



WELCOME TO THE CHRISTMAS CHEER BOARD

2023 Annual General Meeting



AGENDA

- Call to order
- Introductions: call for volunteers to review notes (2)
- Approval of 2022 AGM minutes
- Land acknowledgement
- Call to board nominees / presentation of 2023/24 slate
- Financial review: request for approval of financial statements
- 2022 Christmas in review
- Look ahead to 2023 and beyond
- Volunteer recognition
- Thank you and call to close



Land Acknowledgement

The Christmas Cheer Board wishes to acknowledge that we are gathered on Treaty One territory, the traditional gathering place of the Anishinaabe, Cree, OjiCree, Dakota, and Dene Peoples, and on the homeland of the Métis Nation.

We respect the Treaties made in this territory. We dedicate ourselves to move forward with Indigenous communities in a spirit of reconciliation and collaboration to make Winnipeg a better place for everyone.



Introductions & Board Slate for 2023/24

The 2023 Christmas Cheer Board – Board of Directors

Board Chair	Jim Ketcheson
Treasurer	Carisa Scott
Secretary	Kalyn Pyl
Member at Large	Jason Davidson
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	Melanie Dorrington
Member at Large	Ryan Major
Executive Director	Shawna Bell



Audited Financial Statements

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

2022/23 Financials

- **Donations were up 16% from 2021**
- **Reduction in rent and utility costs from 2021 with the move to 1821 Wellington.**
- **Surge of Ukrainian newcomers factored into the number of hampers we distributed. We were able to assist an estimated 2,500 newcomers.**
- **Reserve & Memorial Funds**
We merged investments into one portfolio with TD Markets were quite volatile last year, however early signs this year show growth and improvement.



2022 Christmas Season in Review

Total number of applications: 18,313

EIA and CCB: 18,016

Feed-A-Family: 2,991

Private Hampers: 297

Number of adults supported: 28,830

Total number of children supported: 21,922

Total number of gifts distributed to children: 18,879



2022 Christmas Season in Review

- We returned to groceries after a two-year pause
- Turkeys and chickens were not distributed as part of the hamper. There was a fair bit of feedback on this decision, but we also appreciate that a turkey isn't necessarily the answer for all.
- Distributed \$25 gift cards to families of 4+
- Volunteers came back in droves!
 - 331 scheduled volunteers
 - Over 60 drop in volunteers
 - 35 schools
 - 12 local business and service organizations



2022 Christmas Season in Review

Updates to the database improved business processes and corrected some issues we experienced in the first deployment year.

We opened the call centre a week early and on day one there were almost 42,000 attempted calls. We continue to look at ways to alleviate the rush of calls.

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

Our social media engagement surged with the welcome addition of Hike Manitoba as our partner, enhancing our presence and actively communicating CCB activities throughout the busy season.

We entered into a partnership with Red River PolyTech and brought two students on (October, November) who worked with us and helped support the organization in donations and communications.

2022 Christmas Season in Review

Ukrainians fleeing the war arrived in Winnipeg beginning in February of 2022. By the time the holiday season arrived, there were an estimated 5,000 newcomers in Winnipeg.

Working with the Ukrainian Canadian Congress (UCC), we developed a web application that they sent out to qualifying families. This information was sent to us to input into the Hamper Database.

Ukrainian families made up approximately 1,200 applications.

We've since met with the UCC and will be working more closely with them in the fall to understand the number of potential applicants and help the newcomers better understand the mandate of the Christmas Cheer Board.

What does 2023 look like?

Sheila Worboys

Sheila is retired, but you'd never know it.

Over the years, Sheila has dedicated quite a bit of her time to the Cheer Board –both in season and throughout the rest of the year, often sacrificing her own activities.

It is her commitment to the Cheer Board that saw the successful development of our Hamper Application System in 2021. Sheila knew the previous system thoroughly, and when the system crashed in 2020, it was her expertise that got us up and running with the new database.

In 2021, Sheila's knowledge of the organization was also essential to onboarding a new Executive Director who had a huge learning curve ahead of her.

At the end of 2022, Sheila made the decision to step back from her very heavy involvement with the CCB. While she won't be the 'go to' on all things CCB this year, she hasn't gone far. You'll find her happily helping pack hampers and having some laughs in the back with our veteran team!

What does 2023 look like?

A new logo and a fresh approach to telling our story



A TRADITION OF GIVING

Delivering Cheer to People in Need—
At a Time When They Need it Most

With a tradition of giving for over 100 years, the Christmas Cheer Board remains a community-driven and grass-roots team that delivers food, toys, and cheer to people in need.

Keep your holiday traditions going strong, or start a new one

[DONATE](#) [VOLUNTEER](#) [SPONSOR](#)

What does 2023 look like?

Hamper Database

Cathy Hogue-Hamer and John O’Leary have accepted the role of Database Administrators, taking over from Sheila.

Updates to the database are underway for the coming season. We have asked developers to provide us with reporting flexibility, so we can better monitor what applications look like on a daily basis.

Food Hampers

Rising costs continue to be a challenge.

We are learning more about our recipients. There are many out there who have food allergies and dietary restrictions. We cannot continue providing food to people who cannot eat it. This year, many of our singles will receive gift cards instead of food hampers.

Grocery tenders will go out after AGM and orders will be placed by mid-July, with delivery scheduled for mid to late October.

What does 2023 look like?

Toys

In 2022, despite have over 80 skids of toys in storage, we ran out of toys in our final few days leading up to Christmas.

As a result, the toy budget had to grow significantly. We've ordered over 11,000 toys for the coming season.

Group volunteering options will be available for wrapping toys. These opportunities will be available weekends, including Friday and evenings during extended hours in December.

We have to develop more flexibility with the selection of toys. STEM toys are available for both boys and girls, as are Lego and dolls.

Asking applicants when they call in to tell us what type of toy their child(ren) would prefer. This too will help us become a more inclusive group, inviting families to feel more comfortable in asking for gifts that reflect gender and neuro-diverse children.

What does 2023 look like?

The Hamper Packing program will return. We will offer this to organizations (business, sports teams, etc), as well as schools.

St. Vital Christmas Miracle

Celebrating our 40th anniversary with St.Vital, we've entered into a new partnership with Corus Entertainment this year. Corus will bring their powerhouse team –CJOB, Power97, Peggy and GlobalTV on site to help us collect gifts Friday and Saturday at the mall. It's a week earlier than we've run the Christmas Miracle in the past but should help us get a jump on gifts.

New Donor Management System

We selected the Donor Management System developed by CanadaHelps. Susan has been working with it over the past month, and we'll continue exploring its potential over the summer and into the fall.

What does 2023 look like?

We'll begin taking calls earlier.

The call centre will open on Friday, November 3 to accept applications.

Hamper Pickup & Delivery

Pickups will start December 01, with deliveries starting December 06.

Last year due to high delivery volumes, we faced a crush of deliveries in the last two weeks leading up to Christmas. We will go back to 2nd delivery attempts, monitoring volumes and returns through the database on a daily basis.

Volunteers

We are adjusting volunteer roles to ensure roles make sense and the shifts are staffed appropriately.

We will continue with our feedback polling from volunteers. Good feedback helps us make improvements year over year!

What does 2023 look like?

Santa Claus Parade

We will participate in the parade with the Cheer Board van again collecting toys along the route. We will work with a local sports team to have youth collect toys.

Manitoba Hydro will continue hosting Santa's Workshop in their main floor gallery this year. We will collaborate with them on this program and provide recommendations on the children's agencies that will participate.

The main floor gallery will be partially open to the public again this year. Donations and toys will be accepted within the building as well as along the parade route.

Hamper Recipient Feedback

We will continue to solicit feedback from our hamper recipients. This will continue to be a work in progress.

Website

Our website will undergo a refresh and launch in early fall. Timing to coincide with Hamper packing applications (right after Labour Day).

What does 2023 look like?

Assistant Director

After a season of experiencing the Cheer Board machine operating at full-steam, it's become apparent to myself and the board that an Assistant Director is needed –particularly with Sheila's departure!

It's a tricky role to fill. Lots of responsibility in a 4-month term. We want to make sure the individual selected for this role has knowledge and appreciation of the Christmas Cheer Board, our recipients, volunteers and the work we do year over year.

The search is ongoing, and we'll announce the Assistant Director in September.



Volunteers

Three Years	
Lucia Melo	Betty Cook
Brian Gibson	Robert Cliteur
Steve Lavergne	Glenn Sparling
Linda Key	Allison Zacharias
Adam Johnston	Madeleine Frost
Debbie Feakes	Laurie Frost
Laura Falk	Susan Zacharias
Dale Falk	Terry Overton
Harvey Dyck	Brenda-Lee Ryant



Volunteers

Five Years	
Moira Settee	Al Amyot
Kim Sauder	Margaret Amyot
Judith Tougher	Donna Archer
John O’Leary	Jason Carrie
Wendy Weston	Janet Howard
Dennis Robert	Louise LaFleche
Jon Gill	Ted VandeGraff
Jeannette VandeGraff	Linda Perrin
Susan Altomare	Judy Ramore
Michelle Ritchot	



Volunteers

Ten – Fifteen Years

Ron Paul

Cec Simard

Barb Blacklaw

Arlene MacLeod

Brenda Kennedy

Al Altomare

Bobbi Smylski

Doug Chapman

Roger Kennedy

Norine Coutu

Kellie Coutu

Sandra Robbins

Bob Worboys

Sheila Worboys

Bruce McBeth

Pat McBeth

Rick Gill

Susan Gill

Virginia Jamieson

Mike Lefley



Volunteers

Twenty – Thirty Five Years	
Doreen Szor	Bernie Kuntz
June Feakes	Peggy Smith
Lily Vianzon	Preston Arsenault
Lisa Gentile	Brian Laschuk
Harry Dow	



Thank you!

The Cheer Board has been around for over 100 years because of the commitment of our volunteers.

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

Questions?

info@christmascheerboard.ca or

sbell@christmascheerboard.ca