

A young boy with short brown hair, wearing a dark red hoodie, looks up with a smile at a hand in a dark green puffer jacket. The hand is holding a red gift bag with a white and silver ornament. The background is a blurred Christmas tree with lights.

inspired by a simple wish to
see all children receive a
new toy at Christmas



630 | CHED
**SANTAS
ANONYMOUS**

ANNUAL REPORT
July 1, 2022-June 30, 2023



*it's not the most wonderful time of
the year for **all** families...*

For some, the holiday season is the most stressful time of the year. In a world where rising costs have become an ever-present challenge, parents and caregivers find themselves grappling with the daunting task of providing gifts for their children during the holidays.

But amid these difficulties, 630 CHED Santas Anonymous continues to be a beacon of hope. Our mission is to ensure that the joy of Christmas reaches every home, even when times are tough. We couldn't do it without the help of the donors, volunteers and corporate partners who bring this Christmas miracle to life.

a message from the board chair



Kevin Spriggs Board Chair

As each year goes by, this Message from the Board Chair gets more challenging to write. There are only so many different ways one can express the incredible gratitude we feel for the amazing work our program volunteers and staff do yearly without starting to sound redundant. But if that's the biggest challenge we face - I'll take it, because as every year passes and we reflect on what was and prepare ourselves for what's coming, I'm again filled with pride over what we collectively continue to accomplish. I've been involved in this program for well over 25 years now and have seen many changes, challenges and triumphs. The one constant through it all is the incredible support from our volunteers and staff. Our program continues to thrive - at times under the most adverse conditions - and our hope for the future delivering the Spirit of Christmas to those children less fortunate is as strong as it's ever been. And it's all because of you.

On behalf of the Board of Directors - THANK YOU - to all of you for all you do for us!

board of directors

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Jessie Bruce, Secretary

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Daryl Hooke
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Brandi Sliwa
Syd Smith
Kevin Spriggs
Brian Wilkes

*in tough times,
our santas shine....*



volunteer summary

Despite an unprecedented surge in demand, we remained committed to ensuring that no child was left without the joy of new toys at Christmas.

Together, you've shown that, even in challenging times, the spirit of Santa lives on in the hearts of all who believe in the power of kindness and compassion.



2,353 individual volunteers



42 groups of volunteers



12,810.75 hours

*...that's like just one of Santa's elves working **320** forty hour work weeks!*



why do you volunteer with Santas Anonymous?

“I just wanted Christmas to mean something.”

-2022 Delivery Day Porter

“because every child deserves presents on Christmas morning”

-2022 Delivery Driver

“as a child, I was fortunate enough to receive toys from Santas Anonymous. I just want to give back”

-2022 Gifting Volunteer

“I want to teach my daughter that helping the community and being kind builds a better person”

-2022 Delivery Driver

making spirits bright

In 2022, we faced an incredible challenge as we experienced a **48% increase in the number of children who needed our support**. The unwavering dedication of our volunteers and the steadfast support of our donors gave us the confidence to say "yes" to every family who turned to us for help.

Together, you've made countless spirits bright - when you support Santas Anonymous, you don't just reach one child, you touch the hearts of their whole family and make an impact for years to come.

We invite you to join us on a heartwarming journey as we share the stories of hope, resilience, and the boundless power of compassion that have defined our year.



*“Hello Dear Santas Claus! I want to thank you for all the toys I got for Christmas! My favorite toy is the microphone! I wanted it so much! When I saw it I said to my parents “Oh, our poor neighbors!” But I can’t make myself to sing less loud.
I love it so much!”*

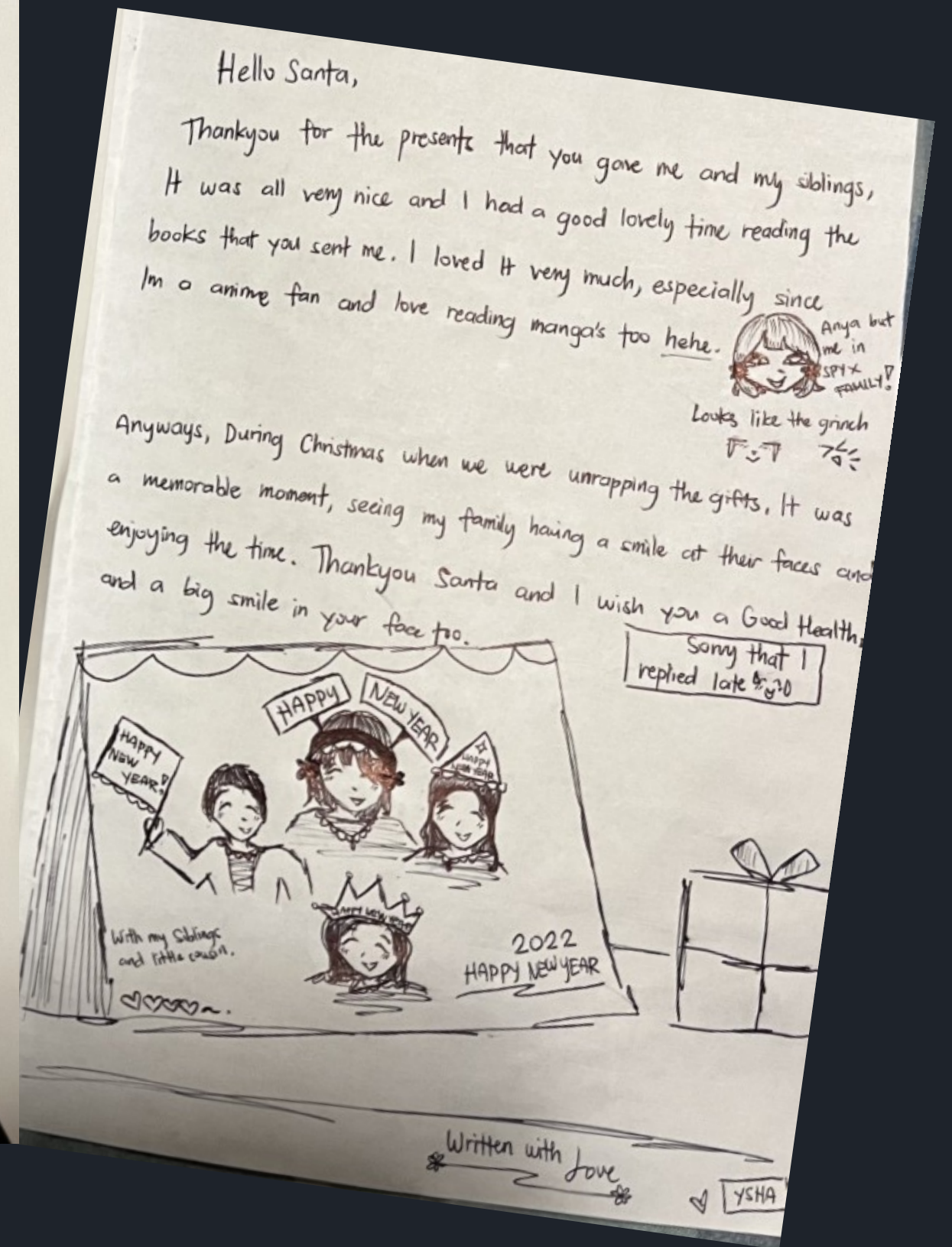
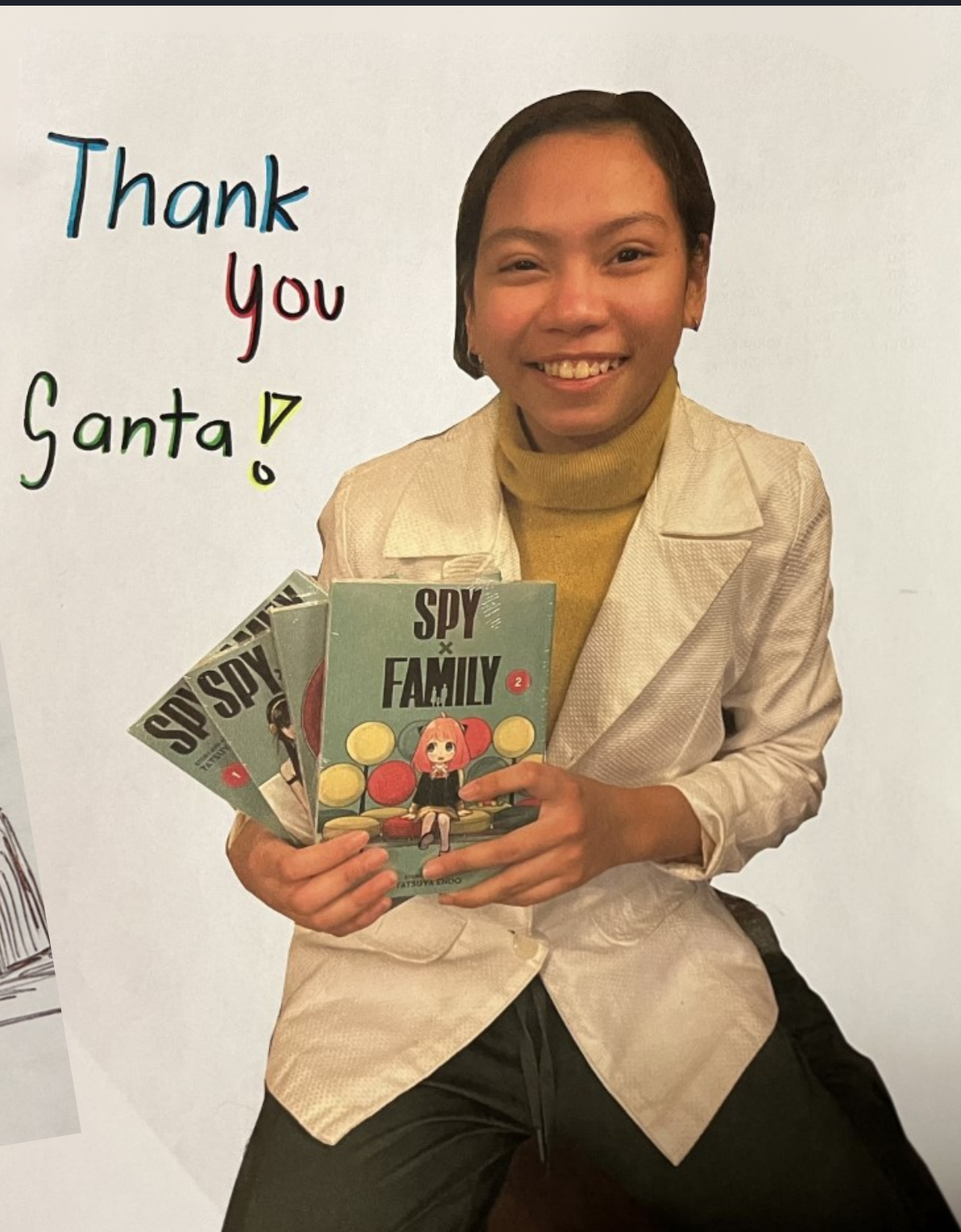
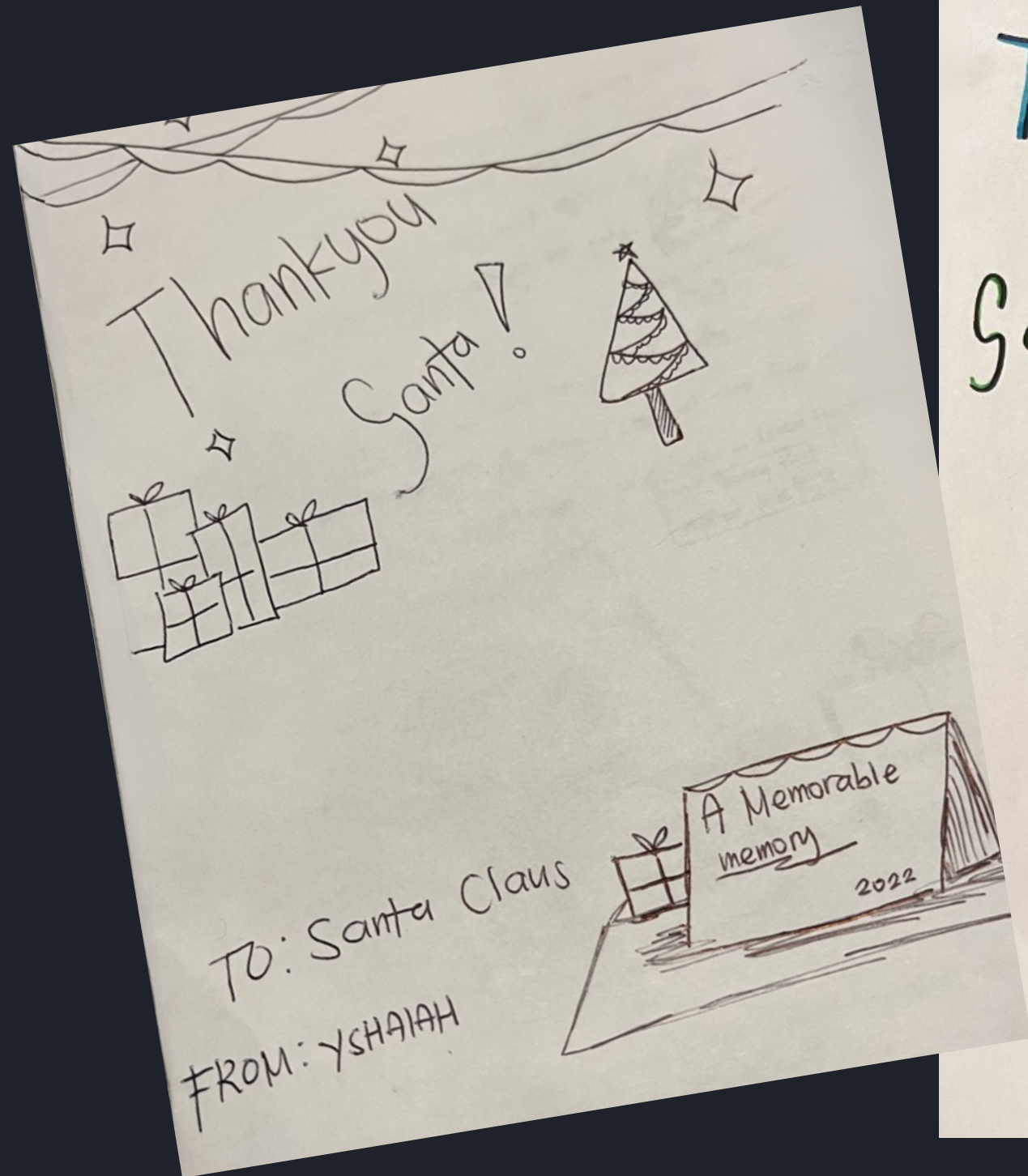
Emy, 4 years old

*“We arrived from Ukraine: mother, daughter and grandmother but our dad stayed behind because the borders are closed to Ukrainian men. We miss him a lot. **One day changed our whole life, but you gave us a piece of miracle in such a difficult time for us.** Thanks to the anonymous Santas for the gifts!”*

*“I was overwhelmed with happiness and emotions. I cried because **I was so thankful that you would take the time and effort to help my little family.** I will be forever grateful and I hope one day I can help too.”*

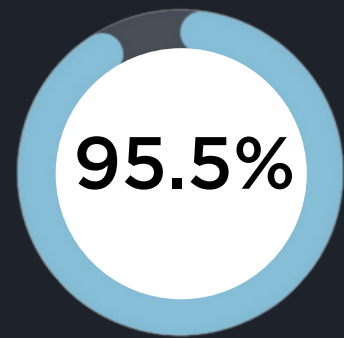
*“I recently left an abusive relationship, we lost everything so my kids weren’t expecting a good Christmas. **When they woke up on Christmas morning, I saw a spark come back to their eyes.** It meant so much to me.”*

“Receiving toys for my kids made me hopeful that better times are coming”

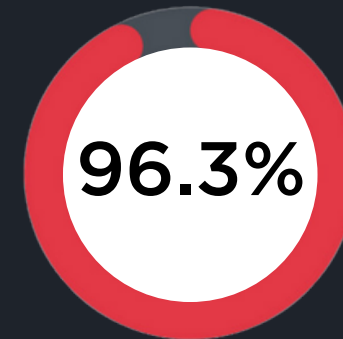




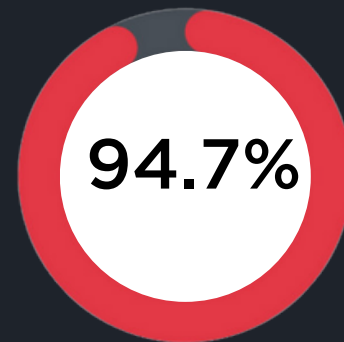
*“Thank you very much!
My children absolutely
loved the surprise when
Olaf delivered their toys
and they loved all of the
presents! Wish you all
the best!”*



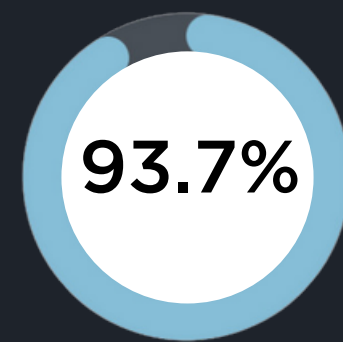
95.5% of parents felt a sense of belonging to their community



96.3% parents felt more hopeful about the future



94.7% of parents felt less stressed



93.7% of parents felt more confident as a caregiver

*data gathered in a survey of 2022 recipients

your impact, by the numbers

Thanks to the hard work and generosity of so many,
2022 was one of our most impactful years yet.



delivery
days

20,072 children
9,552 families



north pole
program

1,970
children



for a
total of

22,002
gifts!

jingle all the way for generosity

With the support of community organizations and businesses hosting toy drives and fundraising events, as well as the generous contributions from corporate and individual donors in the form of both toys and financial support, we were able to meet the need in our community and provide 22,002 gifts to local kids. **As we look back on this year of giving, we're reminded that the true spirit of the season lies not just in the presents under the tree but in the kindness and generosity that light up our community.**



\$1,247,400
value of toys
donated



\$949,836
dollars
raised

fundraising highlights



13,111
teddy bears
donated at the
Edmonton Oil
Kings Teddy
Bear Toss!



James H.
Brown's fill
the net
campaign
raises
\$35,500



\$293,661.17
in toys and
cash on
Santas Day
on 630 CHED



211
community
toy drives,
an increase
of 17.8%



1465
bags of toys
collected
at main
locations

discover your inner elf

Together, we can do even more. We believe that children have a right play, and many families face barriers accessing toys. Life can present challenges but through play, children learn to overcome obstacles, fuel their curiosity and **help create cherished memories**

DONATE. Make an impact right now by making a donation online or find Santa's Wishlist at santasanonymous.ca

VOLUNTEER. Register at santasanonymous.ca to help deliver, collect, package toys or help out at events

SPONSOR. Connect with a community of like-minded locals and inspire more people to give

SUBSCRIBE. Get news from the north pole! Stay in the loop about everything happening at Santa's Depot year-round

PARTNER. Host a toy drive or fundraiser with a group or with a local business!

LIKE. Santa is social! Follow us @santasanonymous on **facebook**, **instagram**, **linkedin**, **tiktok** and **twitter**.

For other ways to get involved, email us at santa@santasanonymous.ca or call 780.428.8697

www.santasanonymous.ca 12122 68 Street NW, Edmonton AB T5B 1R1