

# 2013 - 2014 Christmas Bureau of Edmonton Annual Committee Reports



April 2014

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## Willie Lee, Chair, Board of Directors

Fulfilling Christmas Wishes with **Dirty Dishes!** So what does that mean and how does it fit into the Christmas Bureau of Edmonton's mandate. Since 1940, the Christmas Bureau remains committed to providing a festive meal to Edmonton families in need fulfilling their wishes of being able to share a meal with family. What a great tradition to fulfill - *eating together*.

The Board of Directors is very proud of the Christmas Bureau's accomplishments over the past year and is thankful for the support of our neighbours. As a community we were able to provide for 61,000 individuals at Christmas time; fund 38 community groups for their Community

Festive Celebrations; to raise \$1.72M; and establish the Christmas Bureau of Edmonton Endowment Fund.

Looking back at 2013, it's important to recognize and acknowledge the incredible efforts of our wonderful team of volunteers, staff, donors, supporters and community partners. Their energy, talent and passion continue to drive the Christmas Bureau forward and make it what it is today. We thank the social media community and traditional media for their support in the promotion of our message; our donors for their trust in being custodians of their donations; and fundraisers and supporters for their continued activity in raising awareness and funds; and

our volunteers for giving of their time and talents to help those less fortunate in Edmonton.

While we take pride in these accomplishments, we are also mindful of the challenges the Christmas Bureau faces as a community organization. Through our past successes and initiatives for 2014, we will be ready for the challenges and accomplishments that lie ahead.



Sincerely,

Willie Lee,  
Chair, Board of Directors



## Honorary Campaign Co-Chairpersons, Kevin Lowe and Oilers Ladies

A mouth-watering feast, family traditions and dirty dishes! Isn't that what Christmas is all about? Unfortunately, there are families in our community that may not have that opportunity would it not be for the efforts of the Christmas Bureau community.



Oilers Ladies at Cookie Decorating at Southgate Centre

We are honored to be part of the Christmas Bureau's family and to work 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. The Christmas Bureau is truly about neighbours helping neighbours, families helping families and individuals giving of themselves to ensure that those in need in our city can celebrate with a festive meal during the Christmas season.

**“As Honorary Chairpersons, each of us has our own memories of Christmas dinner and family traditions. As a community, let's help create memories of Christmas dinner and traditions for families in need.”**

Kevin Lowe and Oilers Ladies  
Honorary Campaign Co-Chairpersons



## Social Services, Carol Kelly

The Christmas Bureau provides Edmontonians in need a one application process to receive a festive food hamper or food certificates, toys for children age 0 – 12 years and a teen gift card for youth age 13 to 17 years. For many of our clients, the stresses of being able to provide a festive celebration are lessened by the gift they receive from the Christmas Bureau. For our clients, the opportunity to share the simplest of traditions – *eating together* – is made possible through the Christmas Bureau’s festive food hamper program.

We extend a thank you to our Christmas giving partners – 630 CHED Santas Anonymous, Edmonton Sun

Adopt-a-Teen and Salvation Army and to the 108 referring social services agencies.

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 Christmas Bureau provides support to community groups through our Community Festive Celebrations Program. This program supports community festive celebrations for Edmontonians in need by providing funding for food.

These are grass roots events, which are led, organized and run by volunteers and is a way of strengthening the value of diversity in the community of the City of Edmonton. In 2013, 38 community groups received funding totaling \$60,000. Close to 15,000 people attended these community celebrations.

The Hamper Sponsorship program allows organizations, families and individuals to embrace the meaning of Christmas by sponsoring a Christmas Bureau family. Hamper Sponsors apply with the size and number of hampers they wish to assemble and deliver, and are matched with Christmas Bureau

clients. In 2013, 459 sponsors provided for 1,132 families, seniors and individuals.

The Walk-In Days Program is a final opportunity for those who have been missed, to apply for assistance. The Christmas Bureau holds this program on December 22 and December 23 annually. In 2013 1,429 clients were provided assistance at Walk-In Days with the help of 155 volunteers.



Number of Client Units Served	21,757
Families	13,428
Seniors	2,676
Singles, Individuals	5,653
Total People Count	60,960

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

“Every year, I enjoy coordinating the Christmas in Canada Event. Each year, I go home overflowed with gratitude for volunteers’ commitment to helping newcomers adjust to life in Canada. Eighteen years ago, I was a newcomer myself and I do know what it means to receive help from Volunteers and the Christmas Bureau too. The Christmas in Canada Event is a highlight of the Cultural Links Program since it helps volunteers help newcomers feel welcome in Canada, and helps them become more familiar with Canadian cultural celebrations. I feel privileged to be a part of such an endeavour. I, on behalf of the Cultural Links volunteers, newcomers, the Agency and Agency staff, thank the Christmas Bureau for making all this possible.”

Amira, Cultural Links Team Leader, Catholic Social Services, Culture Links

## Communications, Sharon Bell

During the summer of 2013, a research project was conducted to help the Christmas Bureau understand why people give to us. The underlying theme was ‘tradition around having a meal together’ and the ‘emotion of the Christmas time period’. With that information, Calder Bateman created an amazing campaign for the Christmas Bureau around ‘Making Dirty Dishes as Tradition for All’. The foundation is if you have ‘dirty dishes’ you have had a meal and a meal is what the Christmas Bureau of Edmonton provides. All messaging was targeted to two groups: our current donors and stewarding them into higher giving levels; and engaging individuals that fit our current donor profile but do not currently give to the Christmas Bureau.

Congratulations to Calder Bateman for winning an

Advertising Club of Edmonton (ACE) Award and three distinctions for the “Dirty Dishes” Campaign.

Telling a story and seeing how the delivery of a hamper and toys affect a family’s life has great impact for our donors and supporters. For the 2013 campaign we were honored to have Carla come forward to share her story of how the Christmas Bureau helped provide a memorable Christmas for her family.

We were privileged to have Kevin Lowe and the Oilers Ladies as our Honorary Campaign Co-Chairpersons. Kevin and Krista Ference made numerous radio, television and event appearances throughout the campaign.

Edmonton Media played an important role in supporting the Christmas Bureau and

spreading our message. The engagement of the media continued to be a major component of our campaign communication plan. The **Edmonton media’s support** with stories, interviews, articles, public service announcements, and gifted advertising helped maintain a presence during an overloaded message time period.

Along with the Edmonton media, we would remiss if we did not mention the corporations that provided advertising and promotion of our message. The outdoor advertising locations grew (37% increase in locations) this year with the introduction of new independent electronic billboards in posting our campaign material. These new relationships added value to our campaign.

This year we introduced campaign twitter hashtag *#ItWouldntBeXmasWithout* to engage all media and our supporters on social media to talk about what special food tradition makes the festive season for them. We had a strong Klout score of 60 during the campaign marking a success as we saw a huge increase (418%) in dollars raised through social media.

As we move forward, the Communications Committee is busy working on a three year Marketing and Communications Strategic Framework (2014 – 2016) as well as developing the 2014 Campaign Communication plan with emphasis on an integrated communication strategy incorporating a stronger presence on digital media.

Committee Members: Matt Bell, David Dickinson, Barbara Engelbart, Jim Gainor, Jeff McLean, Andrea Peyton, Shirley Wilfong-Pritchard, Elvis Wong



Calder Bateman Creative Team  
 Jeff McLean, Andrea Peyton, Jon Manning (pictured)  
 Nicola Pringle, Robert Falconer, Dave Falconer, Andrea Noye (missing)



My name is Carla. I want to thank the Christmas Bureau for all the help they do in the community. I was a past participant that has used the Christmas Bureau a few years back.

I wasn't sure if I could have a traditional Christmas for my children. I just became a single parent in a city that is now my home but was not where my family was from. Having no one to turn to and with limited resources, a friend suggested that I apply to the Christmas Bureau for assistance. No one ever expects to fall on hard times, but it's nice to know if it ever happens, Edmonton has organizations like the Christmas Bureau to help you out.

My family tradition is to watch White Christmas, bake cookies and decorate our tree. Family is very important to me and I want to thank the Christmas Bureau, their donors and volunteers, and Christmas partner, Santas Anonymous, for making that one Christmas where I needed help a truly special one.

Thank you.



Carla and  
Wendy Batty, Executive Director  
With a hamper for a family of four

## Fund Development Committee, David Dickinson, Interim Chair

The Fund Development Committee developed the 2013 – 2015 Fund Development Strategic Framework and established financial and strategic goals for the 2013 campaign. The main emphasis was increasing engagement with our current donors while seeking new opportunities and funding sources.

The committee recommended to the Board of Directors the 2013 fundraising goal be set at \$1.8 million. The 2013 Fundraising Campaign raised \$1.72M. In a year that saw external factors affecting donor fatigue, we were successful in that we were able to look after all our financial commitments and provide for 61,000 Edmontonians in need.

Major fundraisers grew by 13% and the smaller third

party fundraisers grew by 8% for the 2013 campaign. 107 fundraising activities raised \$672,798 for the Christmas Bureau equating to providing for approximately 6,728 families of 4. External fundraisers provide an opportunity for expanding the Christmas Bureau outreach and thereby engaging potential long term supporters.

In 2013 the Christmas Bureau of Edmonton Endowment Fund was established with the Edmonton Community Foundation. This endowment fund, as it continues to grow, will provide funding support for the Christmas Bureau.

The Christmas Bureau continues to steward current relationships and provide options for short term and long term donations (annual giving, planned giving) and

seeking out new opportunities for funding growth (grant funding, sponsorships). 2013 saw new partnership opportunities that enabled the Christmas Bureau to bring our message a new audience as well as the continued grow of existing relationships.

For 2014 the Fund Development Committee will focus on completing the Christmas Bureau Fund Development Manual and Policies as well as developing the 2014 – 2016 Fund Development Strategic Framework with emphasis on building long term relationships and growing our third party fundraisers.

We truly are a program where ‘neighbour helps neighbour’ by providing the simplest of traditions – *eating together*. Whether it be through long

term partners like Edmonton Fire Rescue that accept donations for the Christmas Bureau, or through major fundraisers like the Dentons Canada LLP Breakfast, or through philanthropic youths who asked those coming to their birthday party to bring a donation for the Christmas Bureau rather than gifts, or through the neighbour down the street that gifts the Christmas Bureau in hopes that someone else can have a festive meal like they do, we thank Edmontonians for their continued support and for helping “Fulfill Christmas Wishes with Dirty Dishes”, or in other words, helping the Christmas Bureau provide a festive meal for Edmonton families in need.

Committee Members: Sharon Bell, Joe Fenrich, Dick Frenz, Bill Kordyback, Willie Lee, Taras Nohas, Tom Sides

A fun lunch time fundraiser hosted by the Edmonton Comedy Festival’s Graham Neil featuring Pete Zedlacher with Big Daddy Tazz, and Kelly Taylor.



Instead of asking for birthday presents, Amy and Hanna asked their guests to bring a donation to the Christmas Bureau.

As the girls explain it, “we have a good Christmas and we wanted other kids to have food for Christmas”.

Amy and Hanna raised \$200 for the Christmas Bureau.

A thank you from a client:  
*"Hello,  
I honestly don't know what to say other than thank you from the very bottom of my heart. It's been a very long time since I sat and cried over anything..last time was when my husband passed 8 years ago but today, I had 2 very nice Santa's come to my door. I have never felt so humbled in my life as when I saw the smiles on those 2 men. They were not only very friendly but showed concern regarding the fresh food. I can only say thank you from the bottom of my heart and wish you all a very Merry Christmas and the best in the new year.  
If my life ever turns around you can believe that my donations to the Edmonton Christmas Bureau will be very generous like your hearts are.  
Thank you once again...still crying here."*



We gratefully acknowledge grants received from Alberta Government, Culture and Community Services, Community Spirit Program and the City of Edmonton, Community Investment Operating Grant. These grants provided the funding to enhance our client database program and to provide operational support for the client program.



**Warming hearts one plate at a time**

Donate today at [ChristmasBureau.ca](http://ChristmasBureau.ca)



## Reaping the Rewards *Narmin Hassam-Clark*

*15 year volunteer veteran, Narmin Hassam-Clark shares with us the story of her family's tradition of volunteering, the impact it had on her life, and her reasons for continuing to support the Christmas Bureau of Edmonton and other organization.*

My commitment to volunteerism was born of parental expectations; however, I agree with Ralph Waldo Emerson's assertion that "one of the most beautiful compensations in life is that no person can help another without helping themselves."

My parents came to Canada as African refugees in 1972. By the time I was born, my parents had survived re-starting their lives and had realized that their new country had much in common with their former homeland — notwithstanding the polar opposite weather patterns, of course. One commonality was the spirit of volunteerism. From an early age, my siblings and I were encouraged to join my parents in volunteer work, whether it was assisting seniors in the community or donating to the food bank. We were expected to "give back" as a way of celebrating the good fortune of making Canada our home.

Upon entering the work force in 1999, I lost access to the plethora of volunteering opportunities associated with student life. As a result, I began volunteering for the Christmas Bureau of Edmonton (CBE). Although I am Muslim, Christmas is my favourite holiday because it brings ample opportunities for showcasing generosity and performing good deeds. To date, I have participated in 14 annual CBE campaigns. Along the way I have rallied friends, colleagues and family members to join me in packing and delivering hampers, sponsoring families, staffing donation desks and providing support at the annual walk-in days. For instance, in December 2012, I was joined by 40 RCMP colleagues to sponsor hampers for 8 families.

I'm looking forward to 2013's CBE campaign and hoping that even more of my RCMP colleagues will join me. So, why do I choose to volunteer now? I volunteer because it's the easiest way to "be the change you wish to see in the world." (Mahatma Gandhi.)

Donation Desk Ambassadors provide information about the Christmas Bureau as well as collect donations and issue tax receipts at various locations and events throughout December.



Office volunteers busily prepare food certificates for distribution. Great opportunity for offices and groups to volunteer together.





## Volunteers, Linda Kennedy-Romaniuk

“Volunteering is generally considered a philanthropic activity and is intended to promote goodness or improve human quality of life. In return, volunteering can produce a feeling of self-worth and respect.” *Wikipedia definition of volunteering.*

At the Christmas Bureau, we have such amazing volunteers who help create and spread the magic of a Christmas wish – *to celebrate with a festive meal at Christmas time* and help the Christmas Bureau “Fulfill Christmas Wishes with Dirty Dishes”. For when you have dirty dishes, you have had a Christmas meal. Our volunteers’ gift of time, knowledge, talent, enthusiasm and passion is only exceeded by the

smiles and hope (and sometimes tears) that they bring to many of our clients. To think that in a short six week time period, we have 540 volunteers who give 5,450 volunteer hours and another 100 Knights of Columbus volunteers who gave approximately 200 volunteer hours during a busy calendar time. And add to that the Board of Directors and Committee Volunteers who work throughout the year to provide the strategic direction for the Christmas Bureau.

We are blessed with such amazing volunteers like Narmin, who has been with the Christmas Bureau since 1999. Along the way she has rallied friends,

colleagues and family members to join her in packing and delivering hampers, sponsoring families, staffing donation desks and providing support at our annual Walk-In Days. For many volunteers like Narmin, supporting the Christmas Bureau has become their ‘Christmas Tradition’. A tradition for some of our long term volunteers has also become generational volunteering with children and grandchildren now supporting the Christmas Bureau.

Our year ended with our Evening of Celebration held at City Hall, where we had the opportunity to thank our volunteers, celebrate a successful 2013 campaign and present our

Volunteer Recognition Awards: Kevin Lowe Award to Narmin Hassam-Clark; the Chairman’s Award to Jason Gregor; the First Year Volunteer Contribution Award to Frances Cearnis; and Outstanding Volunteer Awards to Barbara Daruda, Marion Broverman, Sujata Tadeparti and Norm DeHaan.

On behalf of our dedicated Volunteer Committee members, I extend a heartfelt thank you to all our volunteers who ensure the work of the Christmas Bureau is delivered on time. Thank you for helping us Fulfill Christmas Wishes with Dirty Dishes!

Committee Members: Sandy Mowat, Lucille Gans, Tanya Laughren

Volunteer Hours	5,456
Number of Volunteers	541
Average Hours per Volunteer	10.09
Returning Individual Volunteers	290
New Individual Volunteers	107
Group Volunteers (13 groups)	144

Hospitality volunteers assisting and providing something to eat and a warm cup of coffee at the Christmas Bureau Walk-In Days.

Walk-In Days, a last opportunity for families to obtain assistance in the way of food certificates, toys or teen gift cards before Christmas.



## Adopt-A-Teen, Dick Frenz

The Adopt-A-Teen program was started by Graham Hicks, then columnist, in the Edmonton Sun in 1999. We were pleased to welcome back Graham, now retired, as Chair of the program.

The Adopt-A-Teen website, [www.adoptateenedmonton.ca](http://www.adoptateenedmonton.ca), received a facelift this year thanks to AAT team at the Edmonton Sun. The site's traffic increased and the number of donations made through the website doubled.

Edmonton Sun increased the print, social media and editorial support for this program.

Fundraising success provided a Wal-Mart Gift Card loaded with \$50 for the 7,770 teens aged 13 to 17 years registered with the Christmas Bureau and Salvation Army. Raising funds for this program has become a tradition for many organizations and groups.

Once such group is McNally

High School's Grad Council who hold a Pancake Breakfast in December which has become a major community event.

The Christmas Bureau is very pleased to continue our partnership with the Edmonton Sun to provide less fortunate teens with a gift for Christmas. The Christmas Bureau provides administration and oversees distribution of the teen gift cards.



Committee Members: John Caputo, Melissa Kubik, James Rennick, Steve Serviss

## Human Resources, Stuart McKellar, Q.C.

Committee Members: Daryl Wilson, Q.C.



The Human Resources Committee worked closely with the Executive Director providing support and guidance for another successful year for the Bureau.

The 2013 Communications Plan included increasing complimentary ad space in quarterly publications and multi-cultural publications. The Christmas Bureau purchased a Constituent Management System in 2012 – goal in 2013 was to complete historical data entry to provide a five (5) year history. A new client program was developed in 2012 – for 2013 program enhancements were

identified. The 2013-2014 Staffing Plan and Budget responded to these initiatives with staffing resources as well as resources required for our core programs.

Key challenges for the Christmas Bureau over the next three years include succession planning for the Executive Director position and sustainability of fund development. Recognizing leadership and continuity are major factors in fund development, the recommendation was made to the Board of Directors the Campaign Director role move from a contract position to a full time staff

position. The incumbent continued in the role of the Campaign Director.

Pursuit of the Imagine Canada Standards Program will strengthen the Christmas Bureau reputation through accreditation and build capacity within our organization. The Human Resources Committee is pleased to be working on the requirements for the Staff Management section which includes succession planning for the Executive Director.

## Governance and Strategic Planning, Andy England

Imagine Canada's new Standards Program, launched in May 2012, and is designed to strengthen public confidence in the charitable and non-profit sector. It offers accreditation to charities and non-profits that can demonstrate excellence in five key areas:

- \* board governance;
- \* financial accountability & transparency
- \* fundraising;
- \* staff management; and,
- \* volunteer involvement.

The committee reviewed the Imagine Canada Standards



Program and made a recommendation to the Board of Directors that the Christmas Bureau of Edmonton move forward with submitting a Standards Program Participation Agreement and to work towards meeting the criteria for the 73 standards established for accreditation.

The committee established a plan to meet the Standards and each Bureau committee is working on Standards that

apply to their committee work. In 2014 the committee will be focused on meeting the Standards and provide supporting materials to Imagine Canada for the September 30 intake.

This year the Board of Directors moved from an operational agenda to consent agenda allowing more time for general discussions during board meetings.

To support the consent agenda an intranet site for board members and committee members was established. The transition was very well received.



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

### 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

## 2013 - 2014 Board of Directors

NAME	BOARD ROLE	Company Name
Lee, Willie	Chair	University of Alberta
Sides, Tom	Vice Chair	Dentons Canada LLP
Frenz, Dick	Past Chair; Chair, Adopt-A-Teen	D. Frenz Consulting Inc.
Peyton, Andrea	Treasurer; Chair, Finance	Calder Bateman Communications
Bell, Sharon	Chair; Communications	Sharon Bell Marketing Inc.
Dickinson, David	Chair (Interim); Fundraising	Salvation Army
England, Andy	Chair; Governance	ATB Financial
McKellar, Q.C., Stewart	Chair; Human Resources	ATB Financial
Kelly, Carol	Chair; Social Services	Alberta Human Services
Kennedy-Romaniuk, Linda	Chair; Volunteers	Bee-Clean Building Maintenance
Barylo, Marc	Board Member	Catholic Social Services
Chotai, Vasant	Board Member	Community Member
Currie, Leeann	Board Member	Multicultural Health Brokers
Drapeau, Gilbert	Board Member	Alberta Health Services
Elliott, Ruth	Board Member	Community Member
Fenrich, Joe	Board Member	Community Member
Fuccaro, Harry	Board Member	Metis Child & Family Services Society
Jacques, Dorothy	Board Member	Norquest College
Mowat, Sandy	Board Member	Community Member
Nohas, Taras	Board Member	Servus Credit Union
Nordlund, Lana	Board Member	630 CHED Santas Anonymous
Ratcliff, Peter	Board Member	Alberta Health Services
Sawchuk, Ivan	Board Member	Community Member
Wilson, Q.C, P. Daryl	Board Member	Dentons Canada LLP
<b>EXECUTIVE</b>		
Batty, Wendy	Executive Director	Christmas Bureau of Edmonton
Kowalchuk, Darlene	Campaign Director	Christmas Bureau of Edmonton

Providing  
a festive  
meal to  
Edmonton  
families  
in need  
since 1940.



*ChristmasBureau.ca*

