



WELCOME TO THE CHRISTMAS CHEER BOARD

2024/25 Annual General Meeting



Agenda

- Call to order
- Introductions: call for volunteers to review notes (2)
- Land acknowledgement
- Approval of 2024 AGM minutes
- Presentation of 2025/26 slate
- Financial review: request for approval of financial statements
- 2024 Christmas in review
- Look ahead to 2025 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 2025/26

The 2025 Christmas Cheer Board – Board of Directors	
Board Chair	Selena Leung
Past Chair	Jim Ketcheson
Board Vice-Chair	Lisa Gendreau
Secretary	Kalyn Pyl
Treasurer	Carisa Scott
Member at Large	Jason Davidson
Member at Large	Derek Lachaine
Member at Large	Troy Hamilton
Member at Large	Ryan Major
Executive Director	Shawna Bell



2024 Audited Financial Statements

2024/25 Audited Financials -the financial statements were distributed at tables this morning before you arrived.



2024/25 Financials

- Overall loss of \$17,200
- Donations were up in 2024 by \$110,000
- Investment income increased by \$50,000
- Additional special events contributed to our fundraising success
- Food costs were higher than the previous year
- While toy purchasing was down, we carried a surplus in 2023 that helped offset costs for 2024



2024/25 Christmas Season in Review

Total number of applications: 20,993

CCB: 12,414

EIA: 8,051

Feed-A-Family: 2,869

Private Hampers: 528

Number of adults supported: 32,440

Total number of children supported: 21,066

Total number of recipients: 56,601



Season in Review

Additional groceries were ordered after initial call volumes projected well over the original purchased amount of groceries.

We opened the Call Centre on November 5 and saw over 40,000 attempted calls on day one.

Ongoing updates to the database improved business processes.

Reduced pricing on LITE soup allowed us to continue purchasing this product while also distributing it into the community. This partnership helps create training opportunities in the community that further our commitment to supporting those who need us.

Season in Review

Social media – followers continued to grow, strengthening overall engagement.

We welcomed international student Yang Jiang who worked with us for three weeks in November. Yang continued to volunteer with us after her term concluded.

External directional signage helped volunteers and recipients alike find our location without having to circle the block.

New signage on the delivery floor streamlined deliveries, ensuring geographic locations were managed prior to being sent out.

Season in Review

Through the sale of Holiday Smile Cookie, Tim Hortons selected the Christmas Cheer Board and other surrounding holiday organizations (Selkirk, Beausejour and Stonewall) as beneficiaries of funds raised. This resulted in over \$72,000 donated to the CCB!

The Province of Manitoba provided \$100,000 in funding support to Cheer Board operations.

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

Cheer Board hoodies and golf shirts for volunteers were a big hit. They will return again this season.

Season in Review

Increased visibility and donation promotion at the Santa Claus Parade. With the help of our hosts at Manitoba Hydro, we welcomed Andrews St. Family Centre and gave the children a parade viewing party to remember!

We partnered with Corus Entertainment, hosting the **St. Vital Christmas Miracle**.

We also partnered with Pattison Media, hosting **One BIG Day** at Kildonan Place mall.

Additional product made available by our partners at TransX added even more value to families in need.

We increased the amount of eggs available to families picking up their hampers!

Season in Review

Post-season we were able to provide excess food to organizations across the city including:

- Harvest Manitoba
- Community Helpers Unite
- Siloam Mission
- Main St Project
- Lighthouse Mission
- Numerous secondary school operating food banks

For the 3rd year in a row, we surveyed hamper recipients and volunteers. This year we also included drivers.

Survey Results – Recipients (2,332 responses)

- 32% of respondents indicated they had immigrated to Canada in the last 5 years with 50% of those respondents arriving from Ukraine
- 40% said this was their first time applying for a CCB hamper.
- 58% indicated that they received a gift for their child/children. 95% of those were satisfied with the gift received.
- 51% of recipients picked up their hamper
- 26% of households have children under 10 years and 26% have adults 36-55 years.
- 34% indicated they were on income assistance.

Origin & Cultural inquiries

Where do some of our hamper recipients come from?*

- Ukraine – 38%
- Nigeria – 16%
- Philippines – 12%
- Other – 34%

**from received survey responses*

Cultural background:

- Indigenous & Metis – 36%
- Caucasian – 19%
- European/African/Asian – 17%
- Ukrainian – 7%
- Other – 21%

***question asked during initial hamper application*

Survey Results - Recipients

Other areas of note:

- Rice, flour and sugar were named as the top hamper items
- Beans, tuna and fruit were least liked
- 65% of respondents felt like their hampers addressed their needs
- Protein is the most-requested item
- Those who picked up and received eggs were very pleased to receive them

Survey Results – Volunteers (138 responses)

Main Strengths:

- Long-term volunteers
- Very well organized
- Strong teamwork approach
- Friendly atmosphere
- Respect
- Computer improvements

Survey Results - Volunteers

Areas for improvement:

- Limited space in warehouse
- More centralized location with better access to transit and better parking
- More privacy for clients applying in person
- Seek more cash donations

Survey Results – Drivers (55 respondents)

Why do they help?

- Promoted at their workplace
- Heard or saw a call on radio/television
- Want to model community involvement with their children

Main strengths:

- Well organized
- Friendly/welcoming atmosphere
- Efficient

2025 – 2028 Strategic Plan Objectives

- Solidify a location for the Cheer Board
- Increase participation in the Feed-A-Family program.
- Enhance hamper contents to meet the needs of our community
- Strengthen our Human Resources, Board Governance and Diversity, Equity and Inclusion efforts

2025 Priorities

Long-Term Sustainability

- Establish a permanent home for the CCB
- Continue improving technology and database management
- Continue assessment of financial and investment strategies

Program awareness

- Increase FAF participation by 10% in 2025
- Develop opportunities to educate businesses and groups on how to get involved with the CCB
- Greater presence at the Santa Claus Parade
- Improve social media engagement
- Build community partnerships

2025 Priorities

Improve hamper contents

- Collaborate with other agencies on how hampers can improve
- Review approach to dietary/allergy and religious options for hampers
- Develop a strategy to provide gifts to youth ages 13-17

Strengthen HR, Board Governance and Diversity, Equity and Inclusion actions

- Continue succession planning efforts
- Establish a formal DEI strategy
- Continue to refine board governance
- Targeted recruitment of volunteers
- Develop and implement our reconciliation plan



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?

sbell@christmascheerboard.ca