



Staff Report to Council - for Information

Title: 2023 Dorrell Young Christmas Program Results

From: Tina Metcalfe, Director Human Services

Date: February 15, 2024

Report Purpose:

This report is for information.

Report Summary:

Families and businesses in our community generously supported 445 children through The Dorrell Young Christmas Program in December 2023.

Feedback received from families supported included: “Thank you so much for the Christmas gifts for our children ... they are going to be so happy Christmas morning! We all appreciate the help.”

Year over Year Statistics

| Dorrell Christmas Program Data | 2020 | 2021 | 2022 | 2023 | 2023 2022 Variance |
|------------------------------------------|----------|----------|----------|----------|-------------------------|
| Number of Sponsors | 79 | 101 | 40 | 44 | +10% |
| Number of Families Supported | 210 | 177 | 201 | 226 | +12% |
| Number of Sponsored Children | 306 | 175 | 184 | 160 | -13% |
| Number of Children Supported by the Fund | 80 | 157 | 195 | 285 | +46% |
| Number of Children Served | 386 | 332 | 379 | 445 | +17% |
| Donation Revenue | \$31,136 | \$27,725 | \$21,224 | \$20,570 | -3% |

Staff will complete an evaluation to continue to learn about participant, sponsor, and staff experiences. Results will inform 2024 program delivery, efforts to increase ongoing sustainability, and our understanding of the program impacts.

Background:

Dorrell Young was a Financial Clerk with Bruce County Human Services. She loved Christmas and assisted with the Christmas program each year by wrapping and distributing gifts. Tragically, in 2002, Dorrell Young lost her life in an accident. In Dorrell’s honour, the Christmas Program was renamed “The Dorrell Young Christmas Program” and continues to support children and teenagers served by the Human Services Department.

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 to match family, sponsor, and donation information.

Collaboration with the Corporate Services Department allowed the continued use of Option Pay for donors to make online donations. Sixty-seven percent (67%) 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 Objectives:

Community and Partnerships - Build a strong and inclusive community

Growth and Innovation - Strengthen County's use of technology and innovative initiatives

Link to Departmental Plan Goals and Objectives, if any:

Person-centric services - making the needs of individuals, families and communities our priority.

Report Author:

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Departmental Approval:

Tina Metcalfe
Director, Human Services

Approved for Submission:

Sean Morphy, Deputy Chief Administrative Officer