



Committee Report

To: Councillor Mark Goetz, Chair and
Members of the Human Services Committee

From: Christine MacDonald
Director of Human Services

Date: March 2, 2023

Re: 2022 Dorrell Young Christmas Program Results

Staff Recommendation:

The 2022 Dorrell Young Christmas Program Results report is for information.

Background:

In summer 2022, the Dorrell Young Christmas Program working group met to begin planning. 2021 participant and sponsor evaluations were used to inform program changes. Feedback received through the evaluation included:

- “Every year you bring smiles to a lot of children's faces, thank you”
- “You always go above and beyond; you guys are amazing with the Christmas program”
- “I am so grateful for this program. My girls and I received such wonderful gifts, and I don't know what I would have done without them.”
- “I am still grateful for your program. It's nice people still care.”
- “It eliminated any worry about not having gifts under the tree, it alleviated all of my stress financially and nothing can replace a child's smile on Christmas morning.”

As anticipated with rising caseloads in 2022, the number of children supported by the program in 2022 increased to 379 up from 332 in 2021.

Year over Year Statistics

Dorrell Christmas Program Data	2020	2021	2022	2022 to 2021 Variance
Number of Sponsors	79	101	40	-60%
Number of Families Supported	210	177	201	14%
Number of Sponsored Children	306	175	184	5%
Number of Children Supported by the Fund	80	157	195	24%
Number of Children Served	386	332	379	14%
Donation Revenue	\$31,136	\$27,725	\$21,224	-23%

The Dorrell Young Christmas Program benefited from over \$21,000 in generous donations in 2022 which supported 195 non-sponsored children.

The working group will complete an evaluation in March 2023 to continue to learn about the participant and sponsor experience. Results will inform 2023 program delivery, efforts to increase ongoing sustainability and our understanding of the program impacts.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

Collaboration with the Information Technology Services Department allowed the working group to leverage SharePoint and modernize the tracking of family, sponsor, and donation information.

Collaboration with the Corporate Services Department allowed the continued use of Option Pay for donors to make online donations. Thirty-six percent (36%) of financial donors used the online payment option.

The Dorrell Young Christmas Program receives significant support from staff contributors to the program from across the organization.

Link to Strategic Goals and Elements:

The Dorrell Young Christmas Program supports the strategic goal of promoting a high quality of life for all residents and engaging with the community. The program seeks to bring hope and promote inclusion for all children and families in Bruce County.

Report Author:

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Departmental Approval:

Christine MacDonald
Director, Human Services

Approved for Submission:

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