child & Family Services Society
Iddrisu, Nashiha	Board Member	Alberta Human Services, Child & Family Services Authority
Jacques, Dorothy	Board Member	Norquest College
Kennedy Romaniuk, Linda	Board Member	Bee-Clean Building Maintenance
McKellar, Stuart	Board Member	ATB Financial
Mowat, Sandy	Board Member	Community Member
Nohas, Taras	Board Member	Servus Credit Union
Nordlund, Lana	Board Member	CHED Santas Anonymous
Ratcliff, Peter	Board Member	Alberta Health Services
Sawchuk, Ivan	Board Member	Community Member
Sides, Tom	Board Member	Dentons Canada LLP
Wilson, Q.C, P. Daryl	Board Member	Dentons Canada LLP
EXECUTIVE		
Batty, Wendy	Executive Director	Christmas Bureau of Edmonton
Kowalchuk, Darlene	Campaign Director	Christmas Bureau of Edmonton

"It takes an entire community to ensure that the tradition of sharing and caring continues and that no one is left behind at Christmas time.

With your support, all Edmontonians will have the opportunity to celebrate with a festive meal this Christmas."

Kevin Lowe, Honorary Campaign Chairperson