



WELCOME TO THE CHRISTMAS CHEER BOARD

2024 Annual General Meeting



Agenda

- Call to order
- Introductions: call for volunteers to review notes (2)
- Approval of 2023 AGM minutes
- Land acknowledgement
- Presentation of 2024/25 slate
- Financial review: request for approval of financial statements
- 2023 Christmas in review
- Look ahead to 2024 and beyond
- Thank you and call to close



Land Acknowledgement

The members and volunteers of the Christmas Cheer Board are committed to truth and reconciliation through building relationships with the original peoples of this land, and the shared stories that bring us all together.

We acknowledge the place in which we are meeting is on Treaty 1 territory, the homeland of the Red River Métis, and the ancestral lands of the Anishinaabe, Cree, and Dakota Oyate peoples.

In the spirit of reconciliation, we dedicate ourselves and our collective energy to making Winnipeg a better place for everyone with our commitment to action.

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Introductions & Board Slate for 2023/24

The 2023 Christmas Cheer Board – Board of Directors

Board Chair	Jim Ketcheson
Board Vice-Chair	Jason Davidson
Secretary	Kalyn Pyl
Treasurer	Carisa Scott
Member at Large	Lisa Gendreau
Member at Large	Selena Leung
Member at Large	Derek Lachaine
Member at Large	Cree Crowchild
Member at Large	Troy Hamilton
Member at Large	Ryan Major
Executive Director	Shawna Bell



2023 Audited Financial Statements

2022/23 Audited Financials -the financial statements were distributed at tables this morning before you arrived.



2023/24 Financials

- **Donations were up 6% from 2022**
- **Added cost of rent for 2023 season**
- **Social Agencies and Walk-In applications were key factors to the increase of applications this year**
- **Investments rebounded significantly from 2022**
- **Rebranding and paid advertising were an added cost**
- **Significant purchase of toys for 2023 season**



2023 Christmas Season in Review

Total number of applications: 20,733

CCB: 11,675

EIA: 8,618

Feed-A-Family: 3,005

Private Hampers: 440

Number of adults supported: 33,145

Total number of children supported: 24,474

Total number of gifts distributed to children: 21,304

2023 Christmas Season in Review

Inflation impacted our grocery and toy purchases significantly, causing a sharp increase in many of our costs.

We opened the Call Centre on November 3 and saw over 30,000 attempted calls on day one.

Volunteers and the use of Volunteer Impact to self-schedule continued to be successful:

- ✓ 338 scheduled volunteers
- ✓ 26 schools packed hampers
- ✓ 16 local business and service organizations packed hampers
- ✓ 18 team deliveries were scheduled through December



2023 Christmas Season in Review

While we anticipated an increase in applications, the late surge of Social Agencies and Walk-In applications overloaded our capacity.

Halted hamper applications on Dec. 20 and ran out of food on Dec. 22.

Our location at 895 Century St. proved to be challenging for some due being on a one-way street and no bus service on Sundays.

Updates to the database improved business processes and corrected some issues from version two.



2023 Christmas Season in Review

Once again, we partnered with LITE on soup and pancake products included in our hampers. This partnership helps create training opportunities in the community that further our commitment to supporting those who need us.

Social media – followers continued to grow and engagement was strong throughout the season.

We welcomed two students from Red River Polytechic – Anastasiia Sturza and Taylor St. Germain, continuing on our commitment to introducing a new demographic to the CCB.

We limited access to carts exiting the building to reduce damage to building entryways and recruited new volunteers (and some existing ones too) to assist with carryout.



2023 Christmas Season in Review

We reached out to other organizations building hampers across Winnipeg in an effort to reduce duplication.

John and Cathy took on a deep process analysis of what the CCB does, mapping critical path, monitoring intake and reviewing job requirements.

Increased visibility and donation promotion at the Santa Claus Parade. With the help of our hosts at Manitoba Hydro, we invited two inner city youth organizations to attend and gave the children a parade viewing party to remember!

Working with Tripwire Media Group, we produced an awareness video that was used heavily on social media and GlobalTV.



2023 Christmas Season in Review

We partnered with Corus Entertainment to promote the 40th Anniversary of the St. Vital Christmas Miracle.

Introduced eggs to families picking up their hampers!

For the 2nd year in a row, we surveyed hamper recipients and volunteers!

Survey Results – Recipients (1,800 responses)

- 32% of respondents indicated they had immigrated to Canada in the last 5 years with 50% of those respondents arriving from Ukraine
- About 40% said this was their first time applying for a CCB hamper.
- About 59% indicated that they received a gift for their child/children. 95% of those were satisfied with the gift received.
- 31% reported they were working full-time
- 21% indicated they were working part-time
- 34% indicated they were on income assistance.

Survey Results - Recipients

- Chickpeas, oats and dried fruit were not well received.
- Cooking oil, eggs and powdered milk were some of the highest recommended items.
- Weight of hampers was an issue for those picking up
- Dietary restriction options need to be communicated better at point of application
- Location was an issue. Would like to see a 2nd location established.
- Bus service
- Better building signage
- Provide gifts for kids up to 17 years old.

Survey Results – Volunteers (175 responses)

- Location – not easily visible from street and not easily accessible by bus.
- No accessible washrooms
- Hamper packing line had to wait sometimes for groups to arrive..
- Toys – difficult to stand for a full shift and nowhere to sit.
- Don't split gifts by gender. Not a broad enough age range on some gifts.
- Checkers were often moving boxes when it should have been the volunteer driver.
- Hands on training not provided in advance.
- Having a bunch of 'new' volunteers on a shift together. No one to provide direction.

Survey Results - Volunteers

- Easy volunteer signup and ability to modify schedule – Volunteer Impact
- Very well-organized operation
- Welcoming environment for new volunteers.
- Application database is easy to use
- Great teamwork

2024 Priorities

Ensure we have enough food to meet the demand for hampers.

We will introduce 'soft screening' to the hamper application phone lines line. What this means is that we'll be asking for monthly income and inquiring on whether they receive the child tax benefit in an effort to reduce convenience demand on our support.

Working with TransX, we're exploring shipping options on groceries and toys to further reduce our costs.

Listen, learn and become more available to Reconciliation, Diversity, Equity and Inclusion for all.

2024 Priorities

Continue our partnership with Corus for the St. Vital Christmas Miracle. Look to increasing engagement (business and individual) for this event.

Seek future non-profit partnerships and shared warehouse space for multi-year operations.

Ask applicants for any allergy or dietary restrictions at time of application and provide gift cards in place of the food hamper.

Adjust our hamper contents to provide items that are more necessary (e.g. powdered milk) and adapt to certain groups (e.g. homeless) where possible.

2024 Priorities

Work with other hamper distribution groups to reduce 'doubling up' of resources.

Improve the Social Agency self-service option and distribute food to these groups before pickup starts.

Remove Ukrainian newcomer backdoor option.

Promote awareness video through social media channels.

<https://www.youtube.com/watch?v=p9DJCC-3gHI>

Continue with succession planning opportunities and identify volunteers for shift lead roles.

2024 Priorities

Pilot a 'Gifts to Teens' program that will see gift cards (\$15-\$20 each) distributed to kids between the ages of 14-17, ensuring no one is overlooked.

Secure warehouse location no later than mid-August for October occupancy.

Introduce mobile giving options at Special Events (TipTap) with preset amounts.

Connect with donors early on to inform them of changes within the organization.



Thank you!

This year we are celebrate 105 years of Cheer Board warmth and kindness - because of YOU!

Each and every year, you make a difference in the lives of people across Winnipeg –and on behalf of the board THANK YOU!

Questions?

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