

CHRISTMAS BUREAU OF EDMONTON



ANNUAL REPORT
FOR 2020



CHAIR'S STATEMENT

2020 was an unusual and interesting year for the Christmas Bureau of Edmonton. It was a difficult year for many - our clients, our donors and supporters, and our volunteers. It was year like no other that we have experienced, but I am so honored to know that our supporters came through for those in need. Your continued commitment is heartwarming.

On behalf of the Board of Directors, I would like to thank everyone who contributed to the Christmas Bureau food program and the Adopt-A-Teen program in 2020. Together, we were able to help 35,680 Edmontonians and were able to raise \$1.5M for the food program and \$293K for the Adopt-A-Teen program during our modified Christmas Campaign.

Because of COVID-19, we did modify our giving program and delivery. With the uncertainty of how COVID-19 health restrictions might impact our delivery and wanting to ensure that all volunteers, clients and staff were safe, the Christmas Bureau suspended the Hamper Program and the Private Sponsor Program. For 2020, all approved clients received food gift cards. The Adopt-A-Teen program, which provides a gift card for teens aged 13 to 17 years, did not see an operational change.

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 and one of neighbour helping neighbour. Your work demonstrates the generosity of Edmontonians to people in our community who desperately need it.

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

Chair, Board of Directors





PROGRAM OVERVIEW

In 2020, the Christmas Bureau provided 35,680 people with a festive meal. 50% of those we served were under the age of 18.

Families make up 69% of those we served ranging in size from 2 to 15; 10% were seniors; and 21% were individuals.

7,701 families, 2,294 individuals, and 1,190 seniors were supported with food gift cards. Through our Adopt-A-Teen program, 4,270 teens, aged 13 to 17, received a \$50 gift card.

In partnership with 630 CHED Santas Anonymous Inc., 13,458 children received gifts. These children were registered through our application process.



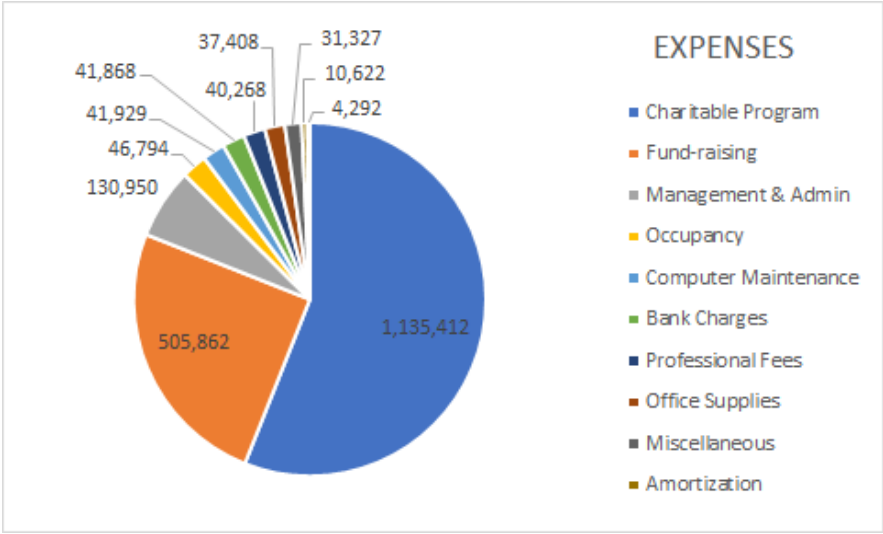
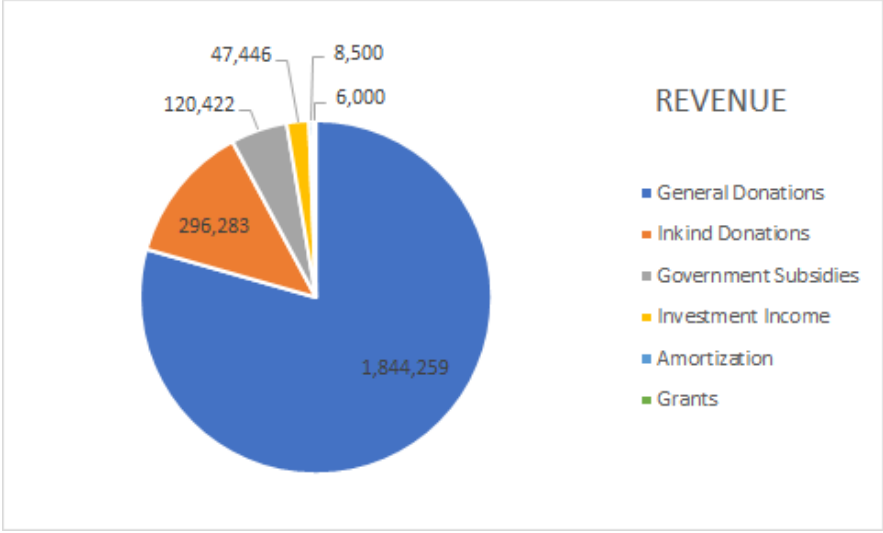
"I would like to take this opportunity to thank the Christmas Bureau for the great job that you are doing to help everyone who is in need. I got some presents for my baby and a gift card to buy some groceries, you don't know how much that means to me.

I got laid off in March and I was pregnant. I was anxious how I would manage as I didn't get much chance to save for the baby. I tried to ask for help from other agencies and resources and all they had to say was I made too much last year and that they couldn't help me. But my situation was not the same this year and Christmas Bureau didn't judge and I got some help which was grateful and I really appreciated.

Keep doing the great job and happy Christmas to all who participated to make this happen.

Thank you!"

FINANCIAL OVERVIEW



"The Christmas Bureau has been part of our lives since the late 1990's.

The assistance it provides to the impoverished during the Christmas season has become an integral part of our community.

We have made a bequest from our estate to the Christmas Bureau to ensure this important work continues well into the future."

DR. AND MRS. RANDALL YATSCOFF



VOLUNTEERS

Thank you to all our volunteers for without them, we could not fulfill our mission – to provide a festive meal to Edmontonians in need.

2020 was a pivotal year for our volunteers, who had to shift their focus from in person volunteering to virtual volunteering.

The few opportunities for in person volunteering also meant a change in how we, and our volunteers, approached volunteering. Masking, hand sanitizing, sanitizing of work stations and equipment, all became the norm.

Virtual volunteering provided the opportunity for the creativity of our volunteers to shine - card making - Christmas and Thank You cards - became the activity of choice for many. And what amazing talented volunteers we have!



The Christmas Bureau participated in the Volunteer Alberta 2020 Youth @ The Table program. With the leadership of the youths matched with us, we are implementing a Youth Advisory Group, who will assist the Christmas Bureau in engaging and stewarding youth to volunteer, fundraise, and participate on various committees and the Board of Directors.

"The youth is the hope of our future".

Jose Rizal

I really like volunteering and doing something without expecting payment in return is something I believe in. It's good for your soul and your heart.

While the holidays are a busy time of year, volunteering has become a tradition.

Christmas is a time when everyone should share their wealth.

Everyone should have a full stomach at Christmas—no one should ever go hungry, and Christmas is a good place to start.

Marion - long term volunteer



DIVERSITY & INCLUSION

The Christmas Bureau of Edmonton is committed to providing diverse and inclusive environments.

Commitments from the Christmas Bureau of Edmonton:

- To create an environment in which individual differences and the contributions of all members are recognized and valued.
- To create an environment that promotes dignity and respect for everyone.
- To promote diversity and equality.
- To encourage the treatment of everyone with dignity and respect.
- To be diverse along many dimensions. Our diversity commitment encompasses differences in ethnicity, gender, language, age, sexual orientation, religion, socio-economic status, physical and mental ability, thinking styles, experience and education.

The Christmas Bureau of Edmonton recognizes the value of diversity in our organization and strives to promote fairness and equal volunteer and employment opportunities. The decision to have someone join the Board or a Committee, or be employed, is based on merit, potential and the ability to carry out the role. Strategies such as hiring panels, multiple references and pre-screening help to address conscious and unconscious bias in recruitment and hiring.

The Christmas Bureau of Edmonton is committed to identifying and implementing programs that will assist in the development of a broader and more diverse pool of skilled and experienced Board and Committee members and employees, as well as keeping Board and Committee members, and staff, educated in changing societal viewpoints, cultural sensitivity and the nuances of diversity and inclusion among their clients and peers.

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



Founded in 1940, the Christmas Bureau provides a festive meal and coordination of holiday giving to Edmontonians in need. Clients receive either a festive food hamper or a gift card to purchase their traditional meal. We provide so much more than one meal on one day. We offer those in need hope and dignity and provide them with the feeling of being recognized and valued by their fellow neighbours.



Founded in 1999, Adopt-A-Teen, is a program of the Christmas Bureau of Edmonton that provides a gift card to Edmonton teens aged 13 to 17 years. Teens must be registered with the Christmas Bureau of Edmonton, can be independent living or living with a family.



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