

2023 RICHMOND CHRISTMAS FUND YEAR IN REVIEW



EVERYTHING WE ASKED FOR

For the Richmond Christmas Fund, this past holiday season presented a unique challenge, but also an amazing opportunity. The challenge, in a word, was location: to start the year, we didn't have one. Thankfully, Lansdowne Centre stepped up and offered space.

Then came the opportunity. With a storefront in a busy mall, the Christmas Fund would be more visible and accessible than ever before. This, coupled with a growing community need tied to the rising cost of living, meant the Christmas Fund had the potential to help an unprecedented number of people.

Over four weeks in November and December, that potential became reality. In all, we provided grocery vouchers, toys, and gift cards to **3,920 low-income residents**, setting a new record and surpassing the previous year's total by **38%**. Among those we helped were **1,593 children and teenagers** and **625 seniors** – year-over-year increases of **35%** and **70%**, respectively.

To achieve that impact, we had to ask a lot of our community. And Richmond, as it always does, responded with an outpouring of kindness and generosity.

First, there was **Lansdowne Centre** itself, along with the mall's owner, **Vanprop**. When they donated space, it truly felt like a holiday miracle. Without their timely support, the 2023 Christmas Fund may never have happened.

Next, there were our volunteers. Normally, Christmas Fund registration and distribution happen over four days, each spanning four hours. At Lansdowne, we were open to the public for **13 days**, and our **total service hours tripled from 16 to 48**. To make this possible, volunteers took on additional shifts as registration assistants, greeters, data entry helpers, toy room assistants, and more, often reorganizing their own schedules so they could find time to support the Christmas Fund.

Finally, there were the hundreds of individuals and businesses who made donations. Many gave at community events, like the **9th Annual Richmond RCMP Toy Drive** or the **Christmas Classic Car Cruise**. Others donated as part of fundraising campaigns, from the **Realtor Challenge** to the **Richmond Auto Mall's Windows of Hope**. We received major gifts from longtime supporters, like the **Granby Group of Companies** and **O'Hare's**, as well as from new donors, like **UniUni** and **Michele Cupit**. And then there were those who don't fall into any of the above categories, but whose contributions – whether of toys, cash, or services – were every bit as vital to the Christmas Fund's success.

We'll remember 2023 as a year when the Christmas Fund bent, but didn't break. The need was immense, and the pressures on the program at times felt overwhelming. But amid the uncertainty, our community was a constant source of strength and support, whose spirit of giving marked every step of our journey. We couldn't have asked for anything more.

SANTA'S STAT SHEET



of People Helped

3,920



Age Categories

Adults 1,702 ↑ 32%	Children 1,172 ↑ 37%
Seniors 625 ↑ 70%	Teenagers 421 ↑ 31%

of Registration & Distribution Days

2022 → [4] 2023 → [13]

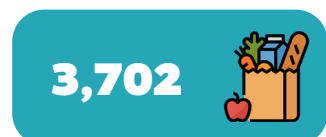
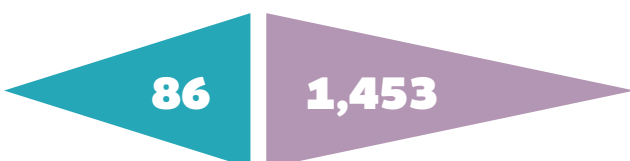
of Service Hours

2022 → [16] 2023 → [48]

of Toys Distributed



of Volunteers # of Hours Contributed



of Grocery Vouchers Distributed

SANTA'S BIGGEST HELPERS

There's no such thing as a small donation. When somebody gives to the Christmas Fund, we know they could have picked countless other worthy causes. In choosing ours, they've demonstrated not only a belief in the work we do, but a confidence that, in our hands, their contribution will have a meaningful impact. Every donation, no matter the size, is a huge act of trust.

Even so, some donations stand out for their remarkable generosity, which is why we want to highlight our 2023 Star and Angel Donors, each of whom provided at least \$10,000 of monetary or in-kind support. By placing enormous trust in us, they made an enormous difference, and were key to helping nearly 4,000 of our neighbours in need share in the holiday spirit.

STAR DONORS

\$20,000 +

ANGEL DONORS

\$10,000 +

Innovation Networks	Michele Cupit	Granby Group of Companies
	Gulf & Fraser	Lower Mainland Christmas Bureau
Lansdowne Centre	O'Hare's GastroPub & Liquor Store	Platinum Pro-Claim Restoration
	Richmond Realtors	UniUni
Richmond Auto Mall Association	Summit Customs Brokers Manitoulin Transport Preferred Service Customs Brokers	

HIGHLIGHTS FROM THE CHRISTMAS FUND SEASON

Watch a Video from the Toy Drive



SCAN ME



In addition to serving as Christmas Fund headquarters, Lansdowne Centre played host to the 9th Annual Richmond RCMP Toy Drive. Held November 18, the event was a flurry of festive fun, with community members stopping by to make donations and take photos with Santa. Thanks to a sponsorship from RBC, every donor received a bag of piping hot mini donuts, which happened to provide a great way of measuring the event's success. In all, attendees donated 4,670 pounds of toys and consumed 4,600 donuts – or roughly one donut per pound of toys! Add to that the \$29,000 generated through various fundraising activities, and you have an event for the record books!

The decision to use the Christmas Fund isn't easy. Asking for help never is. And so, while every family is privately grateful, few are willing to talk publicly about their Christmas Fund experience. That wasn't the case with Princess Malazarte, who graciously shared her story in The Province newspaper. In discussing the Christmas Fund's impact on her family, she describes the magic of the program better than we ever could.



SCAN ME

[Read the Full Story](#)

The Granby Group of Companies has been quietly supporting the Christmas Fund since 2006. In all that time, try as we might, we've only captured their donations in a handful of photos. This past holiday season, though, we made a point to visit Granby's office, so we could highlight their biggest donation to date. The \$11,595 gift was fantastically generous on its own, but it's only a partial picture of Granby's Christmas Fund contributions, which, over nearly two decades, total just under \$90,000.



September 23 marked the long-awaited return of Steveston Beer Fest, which had been on hiatus for three years during the pandemic. Organized by O'Hare's GastroPub & Liquor Store, and held at the Gulf of Georgia Cannery, the event is one of the Christmas Fund's most important fundraisers, with proceeds from ticket sales, coat check, and a 50/50 raffle all supporting our cause. In 2023, the total donation came to \$11,500!