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**CHRISTMAS**

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*Cheer Board*

**Welcome to the Christmas Cheer Board's  
2022 Annual General Meeting!**

# AGM 2022 Agenda

- Call to Order
- Introductions – call for volunteers (2)
- Land acknowledgement
- Call to board nominees / Presentation of 2022/23 slate
- Financial review – request for approval of financial statements
- 2021 Christmas in review
- Look ahead to 2022 and beyond
- 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 2022/23

## The Christmas Cheer Board – Board of Directors 2022 Slate

President	Jackie Britton
Treasurer	Denis Bourgeois
Secretary	Tracey Proctor
Member at Large	Jason Davidson
Member at Large	Lisa Gendreau
Member at Large	Jim Ketcheson
Member at Large	Selena Leung
Member at Large	Kalyn Pyl
Member at Large	Carisa Scott
Executive Director	Shawna Bell



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# 2021/22 Financials

**Donations were down from previous year, but still very healthy.**

**Updates to technology drove our costs up last year, as did the expense of renting the Ellice property.**

**Winnipeg Free Press Miracle on Mountain – down from 2020**

**Winnipeg Sun Empty Stocking Fund – down from 2020**

## **Reserve & Memorial Funds**

Last year was another healthy year for our financial investments. These investments are necessary to ensure continued financial stability for the Cheer Board and help us sustain any unanticipated costs.



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# 2021 Audited Financial Statements

**2021/22 Audited Financials - the financial statements were distributed at tables this morning before you arrived.**



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# 2021 Christmas Season in Review

**Total number of applications:**

EIA and CCB: 13,491

Feed-A-Family: 2,311

Done by: 337

**Total of 16,139 applications**



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# 2021 Christmas Season in Review

## Gift Cards

Once again, we distributed gift cards to our recipients.

Thankfully, we were also able to get toys, books and knitting out to families with children.

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

**Single - \$40 – 6,722**

**2-3 - \$60 - 5,259**

**4-5 – \$85 – 2,948**

**6+ - \$115 – 1,210**

**9,203** toys were distributed to children last year just by the Christmas Cheer Board alone (this number does not include FAF Sponsors)



# 2021 Christmas Season in Review

We introduced a new phone system and new online application database. The new technology required new workstations and headsets.

On the first official day of accepting applications the system went down due to a nationwide service outage. This affected businesses everywhere.

Our volunteer numbers were reduced due to continued physical distancing concerns and gift card distribution.

We brought toys, books and knitting back.

We were able to open our doors to public with mask requirements.

Donations were healthy, though many are coming to us via online transactions.



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# What does 2022 look like?

## **New TEMPORARY location – 100-1821 Wellington Ave.**

We are extremely grateful to our friends over at Shelter Canadian Properties Ltd., who approached us this year offering us the space we need for a successful season!

## **The return of Food Hampers**

We're returning to food and toy hampers this year.

We know that rising costs have made things challenging for everyone, particularly those who need us most. Food costs have increased significantly (close to 20% increase from 2019).

Our grocery orders went in mid-July and we will begin receiving product in mid-October.



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# What does 2022 look like?

With the rising costs of food, we anticipate our hamper numbers to grow even more this year. We will commit to helping as many families as we can.

## **Food Hamper contents**

Through consultation with the Child Nutrition Council of Manitoba, we made changes to the food in our hampers. These changes are in place to provide healthy options and extend support to our recipients from one meal to two meals or more over the holiday season.

We'll also be adding a \$25 gift card for most hampers for recipients to purchase perishable items.

**The Hamper Packing** program will return, but we will also offer this to organizations in addition to schools – schools in the morning / business in the afternoon.



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# What does 2022 look like?

## **We'll begin taking calls earlier.**

The call centre opens November 7 to accept applications. The call centre will also stay open longer at the beginning – to 6 pm to accommodate people working 9-5.

## **Food Security**

If people are hungry, let's help them. We won't be asking as many questions of our recipients in the application.

## **Flexibility of delivery**

We'll give delivery recipients an opportunity to tell us when they will be available, expecting that it will reduce the number of returned hampers from volunteer drivers.

## **Database Updates**

Last year was year one with the new database. We didn't nail it, so we've made updates to improve the process and the experience for everyone.



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# What does 2022 look like?

## Volunteers

- Volunteer Impact – an online volunteer management portal where new and existing volunteers can login and view volunteer postings and select the shifts that work for them. ***Available in October.***
- Volunteers will have the ability to provide feedback on improvements to our operations. This will be available via Suggestion Box in the warehouse, as well as anonymous survey on Volunteer Impact

## Partners

Giant Tiger will be taking the place of Sobeys/Safeway. In understanding our recipients better, we need to stretch each dollar as far as possible. Giant Tiger's approach to pricing and locations better service our recipients.

**Events – all of our key events are returning this year!**



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# What does 2022 look like?

## Santa Claus Parade

- The parade is returning, and we remain the associated charity this year.
- Manitoba Hydro has committed to 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 selected children's agencies will enjoy food, some fun and have VIP outdoor bleacher seating during the parade.
- Working with Hydro, we will continue to encourage and collect toy donations before and during the parade.



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# Beyond 2022

## Strategic Planning & Stakeholder sessions

Over the course of the Spring, we contracted Pele Research to conduct research about the Cheer Board – who we are, and what people think and have to say about us.

### Who did we talk to?

- Two months of surveys, interviews and meetings with:
  - Stakeholders
  - Volunteers
  - Board members
  - Donors
  - Recipients



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# Beyond 2022

## What Did We Learn?

- The community knows us and likes what we do. This year marks our 103<sup>rd</sup> year! We serve an important role in the Winnipeg.
- We need to improve on how we communicate with people. Use non-traditional media to get messaging out to them, and leverage photos, video and audio to help tell our story.
- We need to reach out to recipients, to better understand what our support means to them, and where improvements can be made.
- Our community has become more diverse over the last 10-20 years. We need to remove barriers to ensure we are accessible to all – recipients, volunteers and donors.
- We need to build partnerships in business and other non-profits. Working together, we can help more people and make a bigger impact.



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# Beyond 2022

## Strategic Planning & Stakeholder sessions

### What did we do with the information?

- Two-day review and board planning session
- Development of Mission & Vision statements
- Identification of Christmas Cheer Board Values
- Development of 3-year Strategic Plan
- Announcement of the Kai Madsen Scholarship through (Winnipeg Foundation) – an annual scholarship available to kids pursuing post-secondary education who have come through inner-city schools.



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# 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](mailto:info@christmascheerboard.ca)

or

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



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That's a wrap!