


A close-up photograph of a gift wrapped in red tissue paper. A white tag is attached to the top of the gift, featuring a cartoon illustration of Santa Claus and handwritten text that reads "from: Santa" and "12 girl". The background is a blurred warehouse or storage area with blue tarps and other gifts.

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



880 | CHED
**SANTAS
ANONYMOUS**

ANNUAL REPORT
July 1, 2023-June 30, 2024

A man in a plaid shirt and glasses is carrying large bags of gifts. In the background, there are other people and a sign that says "SANTAS ANONYMOUS" with an arrow pointing left. The scene is outdoors, possibly at a distribution center.

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

Every child deserves to experience the magic of Christmas, but for many families, the holiday season can be filled with uncertainty and stress. As living costs rise, parents and caregivers often struggle to provide gifts that make the season special.

Thanks to the unwavering support of our donors, volunteers, and corporate partners, 880 CHED Santas Anonymous ensures that the joy of Christmas reaches children across our community. It's because of you that the magic of the season is brought to life, creating lasting memories for tens of thousands of kids.

Scroll down to see how your generosity has touched the lives of so many...

a message from the board chair

“Change is the only constant in life”



Kevin Spriggs Board Chair

This simple statement seems to have become almost a Missions Statement for our program over the past few years – and as we prepare for another season – it’s top of mind once again! Changes – not only to our program and how we do business – but this time around to who we are and what we’re known as.

As 630 CHED has made the move up the dial to become 880 CHED, our identity in the marketplace has had to change with it. For Angel and the staff it meant another major entry on the “to do” list – rebranding our program - along with the million and one other things pending as this year’s campaign approaches.

But, as with everything else we’ve dealt with over the past few years – leaks in the roof, cracks in the floor, a new database program to learn – and oh yeah – a worldwide pandemic that threatened to shut us down – we came through unscathed – stronger, wiser and ready for the next challenge.

We’re resilient because of our support. Our incredible staff surrounded by an amazing group of volunteers – all of the same, single mindset – to deliver the spirit of Christmas to less fortunate children at Christmas. A simple statement that requires so many levels of commitment.

To our volunteers, our staff, our Board of Directors and Shareholders – Thank you for another amazing year – here’s to another incredible season!

board of directors

Kevin Spriggs, Chair

Syd Smith, Vice-Chair

Jacqui Konlup, Treasurer

Jessie Bruce, Secretary

Doug Bauer

Lisa Brekke

Brad Eves

David Fowler

Daryl Hooke

Dave Humen

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Tom Davies

Chelsea Draeger

Martin Forbes

David Fowler

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Daryl Hooke, Chair

Holly Janzen

Tamara Konrad

Tanya Laughren

Peter Plaizier

Ray Plaizier

Brent Pullishy

Doug Rutherford

Brandi Sliwa

Syd Smith

Kevin Spriggs

Brian Wilkes



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

volunteer summary

Despite the need continuing to grow, we remain 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.



2,563 individual volunteers



404 group volunteers



13,020.75 hours

*...that's like just one of Santa's elves working **325** forty hour work weeks!*

why do you volunteer with Santas Anonymous?

*“to show our children the importance
of doing something for others
especially during the holiday season”*

-2023 Delivery Day Driver



“because it’s not what you have, it’s what you can give”

- 2023 Gifting Volunteer

“Santas Anonymous provided my Christmas gifts when I was little and I wanted to do the same for other kids”

-2023 Delivery Day Driver



"I wanted to do something meaningful"

-2023 Gifting Volunteer

making spirits bright

In 2023, the need for support reached new heights, with nearly 60% more children relying on the program over the last two years.

Big or small, every contribution matters, whether you made a donation or volunteered - you made all the difference. Families across our community felt a sense of belonging, experienced less stress, and felt more hopeful about the future, all because of your kindness and dedication to seeing every child receive new toys at Christmas.

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.

*“it made me feel like me and **my family really mattered** to someone”*



“I had no money for Christmas presents this year. Rent and bills had to come first. I truly appreciate the help I received because I was able to give my babies something and see the excitement on their faces on Christmas morning.

Thank you for everything”

“over 30 years ago I received a teddy bear from Santas Anonymous, when I was only a year old. It became my favorite toy and I still have that bear today”

-2023 Volunteer



“no words are enough to express our gratitude!

My son was so happy to get his presents, they are awesome!

They were delivered by a father and his daughter. Please tell the little girl that she is a beautiful little Santa who makes children’s dreams come true!”



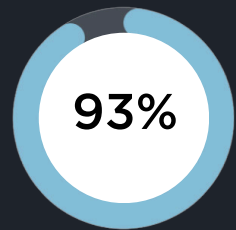
***“our child received a whole huge bag of Christmas presents!
Thank you, Anonymous Santa! **You showed our child that miracles
do happen.** And you reminded us adults that there is always
room for the unexpected miracle in life!”***



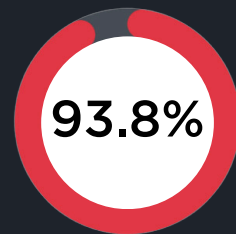
*“thank you so much
for our gifts for
this year Santa!!
we really love them”*

-Perera Family

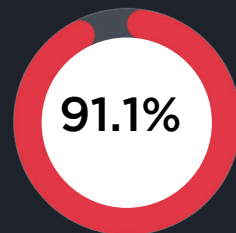
*“as a long time donor, **I was humbled to be on the receiving end this year.** It’s an honour to have been involved in both sides”*



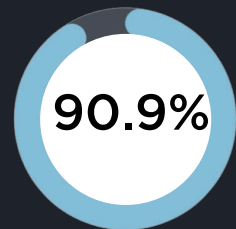
93% of parents felt a sense of belonging to their community



93.8% parents felt more hopeful about the future



91.1% of parents felt less stressed



90.9% of parents felt more confident as a caregiver

*data gathered in a survey of 2023 recipients

your impact, by the numbers

Thanks to the hard work and generosity of so many,
2023 was one of our most impactful years yet.



delivery
days

22,386 children
10,508 families



north pole
program

1,227
recipients



for a
total of

23,613
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 23,613 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.**



\$1,203,802
dollars raised



\$1,728,000
value of toys
donated

fundraising highlights



The **Edmonton Toy Run** raised **\$47,000** in toys and cash!



James H. Brown's Fill the Net campaign raises **\$37,800**



\$222,246.96 in toys and cash on Santas Day on 630 CHED



205 toy drives collected **1,388** bags of toys & **\$13,024**



1,492 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

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