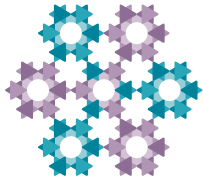


2021 Richmond Christmas Fund Year in Review



**Richmond
Christmas
Fund**

Community is like family



RCRG
RICHMOND CARES & RICHMOND GIVES

The Practical and the Magical

In 2021, for the second straight year, the Richmond Christmas Fund operated during a global pandemic. Due to careful planning, enhanced safety measures, and a pragmatic approach to fundraising and program delivery, we were able to brighten the holidays for **over 2,300 of our neighbours in need**.

But while we embraced the practical, with a clear-eyed focus on getting the job done, we were supported, as always, by a caring community. The outpouring of kindness and generosity was nothing short of magical.

To qualify families for support, we relied on a combination of virtual and in-person registration, with pre-scheduled time slots. We prepared toy bags for each family, based on wish lists from the children. And on distribution days, we handed out items – toys, grocery vouchers, gift cards – using a streamlined process that enhanced efficiency and minimized wait times. Confronted with the challenges of the pandemic, we found practical solutions to keep the program running.

None of this, however, would have been possible without our volunteers. They were the ones who registered families and sorted toys. They were there on distribution days, greeting clients and signing them in and ensuring they received their items in a timely manner. Everything ran like clockwork, and **our volunteers were the magic behind it all**.

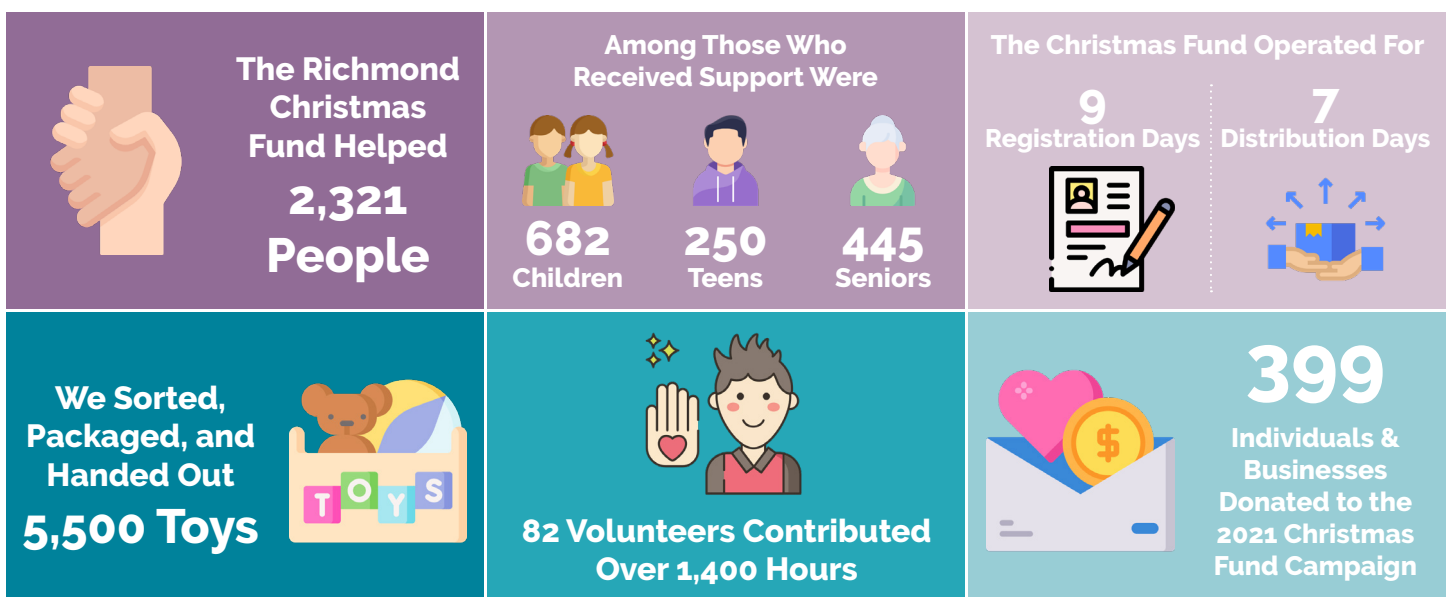
Fundraising, too, was a mix of the practical and the magical. The Christmas Fund's signature event, A Not So Silent Night, once again had to be cancelled. Instead, for the second year, we hosted an online auction. While it didn't have the glitz and glamour of an in-person event, there was still plenty of magic: **220 people participated, helping to raise over \$46,000!**

Windows of Hope, at the Richmond Auto Mall, couldn't happen either, but that didn't stop the Auto Mall community from creating its own holiday magic. **Dealerships, suppliers, and sponsors came together to raise \$40,500 – a new record!**

The Richmond RCMP's Annual Toy Drive, at Lansdowne Centre, was another huge success, with the popular addition of mini-donuts and a dunk tank. Our Angel Donors – 10 in all – stepped up in a big way, each contributing \$10,000 or more. And so many others stepped up as well, doing what they could to support the Christmas Fund. Their giving spirit transcended the limitations of the pandemic, and brought a sense of magic and wonder to the holiday season.

There are no words to fully express our gratitude to the Richmond community. We can only say **thank you for another magical year**.

The Story in Numbers





Better Angels

The Richmond Christmas Fund receives incredible community support, and every contribution makes a difference. There are some supporters, however, whose generosity truly goes above and beyond. We call them our Angel Donors, recognized for each giving \$10,000 or more in a single year.

In 2021, we were lucky to have 10 Angel Donors, including two who earned a special designation – Star Donor – because their gifts exceeded \$20,000. Together, these caring companies and community groups had a profound impact on hundreds of children, seniors, and families, providing them with a holiday celebration they'll never forget.

Star Donors

City of Richmond Employees
Richmond Auto Mall Association

Angel Donors

Herbaland
Platinum Pro-Claim Restoration
The Province Empty Stocking Fund
Richmond Realtors
Sage
Summit Customs Brokers / Manitoulin Transport
TD Bank Group
Versante Hotel



Wayne Duzita & Linda Reid

In 2021, after 15 remarkable years, Wayne Duzita served his final term as Christmas Fund Chair. While he'll remain involved in the program, he's passed the ceremonial Santa Hat onto Linda Reid, who will lead the Christmas Fund going forward.



Christmas Fund Volunteers



City of Richmond Staff Donation

At the 7th Annual Richmond RCMP Toy Drive, community members donated \$22,400 and collected 1.5 tons of toys! They also consumed 5,560 mini-donuts, which were given to everyone who made a donation.



Richmond RCMP Toy Drive

City of Richmond employees, who donate to the Christmas Fund every year through the Richmond Supporting Families Fund, made a special, one-time gift of over \$57,000. The donation allowed us to provide an extra grocery voucher to every Christmas Fund family.



Richmond Auto Mall's Windows of Hope Campaign

Led by Patti Martin, the annual Realtor Challenge raised \$16,150, one of its highest totals ever! Since 2011, the campaign has generated nearly \$125,000 for the Christmas Fund.



Realtor Challenge