



2020 Annual Report

WHAT A YEAR!

Over the years, Toy Shop has served 850-1100 children each year. After sponsorships, it's our single largest undertaking. In 2020, we simply couldn't have hundreds of volunteers and shoppers so close together. So, how did we get Christmas gifts to those children normally served by Toy Shop? First, we notified managers at more than 100 toy collection sites countywide that we couldn't collect toys. Then, we expanded our gift card program, which normally serves only children ages 12-18, to include all children in our program who were not directly sponsored. We launched an expansive marketing campaign to encourage the donation of gift cards instead of toys. In late November and early December, we held three COVID-safe drive-through gift card distribution days. We managed that project with our staff, board members and a small crew of volunteers. It was certainly different – but it worked!



Student volunteers from the Arrowhead High School Warhawk Interact Club helped with a drive-through gift card distribution in the parking lot at St. William Catholic Church in Waukesha.

WE MOVED

This wasn't the best year to pack up and move, but we did it anyway. After more than 25 years at the county Health and Human Services building, we found a small suite of offices that works perfectly. We instituted all CDC-recommended safety protocols and, with careful planning, our staff and volunteers were able to maintain safe distances while meeting the needs of clients, sponsors and donors.



Waukesha State Bank employees raised \$540 for CCC in July by hosting a Christmas sweater day. Left to right, Ty Taylor, bank president; Katie Reiners, assistant vice president and manager for the Brookfield branch; CCC board member Peggy Hibbard; CCC Executive Director Sarah Hein and Joe Swanson, manager at the Meadowbrook Road branch.

JINGLE IN JULY

With the decision that we would not hold our 2020 Toy Shop, we knew we would need more gift cards for the children who normally get toys. Many thanks to Waukesha State Bank for partnering with us for Jingle in July, our mid-season gift card drive. All 13 WSB branches participated, offering donors a convenient and safe way to donate a total of \$1,680 in the lobbies and drive-throughs. WSB worked with us again for our seasonal gift card drive. From Nov. 1 to Dec. 16, generous community members donated just over \$14,000 in gift cards at WSB branches.



THANK YOU!

The 2020 giving season broke CCC records - for all the right reasons. Our community rose to the challenge and adapted to the changes in our programming to continue helping our youngest neighbors. A record number of sponsors signed up to help families directly. We surpassed our fundraising goal, thanks to the generosity of individuals, community groups and businesses. Lastly, we collected more gift cards than ever, thanks, in part, to our partnership with Waukesha State Bank and our new sponsor-a-teen program. The year reinforced something we've known for a long time - we are blessed to live in a deeply kind and generous community.

Sarah Hein
Executive Director



The unsettling year 2020 forced us to review how we serve our families, and to implement new and safer ways to operate. Although the pandemic presented heady challenges, we were determined to remain true to our mission of sharing the magic of Christmas with families that qualify for our services. The trials of 2020 required us make many changes, to dramatically alter our marketing efforts and to minimize the number of volunteers helping at any one time. We tried a batch of new things, but we learned a lot – and it will make us stronger and more efficient in the future. We are looking forward with optimism.

Shelly Conrad
President, CCC Board of Directors

**SAVE
THE
DATE**

Whether you were a sponsor, a donor or a volunteer, we hope you'll be back for Christmas 2021. Here are some key dates to note:

- Sept. 1*** Client applications can be filled out online at www.christmasclearingcouncil.org
- Oct. 11** The CCC office opens for the season. Sponsorship application and matching begins.
- Nov. 15*** Application deadline for clients is 11:59 p.m.
- Dec. 8** Last day to sign up to sponsor a family.
- Dec. 11** Toy Shop
- Dec. 15** All gifts must be delivered to sponsored families.
- Dec. 17** CCC office closes **at noon** for the season.

***Please share these dates with anyone you think might benefit from our serves.**

2020 HIGHLIGHTS



SPONSORSHIPS

CCC coordinated giving to 4,509 children in 1,963 families.

Children sponsored: 3,429

2,787 children were helped through our traditional sponsorship program.

642 teens were sponsored with gift card donations.

641 sponsors included:

- 476 individuals
- 102 businesses
- 38 clubs
- 17 schools
- 8 churches

DONATIONS

- Cash donors included 627 individuals, businesses and community groups.
- Total cash donations: \$175,386.
- Total gift card donations: \$38,207



DISTRIBUTIONS

For families not matched with a sponsor, \$85,050 in gift cards was distributed to parents or guardians on behalf of 1,134 children at three COVID-safe drive-throughs.

WELCOME NEW SPONSORS

Sponsorship is at the heart of our annual giving program. Many people love the experience of being paired with a family or families that need help. The personal experience of connecting with a family, choosing gifts specifically for the children in that family, and then delivering the wrapped gifts gives special meaning to Christmas.

We were overjoyed in 2020 to welcome **302 new sponsors** who stepped forward to help make Christmas brighter for families that are struggling financially. We hope your involvement made Christmas brighter for you, too.



This is just a fraction of the gifts SPX employees bought and wrapped for the 67 children they sponsored in 2020.

SPX: CORPORATE SPONSOR

It took a spreadsheet to keep the huge project on track, but Kyrie Heck and dozens of her colleagues at SPX found it a valuable tool to successfully sponsoring 67 children for Christmas 2020. Employees at the Waukesha company, a designer and manufacturer of transformers, participated for the first time as sponsors.

Workers donated their own money and the company helped by providing wrapping and gift supplies. Kyrie, who was responsible for choosing and managing a

community engagement activity for the company, shared information with participating colleagues on how to contact parents for children's wish lists, and coordinated gift delivery. Shopping duties were shared by departments and individuals that joined the project.

She described the experience as "incredibly humbling and rewarding. Especially in a year like 2020, there was an even more evident need to help each other out and we are grateful for programs like CCC that help make it possible to connect with local families."

"Participating in this program reiterated the importance of community involvement and making an effort to focus on others," she said. "The overwhelming interest and support from the team at SPX was such a positive way to end the year. Connecting with the families on gift delivery day was also a great highlight. Hearing their stories and sharing the holiday spirit with others made all of the planning worth it."



Natalie and Brad Sayers and daughter Lucy, 5, were first-time sponsors in 2020.

THE SAYERS FAMILY: FIRST-TIME SPONSORS

It was a neighborhood connection that prompted the Sayers family to become first-time sponsors in 2020. Natalie and Brad, and daughter Lucy, 5, sponsored a four-year-old girl, purposely chosen to help Lucy relate.

“We’re trying to show her what sharing is all about and what it means to help someone in need,” Natalie said. “We want her to know that Christmas is not just about getting gifts, but giving them, too.”

The sponsorship experience changed Christmas for the Sayers. “It felt good to know that we helped a child have a happy Christmas morning,” Natalie said. “And I was glad we were able to help a mom who was in a tough place.”

Natalie described her first sponsorship experience as “seamless” and said she hopes to do it again. “I’ve already mentioned it to my co-workers,” she said. “I hope to get more people involved.”



Sharon Holzman, one of our dedicated longtime office volunteers, has sponsored children for 14 years.

SHARON HOLZMAN: 14-YEAR SPONSOR

Every year for the last 14, Sharon Holzman has Christmas shopped for her family – and three other children. A longtime CCC sponsor, she has made Christmas merrier for 52 children and their parents.

“It’s been a very good experience,” she said. “I like sponsoring families that need clothes for the children.” She understands that children look forward to toys for Christmas, but most of the children “really need clothes. I feel like I’m helping them a lot.”

For Sharon, who’s also a longtime CCC volunteer, an important part of Christmas is “giving to people that really appreciate it. It’s a good feeling,” she said.

For potential new sponsors who might be reluctant, she has this advice. “Just call the (CCC) office. We’ll choose a family that works for you.”



A MAGIC CHRISTMAS WALK

For the second year, The Ingleside Hotel teamed up with CCC to share the magic of Christmas with children in families that are struggling financially. On Nov. 20-22, 2020, The Ingleside held its second annual Country Christmas walk. Visitors strolled the winding mile-long path and enjoyed spectacular displays of Christmas lights. The Ingleside donated \$2 to CCC for every ticket sold.

In 2019, The Ingleside discounted ticket prices for Country Christmas walkers who brought a children's book for CCC's Toy Shop. The hotel donated books, too, and delivered more than 700 for our 2019 Toy Shop.

Stay tuned this fall for details on how you can support CCC and enjoy the dazzling lights of The Ingleside's third annual Country Christmas walk.

TOP Left to right: Shelly Conrad, Nancy McCaskey, Sarah Hein and Becky Brock welcomed visitors to The Ingleside Hotel's Country Christmas walk. The Ingleside donated \$2 from every ticket to CCC.

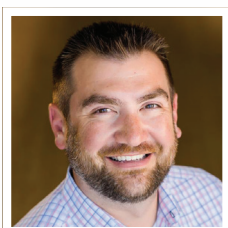
BOTTOM Jesse Wilder, general manager of The Ingleside Hotel, presents a check for more than \$3,000 to CCC Executive Director Sarah Hein.

MEET OUR NEW BOARD MEMBERS!



PEGGY HIBBARD

Peggy is a former CCC Angel Award winner and comes to the board with extensive experience in community outreach and knowledge of CCC operations while working with a referring agency in the county. She lives with her husband in Waukesha and enjoys spending time with her children and grandchildren.



BEN HEIN

Ben joins CCC as a longtime supporter and technology consultant to the staff. He's taken part in all aspects of CCC's programming, from Toy Shop to sponsoring, and has volunteered to help implement major office technology upgrades. He lives in Hartland with his wife and three sons.

BOARD OF DIRECTORS

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Ben Hein, Hartland

Peggy Hibbard, Waukesha

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Ron Weber, Waukesha

Mary Beth Winter, Mukwonago

STAFF

Executive Director
Sarah Hein, Hartland

Andrea Landowski, Hartland

Deb Kucek, Waukesha

Natalie Kranzman, Hartland

Nancy McCaskey, Waukesha

WAYS TO HELP ALL YEAR



A rental truck provided a temporary outdoor office during the first of our three drive-through gift card distributions. CCC board member Lindsay Fischer, left, and her sister Monica Fischer were bundled up and ready to welcome clients.



Volunteers clear snow and slush from the parking lot at St. William Catholic Church in Waukesha in preparation for a drive-through gift card distribution.



Volunteer Mary Weber handed out 750 Christmas stockings handmade by a Waukesha angel who wanted to share the magic of Christmas in her own way. She also made dozens of face masks that were distributed to clients during the gift card distributions.

HOST

a Christmas in July party with friends or co-workers, and collect money or gift cards for CCC. Preferred are \$25 gift cards to Walmart, Target, Ulta, and Five Below. Please write the value of the gift card on the card itself. Cash donations and gift cards purchased through our Target.com registry can be made via links on our website at any time. Donations of physical gift cards are accepted throughout the year.

To coordinate an in-person pickup of gift cards, email info@christmasclearingcouncil.org.

SIGN UP

for Amazon Smile, choose Christmas Clearing Council as your organization of choice, and Amazon will donate .5 percent of every purchase to CCC.

GATHER

a group by late September and challenge each other to sponsor. Our sponsorship program begins in mid-October.

NAME

Christmas Clearing Council as a beneficiary in your estate planning.

SUGGEST

that your church or community service club sponsor some children or collect gift cards.

SHARE

our contact information with someone who could benefit from our services.



LET'S CONNECT!

christmasclearingcouncil.org

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2020 ANNUAL REPORT



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