WELCOME TO
THE CHRISTMAS CHEER BOARD OF WINNIPEG

2025/26 Annual General Meeting

Agenda

- Call to order
- Introductions: call for volunteers to review notes (2)
- Land acknowledgement
- Approval of 2025 AGM minutes
- Presentation of 2026/27 slate
- Financial Audit review: request for approval of financial statements
- 2025 Christmas in review
- Look ahead to 2026 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 2026/27

The 2026 Christmas Cheer Board – Board of Directors	
Board Chair	**Selena Leung**
Board Vice-Chair	**Lisa Gendreau**
Secretary	**Kalyn Pyl**
Treasurer	**Ryan Major**
Member at Large	**Troy Hamilton**
Member at Large	**Derek Lachaine**
Member at Large	**Roxanne Lowen**
Member at Large	**Mark Peters**
Member at Large	**Dan Turnbull**
Member at Large	**Elliot Codispodi**
Executive Director	**Shawna Bell**

Audited Financial Statements

2025/26 Audited Financials -the financial statements were available as handouts for review this morning as you arrived.

2025/26 Financials

- Donations remained relatively flat.
- Overall net profit of $29k
- The costs for two locations were still less in rent than the previous space in 2023 & 2024.
- Additional special events contributed to our fundraising success
- Food costs were higher than the previous year
- Toy purchasing increased over 2024, but has been reduced for the coming season

2025/26 Christmas Season in Review

Total number of applications: 20,465
Agencies: over 30
Feed-A-Family: 2,717
Private Hampers: 528
Number of adults supported: 28,168
Total number of children supported: 20,031
Total number of recipients: 48,199
Over 400 volunteers and over 32,000 volunteer hours!

Season in Review

Two operating locations made for easier access to pickups but added logistic and staffing challenges to operations.

Call Centre operations merged with Income Assistance (IA) at the Paramount St location, allowing issues to be resolved in real time. We were lucky to have the space needed to set up the IA workstations. This is something we will have to discuss with IA going forward.

We opened the Call Centre on November 4 and saw over 30,000 attempted calls on day one.

We worked with over 30 agencies in getting gift cards into the hands of people and families in need.

Season in Review

We opened group volunteer opportunities one month early. All openings were filled within the month, while we had others waiting to see if they could help out.

There was a significant increase in community donation drives and overall food and toy drop-offs.

Working with Manitoba Hydro, we saw an increase in donations on Santa Claus parade day due to advertising Hydro Place as a key toy and food drop off location.

Season in Review

Social media – followers continued to grow, strengthening our messaging reach. Red River Creative Communications student placement – Alyssa helped build and grow engagement with some incredible content.

TransX once again delivered. Helping us with a refrigerated load of frozen chicken generously donated to us by Exceldor Cooperative. This was a huge hit with our pickup families!

Bad weather slowed down deliveries and pickups twice in December. But our volunteers rallied to get hampers out, and once again by December 23 all deliveries had been completed.

External directional signage in both locations helped volunteers and recipients alike find us.

Season in Review

The incredible work from our matcher and delivery floor teams made for the most seamless delivery process to date!

New faces in journalism continue to arrive in Winnipeg. We conducted some amazing interviews with new reporters on the scene, including this one:

Tim Hortons Holiday Smile cookie netted us $102k this season.

The Province of Manitoba provided $1,000,000 in funding support to Cheer Board operations. Funding was received earlier this year.

2026 – 2031 Strategic Plan

- Establish formal, long-term relationships with organizations key to our success in order to achieve long-term financial stability.
- Confirm a permanent space that accommodates the unique seasonality of our organization and our evolving needs that is financially sustainable.
- Establish succession plans for board, staff and volunteer roles

Priorities

Tracy Dumka has accepted the role of Assistant Director for next season.

Long-Term Sustainability

- Complete a review of the 2026 budget and project hamper numbers
- Identify outreach (corporate and individual) targets and plan approach to each group
- Establish communications and relationship process with the Province of Manitoba
- Survey recipients regarding hamper needs and preferences

Priorities

Permanent Space

- Assess space configuration and location requirements
- Continue current space partnership conversation
- Identify potential partnership candidates based on clear criteria
- Create a timeframe for activities

Develop organizational succession plans

- Create a board succession plan
- Staff succession plan established for key roles
- Automation – transition from manual counts to a digital environment
- Volunteer recruitment and screening/training framework created

2026 Operations

Long-term sustainability

- Secure space for seasonal warehouse – one location
- Assessment of all team roles and update to reflect current needs
- Ongoing gap analysis on volunteer needs
- Partner with other non-profits on volunteer recruitment to create a more inclusive environment.
- Online group bookings for hamper packing and toy wrapping

Focus on our recipients

- Improve on hamper contents
- Bring a sense of the holidays back to our hampers

2026 Operations

Focus on our recipients (cont'd)

- Continue work to provide gifts to all children in the household up to 17 yrs.
- Start pickup and deliveries later in December

Communications

- Engage storytellers and volunteers alike on their 'why'
- Work with our media partners to share our story rather than our ask
- Create a social media plan that starts before the season and walks alongside us as we come to life
- Continue the work of engaging community partners

Restart recipient, volunteer and driver surveys

Thank you!

This year we will celebrate 107 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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