



Richmond Christmas Fund



2024 Year in Review

This past year, the Richmond Christmas Fund helped brighten the holidays for **1,303 of our neighbours in need, including nearly 550 children and youth.**

It was a year of recalibration - of considering the program's mission and purpose, and how we can do the most good when space, time, and resources are limited.

We made a difficult decision, acknowledging that the Christmas Fund, if it's to remain sustainable, cannot help everyone who needs it. What we can do, however - what we promise to always do - is help those who need it most.

In 2024, the people who accessed the Christmas Fund demonstrated significant financial hardship. Without support, they wouldn't have had a holiday celebration: no toys, no gifts, no festive meal. The Christmas Fund was their last resort, their saving grace, their holiday miracle. The help they received made a meaningful difference, and is something they'll remember forever.

The past few years have been difficult for everyone: the pandemic, inflation, economic uncertainty. At the Christmas Fund, we tried our best to keep up with the need, as our service numbers increased by double-digit percentages from one holiday season to the next. Thanks to remarkable community support, we were able to rise to the challenge and meet the demand.

Ultimately, though, we saw no end in sight for the upward trend, and it was unrealistic - and unfair to our donors - to keep chasing it. The Christmas Fund began over 90 years ago as a grassroots, community-based program to help residents struggling during the Great Depression. The program has grown immensely in the decades since, but this past year, we paused to ask: is the goal to keep growing, or to keep helping? We knew we couldn't do both, and we knew the answer.

2024 saw a smaller Christmas Fund, but a more sustainable one. It was a program that helped - **truly helped** - 1,303 people share in the holiday spirit. That accomplishment is no small thing, and it was made possible, like always, by Richmond's open-hearted generosity.

There are so many directions in which to extend our gratitude: towards every volunteer and every donor; towards the organizers of major events, from the Richmond RCMP Toy Drive to Steveston Beer Fest; and towards the leaders of long-running fundraising campaigns, like the Realtor Challenge and Windows of Hope.

But above all, we're grateful for the opportunity to bring the Christmas Fund back to its roots, where the focus is on offering targeted, meaningful support to those who will benefit most. It's how the Christmas Fund can make the greatest difference, and how, together with our volunteers and donors, we'll continue brightening the holidays for years to come.

Calculating the Christmas Fund's Impact

of People Helped

1,303

Age Breakdown

378 Children • 170 Teenagers • 692 Adults • 63 Seniors

of Grocery Vouchers Distributed

1,175

of Toys Given Out

2,000+

of Donors

212

of Volunteers

69

of Volunteer Hours

830





Cops, Cars, and Two Community Milestones

In 2024, a pair of popular Christmas Fund events celebrated their 10th anniversaries. On November 23, at Lansdowne Centre, the Richmond RCMP held a hockey-themed edition of their hugely successful Toy Drive. They marked a decade of holiday cheer and community spirit by raising over \$33,000 and collecting 2.5 tonnes of toys!

The following week, on December 1, Steveston village played host to the 10th Annual Christmas Classic Car Cruise. The event is a labour of love for organizer Doug Harder, who, rather than charging an entry fee, encourages participants to donate to the Christmas Fund. The 2024 cruise resulted in a carload of new toys, along with over \$2,100 in monetary donations!

While each event is unique, the Richmond RCMP Toy Drive and the Christmas Classic Car Cruise are connected by their enduring community impact.



Watch a video from the Car Cruise!

SCAN ME

A Christmas Fund Recipient's Full-Circle Moment

As a settlement worker supporting newcomers and refugees, Jane Malificiar used to help clients access the Christmas Fund. This past year, however, she was the one in need of a helping hand. Read her story at rcrg.org/FullCircleMoment.



SCAN ME

The Kindness at the Heart of Our Community

Since it began nine decades ago, the Christmas Fund has been rooted in Richmond's giving spirit. That generosity is exemplified, first and foremost, by our Angel Donors, who make annual monetary or in-kind contributions of \$10,000 or more. With immense gratitude and appreciation, we recognize our Angel Donor class of 2024:

**Richmond Auto Mall Association • Richmond Realtors • O'Hare's GastroPub
RBC Royal Bank • Granby Group of Companies • Platinum Pro-Claim Restoration
Innovation Networks • Summit Customs Brokers,
Preferred Service Customs Brokers, Alliance Border
Services & Manitoulin Transport**

But it's not just major donations. In 2024, to tell the entire Christmas Fund story, we created an online Giving Gallery, highlighting the countless ways our community made holiday wishes come true. Visit rcrg.org/GivingGallery for a full picture of Richmond's generosity.



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