

2024/25

REPORT TO COMMUNITY



A TRADITION OF GIVING

DELIVERING CHEER TO PEOPLE IN NEED - AT A TIME WHEN THEY NEED IT MOST.

SCHEDULED VOLUNTEERS	338
SCHOOLS (PACKING HAMPERS)	29
BUSINESSES AND ORGANIZATIONS (PACKING HAMPERS)	23



28,000+
VOLUNTEER HOURS

Volunteers and Drivers appreciated:

- Very well organized and welcoming
- It is set up really well not confusing for anyone doing deliveries
- The warehouse personnel
- The friendliness of the helpful volunteers
- Clear process and updates were provided on my first day this year
- Working as a team

56,601
TOTAL NUMBER OF RECIPIENTS

32,440
ADULTS
21,066
CHILDREN

WHAT RECIPIENTS SAID:

Wow, Excellent Job. Amazing Staff and great work overall. Very Happy with what we received. I'm thankful for everything!

Receiving a gift fills my child with wonderful happiness, where the intention behind it matters more than the content.



\$1.3M+
RAISED THROUGH GENEROUS DONATIONS

GIFTS TO CHILDREN BY AGE

INFANT -3 YEARS	4742
4-7 YEARS	6092
8-12 YEARS	7594
13-14 YEARS	2638



22
FOOD AND TOY DONATION DRIVES

2913
FAMILIES SPONSORED

Did you know?
In 2024, Boeing sponsored 48 hampers through the Feed-A-Family Program!



MEET SELENA LEUNG

INCOMING CCB BOARD CHAIR

I joined the Christmas Cheer Board as a way to give back to our community in a meaningful way. The CCB felt like perfect alignment given my love for the holidays and I jumped at the chance to join the Board. When I look back on my childhood, Christmas memories really stand out as some of the hallmark moments. I love the idea of supporting an organization that helps create those special memories and moments for less fortunate individuals and families. I feel truly grateful for all the incredibly committed staff, supporters and volunteers of the CCB, and I am so proud to be a part of something so remarkable that positively impacts the lives of so many across Winnipeg.

THANK YOU TO OUR PARTNERS

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KONICA MINOLTA
NOBLE LOCKSMITH
MANITOBA
CHILDREN'S MUSEUM

INDUSTRIAL TRUCK
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KNIGHT ELECTRIC
BATTERY MAN
BIRCHWOOD
AUTOMOTIVE GROUP

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