



ANNUAL REPORT 2017



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 programs in 2017. The true greatness of any community is founded on principles of caring. As a community, your caring made an impact on 55,450 Edmontonians of which 48% were under the age of 18.

"This holiday season I was fortunate enough to receive help from the Christmas Bureau. This year has been extra tough so it really is appreciated. I am a single mother of 3, and I lost my job at the end of November. Christmas was sure to be very small and I had no clue where I was going to get presents for my kids and money for a good meal. I was injured this month and finding another job immediately is not an option as I cannot walk without crutches. I am very grateful for this help as it will make my kids' Christmas. It's all about them, I just want to see them happy on Christmas day and I know they will be. A good meal and family around will make their Christmas much more enjoyable. Thank you"

From client stories like this, there is no doubt that we do make an impact on Edmonton families, seniors and individuals. Thank you for helping us to continue to provide a festive meal to Edmontonians in need. Your gift is greater than one meal. Your act of kindness has impacted someone for a lifetime.

Peter Ratcliff

BOARD CHAIR



WHO WE ARE

"It is greater than one meal.
One act of kindness can impact someone for a lifetime."

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.

2017 - 2018 Board of Directors

- Peter Ratcliff, Chair
- Andrea Peyton, Vice-Chair; Chair, Adopt-A-Teen Program
- Tom Sides, Past Chair/Secretary
- John Stevens, Treasurer; Chair, Finance
- Sharon Bell, Chair, Communications
- Hugh Murphy, Chair, Fund Development
- Kim Watamaniuk, Chair, Governance & Strategic Planning
- Susan Sarrasin, Chair, Human Resources
- Gilbert Drapeau, Chair, Social Services
- Lucille Gans, Chair, Volunteers
- Nancy Bouchard
- Harry Fuccaro
- Bente Hallin
- David Kovacs
- Wendy Massey
- Heather Murk
- Lana Nordlund
- Mark Reid
- Ivan Sawchuk
- Randy Yatscoff

HONORARY CAMPAIGN CO-CHAIRS

Kevin Lowe and Oilers Ladies

"Edmontonians in need turn to the Christmas Bureau for help.

And, the fact is, you probably know some of them.

They could be your neighbour, your child's best friend, a co-worker.

You know them, but not what they are going through.

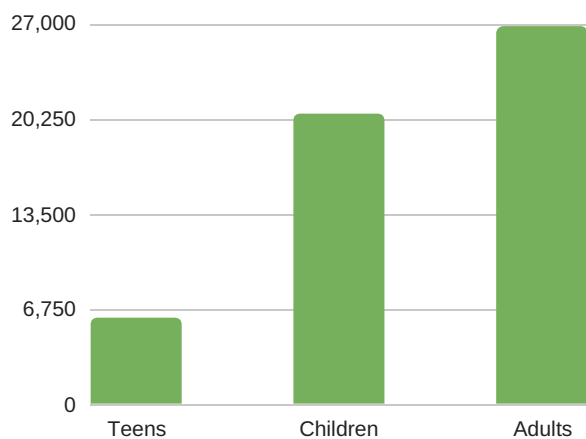
*When you support the Christmas Bureau,
you are helping make the holidays a reality for the people in your community."*



Photo courtesy: Andy Devlin, Edmonton Oilers

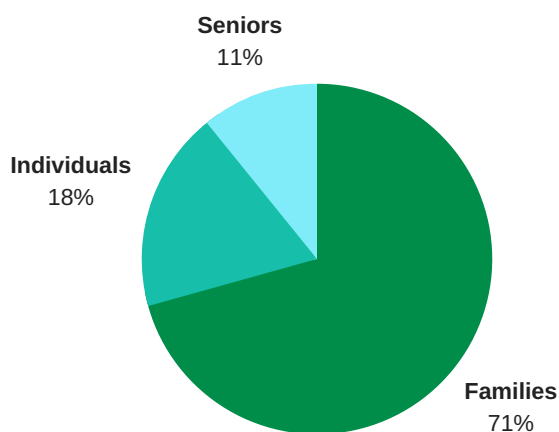
The Christmas Bureau of Edmonton acknowledges and thanks the Edmonton Oilers Community Foundation for the amazing and continued support over the years. The relationship with the EOCF, Kevin Lowe and the Oilers Ladies, and the Oilers community and family has created a wider and stronger reach of giving and helps promote the spirit of caring for our families, seniors and individuals in need. In many ways, their support has been invaluable and our families are forever thankful. The gift of \$75,000 in 2017 from the Edmonton Oilers Community Foundation meant that 9,375 families were able to have food on their tables at Christmas time.

WHO WE HELPED



PEOPLE HELPED

A total of 55,450 people received the services of the Christmas Bureau in 2017. 48% 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 senior living alone, to a single dad and his child to multi-generational families of twelve, we ensure that all those who are in need of assistance receive a festive meal at Christmastime.

HOW WE HELPED



1,862

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



13,063

Grocery gift cards provided to families, seniors and individuals around Edmonton enabling them to purchase their own festive traditions.



1,260

Hampers assembled and delivered by 714 private hamper sponsors to families, individuals and seniors in our community.



1,526

Hampers assembled and delivered through partner programs and agencies.

HOW OUR DONORS HELPED



\$358,809

Raised by various fundraising events and activities.



\$131,359

Raised at donation desks and through the Edmonton Fire Stations.



\$847,816

Donated by individuals, families, groups and businesses who wanted to make a difference at Christmas time.

ADOPT-A-TEEN PROGRAM



6,107

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



\$435,537

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



Thank You

To John Caputo, Claire Thebold, the staff at the Edmonton Sun and Adopt-A-Teen program Founder, Graham Hicks, for their ongoing support.

HOW OUR VOLUNTEERS HELPED



1,125

Hours spent helping families at Walk-In Days.



553

Hours volunteered at special events.



415

Hours volunteered by Board and Committee members.



1,312

Hours contributed by office volunteers.



1,649

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



3,482

Hours spent at donation desks around Edmonton.

HOW WE COLLABORATE WITH COMMUNITY PARTNERS

Great things can happen when we work together!

The Christmas Bureau works with many social services agencies in Edmonton who help screen and qualify families in need and who refer their clients to the Christmas Bureau. Together, we have a stronger network to deliver our services.

We are proud to partner with Junior Chamber International, the Salvation Army, Sacred Heart Church of the First People, Beulah Alliance Church and St Vincent dePaul Church. 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 2017, these agencies served 1,526 families in Edmonton.

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. Three charity programs working together for Edmonton families.



WHAT YOUR ACT OF KINDNESS MEANS

Rose said:



"Thank you so much for sharing your kindness and blessings to our family. You bring joy to our family. The gift card you have shared is so much help to have the best Christmas dinner. Words are not enough to express how happy we are. We hope one day we can pay it forward. Happy Christmas to all and happiest new year."



"I want to thank the Christmas Bureau Edmonton for making this year Christmas a reality for my family. The gift cards and toys sent has brought smiles into our faces and we are very grateful. Thank you for the act of kindness to the families in need."



Dad said:

AAT Client:



"I'm 13 years old. I want to thank you for the Adopt-A-Teen card and everything you have done for me. The things I bought with the gift card are clothes, a necklace, shoes. And some gifts for my best friend. You made my day."



*Christmas
Bureau*
of Edmonton

200, 4230 - 118 Avenue

Mailing Address:
P.O. Box 16000
Edmonton, AB T5J 4B4

Phone: 780-454-6074
Email: mail@christmasbureau.ca

Registered Charity Number 11922 2925 RR0001



The Standards Program Trustmark is a mark of Imagine Canada used under licence by the Christmas Bureau of Edmonton.