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**CHRISTMAS**

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*Cheer Board*

1 0 0   Y E A R S

2021 ANNUAL GENERAL MEETING

# Land Acknowledgement

The Christmas Cheer Board wishes to acknowledge that we are gathered on Treaty 1 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

## The Christmas Cheer Board – Board of Directors 2021 Slate

|                               |                      |
|-------------------------------|----------------------|
| President                     | Jackie Britton       |
| Treasurer                     | Denis Bourgeois      |
| Secretary                     | Tracey Proctor       |
| Member at Large               | Jason Davidson       |
| Member at Large               | Chris Beaumont-Smith |
| Member at Large               | Jim Ketcheson        |
| Member at Large               | Lisa Gendreau        |
| Executive Director/Ex Officio | Shawna Bell          |

# 2020 Christmas Season in Review

|                                      |
|--------------------------------------|
| <b>Total number of applications:</b> |
| EIA and CCB: 12,883                  |
| Feed-A-Family: 1,200                 |
| Done by: 377                         |
| Total of 14,460 applications         |

|                 |       |
|-----------------|-------|
| <b>By size:</b> |       |
| Single          | 5,339 |
| 2-3             | 4,365 |
| 4-5             | 2,258 |
| 6+              | 745   |

# 2020 Christmas Season in Review

## Vouchers

Due to physical distancing restrictions, the Cheer Board opted to distribute vouchers (gift cards) to all hamper applicants.

Vouchers amounts were defined by the number of people within a household:

Single - \$30

2-3 - \$50

4-5 - \$75

6+ - \$100

Out of the close to 13,000 vouchers mailed out, just under 200 cards were returned by Canada Post.

A very big thank you goes out to Brian, Bob and Rick for ensuring these vouchers were packed and delivered properly to Canada Post.

# 2020 Christmas Season in Review

Due to public health restrictions, we opened to applications a week later than normal. While we were delayed, a number of community members stepped up to make hampers for families.

Unfortunately the database that we have relied on for many years, was unusable for the season. We opted to use Excel to manage all applications and cross-reference for duplicates.

Physical distancing restrictions prevented us from bringing many volunteers on site.

Donations were up significantly. This was the case with many other charitable agencies across the city.

Feed a family was down in sponsors. This again can be directly attributed to the discomfort many had in interacting with other people and public health restrictions.

# 2020 Christmas Season in Review

2020/21 Financials:

## **Winnipeg Free Press Miracle on Mountain**

- An anonymous donor agreed to match every donation made to the Christmas Cheer Board through Miracle on Mountain. Resulting in \$178,000 raised!

## **Winnipeg Sun Empty Stocking Fund**

- The Winnipeg Sun continues to be a supportive partner with CCB, increasing their fundraising efforts in 2020 to just over \$46,000 for a difference of +\$5,000 from 2019.

## **Reserve & Memorial Funds**

This was a very healthy year for our financial investments. These investments are there to ensure we have fiscal stability in the event of any financial concerns (eg. Loss of warehouse or a Pandemic)

# 2020 Christmas Season in Review

## 2020/21 Financials:

Due to delays in resolving our financials, all files are currently with Auditor Dean Jenkyns.

Financial statements will be available for anyone to view by the time our 2021 operations resume.

While the financials cannot be reviewed or approved at this time, I would like to make a motion to continue with Dean Jenkyns as our auditor for the 2021/22 year.



# What does 2021 look like?

## **New Technology**

We have a new applicant database and a new receipting program – working with local business Visual Lizard on the application database, we will have the ability to look up and confirm addresses in real time, and detect application duplicates.

The receipting system was developed by Kumar Sharma. The system will include the ability to email receipts to all donors, further reducing our administrative costs.

We have contracted Telexperts to introduce a new call centre phone system, and will be switching over to Shaw as our internet provider.

## **New TEMPORARY location – 1081 Ellice Ave.**

A permanent tenant has signed a lease on the 947 St. James St. location.

While this is disappointing, the Cheer Board has moved location in the past.

The new location is smaller, but we will make the absolute best of what we have for the season and begin our hunt for a more permanent home.

# What does 2021 look like?

## Operations

Physical distancing restrictions will continue this year. We remain absolute in adhering to all Provincial Health Orders and will continue working with public health officers to ensure compliance.

## Volunteers

Unless otherwise informed, masks will be mandatory on site and all volunteers will need to be fully immunized.

Proof of immunization will be required.

Anyone attempting to enter the building without a mask will be refused entrance.

## Hampers

Space concerns, a looming 4<sup>th</sup> wave of COVID and a re-evaluation of dietary and cultural needs have prompted us to go with vouchers again this year.

BUT, we will also be including toys for the children and increasing the price points of vouchers.

\$40 – single

\$60 – 2/3

\$85 – 4/5

\$115 – 6+

As a result of our strong partnership, we will again work with Sobeys/Safeway in purchasing gift cards.



**CHRISTMAS**

*Cheer Board*

100 YEARS

# Beyond 2021

## Strategic Planning & Stakeholder sessions

Beginning in early 2022, the board will begin work on a strategic plan.

We'll be engaging volunteers and stakeholders - to share thoughts and opinions, and we'll work with a 3<sup>rd</sup> party to uncover what it all means for the future of the Cheer Board.

Through the coming holiday season, we'll talk to applicants and donors with key questions on what the Cheer Board means to them and how we might improve.

We must do this to:

- Better understand ourselves
- Discover where improvements can be made
- Recruit and retain new volunteers
- Stay relevant to our donors

# 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 – on behalf of the board **THANK YOU!**

I would also like to thank the following people.

Over these last few months, their support and expertise of our operation has eased the transition from Kai.

**Sheila Worboys**

**Linda Grayston**

**Pat McBeth**

**Debra Halligan**

**Susan & Rick Gill**

**Brian Laschuk**

A photograph of three women standing in a warehouse filled with cardboard boxes. The woman on the left is wearing a dark blue long-sleeved shirt and glasses. The woman in the middle is wearing a black hoodie and glasses. The woman on the right is wearing a white long-sleeved shirt and glasses. They are all smiling. In the background, there are stacks of cardboard boxes and a red sign that says "ELMWOOD".

**Questions?**

**[info@christmascheerboard.ca](mailto:info@christmascheerboard.ca)**

**or**

**[sbell@christmascheerboard.ca](mailto:sbell@christmascheerboard.ca)**



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