



the Caring and Sharing Exchange
Annual Report 2011-2012



the Caring and Sharing Exchange

People helping people since 1915

Home of the following programs:

- Christmas Exchange
- Sharing in Student Success
- Coordination Service

Our Mission

To co-ordinate services for organizations such as social agencies, schools, health services and faith communities in the Greater Ottawa Area. To provide assistance to families and individuals in the Greater Ottawa Area who face economic hardship.



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2011-2012 Board of Directors

2011-2012 Board Officers

President, Don Curtis
Vice President, Doris Ramphos (up to Dec/11)
Vice President, Thom Bourne (from Jan/12)
Treasurer, Robert (Bob) Wild
Secretary, L. Catherine Eckenswiller

2011-2012 Board Members

Melissa Rusk
William Johnson
Candy Gaudet
Miriam Moodley
Patricia Tessier
Shauna Oakley (up to September/11)
Bisi Olalere (up to March/12)
Gillian Depew (since April/12)
Howard Williamson (since May/12)

President's Report

Submitted by Don Curtis, President

The last 12 months, have been a period of specific changes and overall transition for our organization. Throughout this report I will cover the various components of this transition, but firstly I wish to reiterate last year's primary message, which continues to be the centerpiece of our purpose and our primary goal.

Now under the new organizational name of *the Caring and Sharing Exchange*, the Christmas Exchange program continues to proudly and successfully serve the Ottawa community and surrounding areas since 1915.

For this longstanding Christmas program, as well as the more recently adopted Sharing in

Student Success program, our Mission remains *"to co-ordinate services for organizations such as social agencies, schools, health services and faith communities in the Greater Ottawa Area, and to provide assistance to families and individuals in the Greater Ottawa Area who face economic hardship"*.

Having just completed our 97th year of service to the Community, it can be said that it was one of the most difficult years in our history. While we did manage to provide much

needed support to about 14,000 individuals from 5,500 families, many of whom were children and seniors, we also had a long list of those who could not be helped at Christmas. With regards to the Sharing in Student Success school supplies program, which was our first year of support last September, we directly helped 2,894 students and 1,150 others were helped by partnering Agencies. Yet there were 468 children left on the waiting list.

The organization did all it could with the resources it was able to raise with the help of the community. But clearly the difficult economic times in the region, with job cuts and financial insecurity, impacted the giving in 2011 and left most of the Agencies we work with, as well as ourselves, with insufficient funds to meet the growing needs of the community.

The disappointment of being unable to provide support to all needy applicants was somewhat



Allison Darke, her son Isaac, Mayor Jim Watson and Councillor Maria McRae preparing food hampers.



Mayor Jim Watson and Don Curtis shake hands after unveiling the umbrella name of the Caring and Sharing Exchange on September 13th, 2011.

tempered by the continuing success of the Co-ordination Service.

In 2011 once again, it allowed us to identify hundreds of duplicate applications and thus create a saving for the community of approximately \$750,000. These funds were quickly redirected to support those on the waiting list. The precise details of all of these activities can be found in the Programs Report.

Despite the results in 2011, we wish to acknowledge and thank our local residents and businesses for their important donations and overall support which enabled the organization to support as many of our community neighbors as possible.

In addition to the aforementioned general economic conditions, some challenging factors that played a part in the less than desired results in 2011 included:

i) the late arrival of the snow

(only on Christmas Day), which traditionally put people in the spirit of the Christmas season and triggered a lot of last-minute donations;

ii) the confused Community responses to our attempts to raise funds throughout last summer for the school program, while we were still known solely as the Christmas Exchange; and

iii) the opposite confusions for the media and donors when we did change our organizational name in September, 2011 and did the fundraising for Christmas under the new name, which was still unfamiliar to most, despite the ongoing reference to “the Home of the Christmas Exchange” program.

However, our commitment to the Community has not and will not waver. We are re-doubling our efforts this current year to raise more funds through different means, starting earlier in the timeline cycles needed for both the Sharing in Student Success program and the

Christmas Exchange program. With a lot of focused efforts being communicated within the Community, we expect that 2012 will prove to be a less confusing year for everyone who wishes to donate to the various ongoing programs of the Caring and Sharing Exchange.

Launched officially at City Hall on September 13, 2011, the new umbrella organizational name and logo was a major historical transition in the last 12 months. The rebranding was designed to provide a new, soft and friendly image of an organization reaching out to help others. Successfully effecting such a change and allowing the Community to grow comfortable with it will take time.

We continue to invest time and effort to profile the new brand, while making it very clear that we have not abandoned the traditional focus of our long history: the Christmas Exchange and the Co-ordination Service.



The rebranding was all about creating an overall name and structure within which we could respond to other needs within the Community, such as the Sharing in Student Success program. We believe it all fits nicely under this new year round umbrella name, and will prove to be a welcomed and successful structure going forward.

I became President of the organization in April, 2011, and therefore this AGM represents the end of my first full year as President.

This was another transitional experience, as I have worked hard and deliberately to bring some new dimensions of governance and oversight to the organization in order to enhance the overall communications between the Board of Directors and the day-to-day operation of the organization. Some new Board Committees were established and are functioning as desired to support the operations.

It continues to be a privilege to carry on the leadership of the Board of Directors as we go through these major milestones and changes as an organization.

Another significant change for the organization this past year was saying goodbye to long-serving Executive Director Marilyn Matheson, who left in April, 2012 to return to her roots in London, Ontario. After nearly 13 years as the Executive Director, it has been a significant



Giant Tiger donating 100 backpacks to *Sharing in Student Success*.

transition for the organization to arrive successfully at this AGM milestone, with the operations intact and functioning actively in numerous promising directions.

In this regard, I must acknowledge the wonderful support that the C&SE received from April to June from Interim Executive Director, Tim Wong. Tim brought a calming effect and stability among the staff and was instrumental in leading and overseeing numerous activities and successes during his tenure. We are grateful to Tim for this transitional service to the organization and are pleased to now welcome him to the Board of Directors.

The Officers of the organization worked diligently in that April/May period in a focused search for a new permanent Executive

Director, and were most pleased to identify Cindy Smith as the one to lead the organization through these changes and into the next dimension of our Community support.

Cindy has an impressive background in fundraising and not-for-profit experience, most recently at CARE Canada, and previously with Big Brothers Big Sisters Ottawa and the United Way. Cindy started her new ED role at C&SE on June 18, 2012.

One of the greatest strengths of the C&SE is building partnerships that continue to enrich the community and effectively and efficiently serve those in need. Cindy will now lead the organization in its ongoing work with over 350 referring agencies.

This work will include continuing

to make improvements in maintaining and growing the centralized database to check for duplications, ensuring that donor dollars go further.

The C&SE will continue to partner with organizations such as The Salvation Army, Shepherds of Good Hope, 2-1-1, Community Resource and Health Centres as well as others to complement and improve existing systems that are already in place and make it easier for those in need to receive these services with dignity, respect and ease.

On behalf of the Board of Directors, I wish to thank the office staff for all of their extraordinary hard work throughout a difficult year of transition and to acknowledge their efforts from special events, to Board meetings, to Agency meetings; that work is what drives our day-to-day operations and it is greatly appreciated.



The Majic100 Team on air for the Christmas Cheer Broadcast, raising funds for the Christmas Exchange Program.

Furthermore, I would like to thank my fellow Board Members who have individually and collectively served as partners, guides and visionaries for the C&SE over the past year.

This is a wonderful group of people who have so much to give and share with this community. Giving of your time, through busy business/personal schedules, in order to volunteer with the C&SE is very much appreciated. It has been and continues to be a pleasure working with you all.

Finally, at this time I need to acknowledge outgoing Board Members: Doris Ramphos, Vice president and a Committee Chair, who left in December; Catherine Eckenswiler, Secretary and a Committee Chair, who finishes her term at this AGM; Miriam Moodley, a Committee Chair, who is moving to Boston; Bisi Olalere, who moved to London; Shauna

Oakley, who left in September; and Candy Gaudet, who is finishing her 2nd term at this AGM.

Individually and collectively, your contributions have been invaluable and much appreciated. I

trust you will carry fond memories of your time with C&SE and will remain advocates for the Mission. On behalf of the Board, I wish you well in your future endeavors.

As we now move forward to meet the ongoing and growing challenges we also at this AGM take the opportunity to elect six new Board Members into the fold.

Those nominated are: Gillian Depew, Howard Williamson, Paul Lalonde, Maryam Awan, Arati Dubey and Tim Wong.

We look forward to the benefit of receiving your respective contributions over the coming years and trust that you will join me and the rest of the Board in ensuring the future remains bright for fulfilling the Mission of the C&SE.

The future for C&SE has arrived. As we prepare ourselves to enhance our team, our program reach, and our core strengths, we stand ready with our partners to meet new challenges and to provide widespread benefits for those in need from all of this caring and sharing.

Enjoy the AGM. Thank you.



Don Curtis, President

Executive Director's Report

Submitted by Tim Wong, Executive Director Interim

2011-2012 was a year of progression/evolution and a year of transition for the organization.

In June 2011, we launched a new program called Sharing in Student Success. Between us and our many partnering agencies, we managed to help 3,576 students from low-income families to obtain the required school essentials when they returned to school after the summer.

In September, we officially re-branded the organization under the umbrella name: Caring and Sharing Exchange. The Christmas Exchange Program, the Coordination Service, and the new Sharing in Student Success Program, form the three pillars of the Caring and Sharing Exchange to carry its mission: to co-ordinate services for organizations such as social agencies, schools, health services and faith communities in the Greater Ottawa Area; and to provide assistance to families and individuals in the Greater Ottawa Area who face economic hardship.

As illustrated in the fundraising report, last December was a challenging time for Caring and Sharing Exchange. Like many other charities in the city, fundraising for the Christmas Exchange Program fell short of

the previous year's results.

Clouded with uncertainties on global economy downturn, layoffs in private and public sectors, and a newly re-branded organization name – all of these contributed to a lower than expected amount of donations received – making it difficult to help all who registered with us for assistance.

We are mindful of a strong demand in the community for us to do more and help more families. Our focus for 2012-2013 will include promotion of the brand; working with the Board to develop and execute a marketing strategy for our programs and fundraising events; and to continue to collaborate with our partners (e.g., agencies, service clubs) to strengthen the effectiveness and efficiency of our program delivery.

On the Human Resources front, in July 2011 we added a new position to assist in fundraising activities and office



City councillors, Mayor Jim Watson and President Don Curtis proudly declare September 13th, 2011 the « Caring and Sharing Day in Ottawa » after unveiling the umbrella name and logo.

administration. At the time of publishing, a new Executive Director, Cindy Smith has been selected by the Board, and has taken office on June 18th. I wish Cindy all the best to lead this organization to greatness and to achieve its mission.

I feel privileged to have served the organization in the past three months as the interim Executive Director and to have worked with the professional and dedicated staff in the office.

My sincere thanks to the President and the Board for their guidance and confidence in me during this transition period.

Tim Wong,
Executive Director Interim

Fundraising and Volunteer Report

Submitted by Sui-Ling Leung, Director of Development and Volunteer Services

With growing concern over the economy as well as lay-offs in the private and public sector, members of the Ottawa community were more hesitant in their spending and charitable giving. This made fundraising in 2011 a challenging one for the Caring and Sharing Exchange.

Total revenue decreased by approximately 3% from the previous year which affected the overall assistance provided by the Christmas Exchange program and the Sharing in Student Success program.

Aside from the economic situation, other factors might have attributed to the challenges we faced in our fundraising initiatives in 2011. When we took on the Sharing in Student Success program, the organization name “Christmas Exchange” wasn’t applicable to helping children with school essentials.

Therefore a new umbrella name had to be considered which would encompass the Christmas Exchange program, the Sharing in Student Success program and the Co-ordination Service. Coming up with an appropriate umbrella name was a long process and “the Caring and Sharing Exchange” name was unveiled in mid-September. This made it more difficult to raise funds for the Sharing in Student Success program early in the

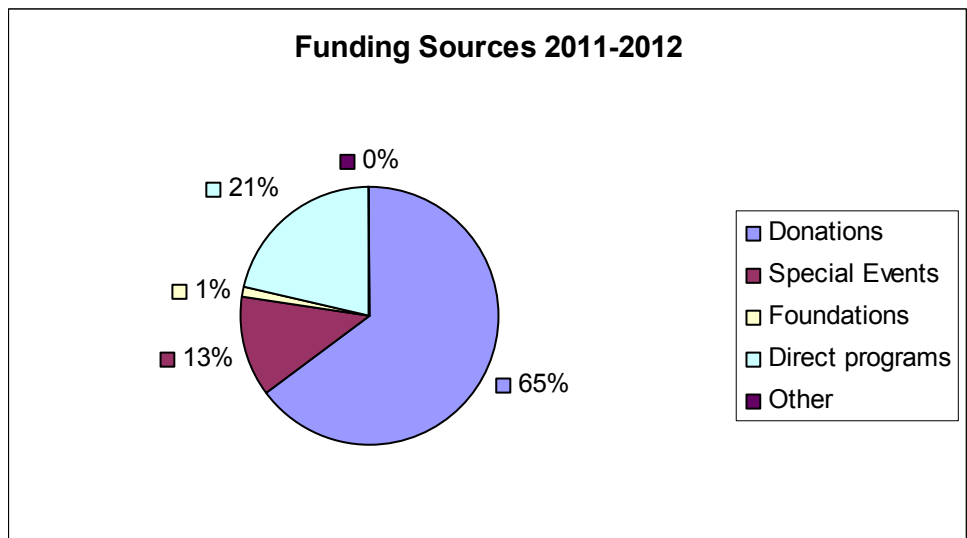
year. As expected, the unveiling of the umbrella name created a bit of confusion among donors who were familiar with the name Christmas Exchange. They were happy to learn that the name “Christmas Exchange Program” will stay, as one of many branches of the Caring and Sharing Exchange.

Our largest source of revenue was from donations (65%) followed by direct program funding (21%), special events (13%), and Foundations (1%). See the chart below for the



breakdown of revenue sources.

Three direct mail campaigns (Spring, Summer and Fall) were sent to donors for the Christmas Exchange program. An advertorial and donation envelope was also distributed in the Ottawa Citizen at the end of October to generate awareness



and donations as well as bring in new donors.

Since the Sharing in Student Success program was new and this was the first time fundraising for the program, we did not have a pre-existing donor list to do a direct mail campaign.

Rather than approach donors of the Christmas Exchange program directly to support the new program, the SISS program was mentioned in the newsletters and appeal letters to them hoping they would consider making an additional donation to support the new program.

Fundraising for the Sharing in Student Success program consisted of the Caring and Sharing Charity online auction and a raffle for two Westjet airfare tickets.

The Caring and Sharing Charity auction was originally planned as a dinner with a live and silent

auction, but was changed to an online auction to allow more people to participate and bid on the items without having to purchase a ticket to the event.

Various items were donated by individuals and local businesses which people could easily bid on with their computer and from the comfort of their home. Tickets for the two Westjet airfare tickets were sold by volunteers at information booths at various shopping centres throughout the summer.

Awareness of the Sharing in Student Success program and the need for donations were also done through media interviews and public appeals which generated the majority of donations for this program.

Aside from financial donations that were received for the Sharing in Student Success program that went towards individual gift vouchers, we also

received donations of school supplies, backpacks, and lots of binders which were distributed to the various partnering agencies. For the Christmas Exchange program, no new events were added but we had our

annual fundraising events - Ottawa's Biggest Bake Sale, Pennies for Portions, and Running on Empties. Other fundraising activities included the Trees of Hope, and the sale of Christmas ornaments from the 2nd Annual Christmas Ornament Design Contest.

The 11th annual Ottawa's Biggest Bake Sale was held on October 8th of the long Thanksgiving weekend at Billings Bridge Shopping Centre and raised over \$8,400.00 TD Canada Trust was once again the Presenting Sponsor. The event had 8 community groups participate by selling their own baked goods and 15 local bakeries that donated baked goods to sell. The event also included the 2nd annual Best Tasting Pumpkin Pie contest.

The 17th annual Pennies for Portions campaign directed mainly at the schools gave the opportunity for students to help those in need within our community.

The following schools Sawmill Creek Elementary School, York Street Public School, J.H. Putnam Public School, Robert E. Wilson Public School, Manordale Public School, Vincent Massey Public School, and Barrhaven Public participated by collecting pennies and other loose coins raising a total of over \$4,000.00.

The 24th annual Running on Empties held on December 17th was a great success raising over \$17,000. Volunteers were



The happy Palmer family won the Westjet raffle! Thank you for supporting the *Sharing in Student Success* Program!



The winning Ornament design, by Alexandra Philip, is depicting stars and is made of pewter and copper from the roof of Canada's Parliament (1918-1996).

Third party events included the annual Christmas Cheer Breakfast and Broadcast on December 8th organized by the Christmas Cheer Foundation of which the Caring and Sharing Exchange received a portion of the proceeds.

Despite the challenges faced, I would like to thank everyone who contributed to our fundraising efforts in 2011 and we look forward to your continuing support in 2012.

Volunteers

In 2011, over 200 volunteers of varying ages, skills and backgrounds contributed more than 1700 hours to the Caring and Sharing Exchange. Many of these volunteers had been volunteering with the organization for many years and we also had new volunteers come aboard.

stationed outside all 21 Beer stores within the Greater Ottawa area asking customers if they would like to donate their empties to help families in need at Christmas.

The paper Trees of Hope were sold at the Exchange Pub and Restaurant throughout November and December which raised over \$1,000.00.

Due to the popularity and sell-out of the first Christmas ornament made of pewter and the copper backing from the roofs of the Parliament Buildings, the 2nd Annual Christmas Ornament Design contest was held in late March and April.

The winning design by Alexandra Philip, a student from Gloucester high school, was made into a Christmas ornament of the same materials and sold through the local Hallmark/Davis Agency stores.

Hallmark/Davis Agency also had donation boxes at their stores and donated proceeds from the sale of the small Hallmark calendars. At the same time, they also sold Christmas themed pins on behalf of the Caring and Sharing Exchange.

All the volunteers gave their time to help with various activities ranging from envelope stuffing of our donor mail-outs and gift vouchers, data entry of client referrals, toy centre phone calls, hamper packing and



Volunteers collecting empty bottles to raise funds for the Christmas Exchange Program, during the 24th annual Running on Empties fundraising event.



Volunteers selling baked goods at the 11th annual *Ottawa's Biggest Bake Sale*, in Billings Bridge. There was also a Best-tasting Pumpkin Pie Contest, a raffle and the ornaments were on sale.

delivery, general office administration, to helping out at special events.

Special events such as Running on Empties that require over 90 volunteers included volunteers from several service clubs that adopted a Beer Store in their area and managed the collection of empties for that day.

Special thanks goes to the following service clubs for providing volunteers, Kiwanis Club of Nepean, Kiwanis Club of Ottawa-Vanier, Rotary Club of Ottawa Bytown, National Capital Kin Club, Rotary Club of South Nepean, Rotary Club of Kanata, Rotary Club of Ottawa, and Rotary Club of Ottawa-Stittsville.

Food hamper packing and delivery took place on December 22nd at the Hellenic Meeting and Reception Centre. We wouldn't be able to pack and deliver the

250 to 300 food hampers to clients without the assistance of over 100 volunteers, many of them who have been doing hamper deliveries for years and consider it as an annual family tradition.

The Caring and Sharing Exchange once again participated in United Way's Community Action Day on December 6th which matched organizations with groups of volunteers from businesses and government who wanted to volunteer on that day.

One group of volunteers from Human Resources and Skills Development Canada helped with stuffing envelopes for the gift vouchers in our office boardroom and another group from Mead Johnson Nutrition helped with toy centre phone calls off-site.

During the summer, we also had a group of volunteers from Adobe help sort and pack school supplies and binders for the Sharing in Student Success program.

Without volunteers, we wouldn't be able to carry out our mission of helping those less fortunate in our community.

Thank you to all our volunteers who graciously volunteered their time, resources, and skills to help the Caring and Sharing Exchange in 2011.

Sui-Ling Leung,
Director of Development and
Volunteer Services

Joan's Story

The organizers of the Christmas Exchange Program asked me to share my story with you and let you know the difference your gift makes in the lives of those you help. Like you, I know the joys of giving to others less fortunate. **However, a few years ago my life changed forever, and I now find myself on the receiving end.**

I was always able to take care of myself and my family. We had one son and a beautiful new house. Late in life, we adopted our second son when he was only 5 days old. I became a stay-at-home Mom while my husband worked to pay the bills.

Every year we bought groceries to donate to a low-income family for their Christmas dinner, and we donated clothes and toys. I was also a foster parent for many years, often for children with "problems" who simply needed a loving home. And that's what I had - a loving home. **When my husband left me for a younger woman after 18 years of marriage, it was just devastating. I didn't see it coming.**

I fell in a deep depression and ended up in a place I never thought I'd be. With two children - the youngest only three, I had to find work immediately and found a sales job in real estate.

All of our assets were in my husband's name, and when he stopped making car payments my van was repossessed. He also stopped paying child support. I lost my house and had to find a place to rent. Taking my youngest to daycare each morning and picking him up each night was an hour's travel each way on public transit. To complicate matters, I needed to go to court to get child support and custody - which eventually took three years.

Due to stress and exhaustion I became really sick and one day I had an asthma attack at my son's daycare centre. I couldn't breathe. I went straight to the hospital and they kept me in for weeks. This resulted in me losing my job and ending up on assistance. The landlord suddenly wanted the house back, and for two months until I found a place, I stayed in a relative's basement with my youngest son, and went job hunting every day.

I'm now 61 years old and healthy with a nine year old son. I'm more than willing to work but I'm having difficulty finding a job. We don't have internet, so I make use of the free service at St. Joe's Women's Centre to search for job opportunities. I don't have a landline phone and make due with an inexpensive cell phone. I don't have a TV, but my son would rather be outside anyways.

Last year the Christmas Exchange Program was just amazing. A volunteer brought a food basket with a turkey right to our door. I felt so humbled that someone would go out of their way to make our Christmas a little bit happier. And it's all due to the generous people of Ottawa.

I was always on the giving end in the past, and being on the receiving end is hard. Nobody wants to be dependant. I'll forever be thankful to people like you who have made it possible for my son and me to have a Christmas. Someday I will once again be on the giving end again, like you. Thank you.

Joan, a grateful recipient of your gift

Nominations Report

Submitted by **Miriam Moodley**, Chair of Nominations Committee

It was my privilege to serve as the Chair of this Committee, I wish to thank all the Nomination Committee members: Don Curtis, William Johnson and Past President Pete Larocque, who helped review candidate resumes, provided feedback and who met with potential candidates. I also thank the staff members who helped with the advertisements and administration for this Committee.

In January 2012 the Nominations Committee was re-established to address the departures of three Directors:

Shauna Oakley, who had recently joined the C&SE Board in 2011 and who served on the Finance Committee and the Strategy/Planning/Risk Management Committee. Unfortunately, she had to resign because of time constraints.

Doris Ramphos, who has been on the Board since 2008 and served on the Executive Committee, as Vice-President of the C&SE, and also served as the Chair of the Rebranding/Marketing/Fundraising Committee. Doris moved on to dedicate more time to her business activities, however, we are very fortunate to have her continue to be involved with C&SE as the Chair of the Campaign Cabinet.

Bisi Olalere joined the C&SE Board in 2011 and served on the

Finance Committee and the Rebranding/Marketing/Fundraising Committee. She regrettably had to resign as she moved to London, Ontario.

We also say goodbye at this AGM to two long-serving Directors whose terms are expiring:

Candy Gaudet, who completes her second term with C&SE. Candy has been with the board since 2006. She served on the Rebranding/Marketing/Fundraising Committee and Strategy/Planning/Risk Management Committee. Candy recently retired and we wish her well in her retirement. You will be missed.

Catherine Eckenswiler, who started in 2009 and has been a valuable member of the Executive Committee, as Secretary for the C&SE, and the Chair for the Bylaw/Policy Committee. Her legal expertise and insights were well respected and appreciated. You will be truly missed and we wish you luck as well.

I too unfortunately resigned



Whenever they can, Board members share their time, energy and resources to help with fundraising events.

from the Board as my family and I are moving to Boston, MA in June.

I respectfully submit the following names for election to the 2012-2013 Board of Directors:

Terms expiring in 2013

Don Curtis, Melissa Rusk, and Robert (Bob) Wild

Terms expiring in 2014

William Johnson, Thom Bourne and Patricia Tessier

Terms expiring in 2015

Gillian Depew, Howard Williamson, Maryam Awan, Paul Lalonde, Arati Dubey and Tim Wong.

Miriam Moodley,
Director on the Board

Treasurer's Report

Submitted by Robert (Bob) Wild, CMA, Treasurer

Fiscal year 2012 ended on February 29. The year was a significant challenge following a very good fiscal 2011.

The Exchange was disappointed by the amount of money raised and the number of people and assistance we were able to provide.

The Exchange drew down on reserves created in previous years in order to provide more assistance to students in the Sharing In Student Success program and to families and



In order to help the Sharing in Student Success program respond to growing needs, every penny counts!

individuals for the Christmas Exchange program.

We enter 2013, which began on March 1, 2012, weaker financially and with a greater need to raise money in the short term for the Sharing in Student Success program and later in the year for the Christmas Exchange program.

The total of money raised decreased from \$715K in fiscal 2011 to \$693K in 2012. This reduction does not seem large; however, the funds raised in 2012 also covered the Sharing In Student Success program for the first time. Roughly \$150K of the \$693K was for the SISS program.

Funding for the Coordination Service program remained about the same as last year. Funding for the Christmas Exchange program decreased substantially reducing the amount of assistance provided.

The organization provided assistance to 5,463 households, this is down from 10,271 households in fiscal year 2011.

The new Sharing in

Student Success program provided direct assistance to 2,894 students for the first time. 1,150 more children received help from partnering Agencies. 468 names were left on the waiting list, which is a significant improvement on the previous year.

The Caring and Sharing Exchange drew down \$25,000 from reserves during the year in order to maximize the amount of assistance that could be provided, especially to the Sharing In Student Success program.

The reserves for continuing operations are now at \$115K. This should be reviewed each year considering the anticipated growth of the organization over the next few years.

The organization now enters fiscal year 2013 with a surplus of \$76K and a reserve of \$115K. These provide a foundation to allow the organization to concentrate on raising much needed money in fiscal 2013 to allow it to provide assistance for its three programs and to provide continuity for the organization.

Robert (Bob) Wild,
Treasurer

Programs Report

Submitted by Catherine Latham, Chair of Programs Committee

The past year was the first year running both the new 'Sharing in Student Success' program and the 'Christmas Exchange' programs under the new expanded Caring and Sharing Exchange name, which was launched on September 11, 2011.

By expanding its programs to include providing school supplies to children in need, the Exchange was able to give more diversified assistance to families in need through its well established Co-ordination Service web database and community network.

While still operating under the name of Christmas Exchange in the summer months, finding funding for school supplies was challenging, but we were able to help nearly 84% of the children who applied and reduce duplication of services between community groups.

With both programs requiring funds, and given the challenge of increasing the funds raised to cover both programs, for the first time in recent history we were unable to assist all families who applied for Christmas assistance.

We were able to assist 13,832 people in 5,463 households. 5,336 families were left on the waiting list.

Throughout the challenges that come with funding shortfalls we maintained our core values:

- Delivering our services equitably and fairly, with dignity and respect;
- Providing our services as efficiently as possible;
- Being accountable to our clients, donors and the public.

Christmas Exchange	2011-12	2010-2011	Change
Number of Applications	27,579	25,000	10%
Number assisted by other Agencies	3,499	3,398	3%
Total number of people helped directly by the Exchange	13,832	25,000	-44.67%
Number of Households	5,463	10,271	-46.81%
Number of Seniors	1,331	2,901	-54.12%
Number of Children (under 18 years of age ¹)	5,994	11,573	-48.20
Number of duplicates found for food assistance	2,924	2,350	+24.4%
Community savings from processing duplicates ²	\$292,400	\$235,000	+24.4%
Toy Centre			
Number of children assisted by the Toy Centre	12,849	12,035	+6.77%
Number of duplicate children found for toy assistance	3,046	2,411	+26.34%
Community savings from processing duplicates ³	\$456,900	\$361,650	+26.3%
Total Community savings processing duplicates for food and toys	\$749,300	\$596,650	+25.6%

1. This does not include parents less than 18 years of age.

2. Based on the average gift to families of \$100 from a 2009 survey of agencies

3. Based on the average gift of \$150 per child

Christmas Exchange Program

In 2011 there was an increase of 5% in the number of families applying for assistance over 2010. This number has been increasing steadily for years.

This rise is likely due to an increase in living costs caused by higher utility bills, inflationary food costs and the cost of gas for those who need to drive to work.

Families and singles both face these hardships. The following table gives comparative results for the past two years.

This year over 5,200 redeemable Giant Tiger gift certificates were mailed to our clients, and 263 hampers were delivered.



Volunteers of the Caring and Sharing Exchange preparing Christmas gift-vouchers to be mailed out to low-income families in the Greater Ottawa Area.

Each hamper consisted of the following items:

14 oz can of peas or beans
14 oz can of corn

1 can cranberries
1 box of stuffing
Package or can of instant coffee
Package of 36 tea bags
Can of hot chocolate
Package of chocolate
Fruitcake cake
1 lb of butter
Can of apple juice
2 lb bag of carrots
5 lb bag of potatoes
2 lb bag of onions
Fruit (apples and oranges)
1 loaf of bread
1 liter of milk
1 box of biscuit mix

In addition, small hampers for 1 and 2 people contained a chicken; medium hampers for 3 to 5 people contained an 18 to 22 lb turkey; larger hampers for 6 or more people contained a turkey and chicken, an extra loaf of bread, an extra liter of milk and 5 lb bag of rice. All hampers with a turkey contained a foil turkey pan as well.



Irene Macintosh is pushing Christmas hampers through the crowd of Volunteers who work fast to ensure that hampers are packed and delivered on time to families.

Hamper Packing Day

We would like to thank the Hellenic Meeting and Reception Centre who allowed us to use their facilities to pack the food hampers.

Thanks also goes to Cielo Print for donating the boxes to pack the hampers, and to Sue Goddard and Bill Robinson who spent hours coordinating the delivery routes.

And finally a very large thank you to all of those involved with the hamper delivery process, from those who made phone calls to recipients, to those who loaded their personal vehicles with boxes of food for delivery. Your efforts were much appreciated!

Sharing in Student Success Program

As a result of a request from many of our 300 agencies who make use of our Coordination Service and the success of the collaborative effort in 2010 between the Ottawa Food Bank and Child and Youth Friendly Ottawa (CAYFO), we further developed and officially formed the new program to support our young students in need of school supplies each year.

In 2010, 5000 applications for school supplies were received. While supplies were provided through CAYFO to approximately 3,000 children, 2,000 went without.

In our inaugural year as the Sharing in Student Success in 2011, we were pleased to help 2,894 children directly, and refer 1,150 to partnering Agencies, leaving only 468 on the waiting list.

The Caring and Sharing's Coordination Service identified 298 duplicate applications.

As in 2010, the Caring and Sharing Exchange worked closely with the School Supply Working Group (SSWG), chaired by the Social Planning Council, in order to develop more efficient and effective ways of providing essential school supplies to those in need.

Based on our success in 2011, this will mark the beginning of a long and successful history of ensuring that all underprivileged Ottawa children receive the essential tools they need to succeed in school.

We look forward to working with the School Supply Working Group, Coalition of Community Health and Resource Centres, Service Clubs, school councils, our faith community and referral agencies to turn 2012 into an exciting year for the Sharing Student Success Program.

Catherine Latham,
Chair of Programs Committee



Marilyn Matheson, Executive Director from 1999 to 2012, showing the Ottawa Citizen how quickly school supplies add up and are out of reach for low-income families.

Campaign Cabinet 2011-2012

The Caring and Sharing Exchange's Campaign Cabinet is a group of community leaders from both the public and private sectors who act as spokespersons to encourage financial donations and support for the C&SE.

Doris Ramphos	Chair of the Campaign Cabinet
Sandra Blaikie	Sandra Blaikie Consulting Inc
Thom Bourne	Nutri-Lawn
Kathleen Calagoure	Gary's Automotive
Derick Fage	Rogers Daytime
Erin Giakoumelos	Hellenic Centre
Robert Gibson	District Realty
Michael Hutson	Paramount Properties
Sheila Love	The Bostonian Executive Suites Hotel
David Martinek	Recycle Frog
Charles Mirsky	District Realty
Canin Potetsianakis	Artist
Terry Shulman	The Exchange Pub
Karen Soloman	CTV Ottawa
Tracey St. Germain	RBC-Head Office
Brent Timmons	Brazeau Seller
Pat Woodcock	Elite Performance Academy
Gary James	Five Guys - Burgers and Fries

Christmas Exchange Program PSA

This year, it was time to create a new, fresh public service announcement for the Christmas Exchange Program. You can watch it now on the organization's Youtube Channel: [CaringandSharingX](#).

Big thanks to GAPC for donating their time and resources, as well as their expertise in video production.

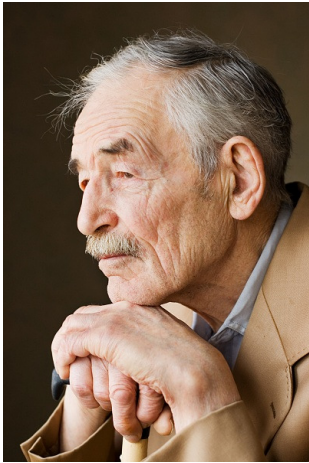
And a warm thank you to all the volunteers who helped make the PSA, to Ascribe for working on the script and to Giant Tiger for providing a filming location.



Memorable comments from Christmas Exchange recipients

“I’m calling to say ‘Thank You.’ I received my food hamper today. There was desserts, a turkey, stuffing, gravy and all that good food. It’s people like you that make the world a better a place. Amen.”

- Danielle*



“Thank you to the volunteers who delivered the hampers and Happy Holidays to all who put together the Christmas Exchange Program. I do not have much money, so this really helps out. I’m on disability pension, I am blind and I lost my Mom this year so it’s very hard... I had family and friends over, it helped me a lot. I’m very grateful. Thank you for the instructions to prepare the turkey and gravy.”

- Gary*

“The Giant Tiger in my area happens to be close to my home. The staff was amazing: I just had to ring the doorbell and they came to get my order and pack my wheelchair because the store was not wheelchair accessible. Sincerely, I had a real great Christmas thanks to the gift certificate you have issued.”

- Patrick*

“I received a hamper from the Christmas Exchange Program this past holiday. I had a very good time, my chicken was good. Thank you so much for the chocolates! It was very thoughtful of you.”

- Olivia*

“Thank you very much for the Giant Tiger gift certificate! My husband and I bought much needed food with it. We’re seniors with a small pension. So your help came just at the right time!”

- Angèle*

“It was our first winter in Canada since moving from Beijing. Playgrounds were covered in thick snow so my husband and I were worried that our little boy would not get enough outdoor physical activity. Using the gift voucher at Giant Tiger, we bought him a sled. We took him out sledding often and he loved it very much! One day, he played so hard that he fell asleep on the way home. When he woke up at home, he started crying because he wanted to go back! A simple sled has made the cold, snowy season full of fun.”

- Jiayi*

“As a child, my family received — in those days — an apple basket of food items. It brought gratitude and joy into an otherwise bleak time. Think of my donation not as a gift, but as an expression of gratitude.”

- Hank* (Anonymous donor)



Thank you for making
Christmas happen!

* Names have been changed for the quotes used in this report in order to protect the privacy of individuals.

Memorable comments from **Sharing in Student Success** recipients



“I went back to school this year but I did not receive a social assistance cheque for September and I have not received my OSAP yet. I was struggling. So without your help, it would have been very difficult for me to get my children school supplies and new clothes.”

- Lucie *

“My husband was an English teacher, in our country. Now he works at a fast food restaurant. My kids were very happy to receive the voucher. We went shopping at Giant Tiger. My daughter bought a lunchbox and my son a backpack, which we were able to buy thanks to you!”

- Ayditi *

“I was one of the lucky recipients of the Giant Tiger voucher and I wanted to let you know how much it helped my family. It supplied my kids with clothes and snacks for school. Without it we would have struggled to make this day an enjoyable experience. You made our life that much easier and I we are thankful.”

- Madiba *

“My son is 4 and starting kindergarten. We are very grateful for the help as we just had another baby boy!”

- Angela *

“I must admit it was daunting in early August, as I struggled to get my two children uniforms and school supplies. Thank you so much for the voucher, although it came after I purchased the uniforms, because I was able to buy groceries to keep us for a week. Thanks to you, my children were able to go to school well fed and find a warm meal at home when they returned.”

- Victoria *

“I wish to thank you for your kind donation, to purchase school supplies for my grandson. The donation I received helped him on his first day in school in Canada. It took away some of his worries and it allowed him to fit in more. He met a lot of children his age, many of which are now his friends! The gift-certificate was used to buy pencils, pens, pencil cases, erasers, binders and a calculator. Without your gift, it would have been nearly impossible to afford these things and my grandson may have had a harder time on his first day at school. Sincerely, my grandson and I are very grateful for the donation.”

- Raymond *

* Names have been changed for the quotes used in this report in order to protect the privacy of individuals.

Corporate, Community and Media Support in 2011-2012

We would like to give our many thanks to the following organizations for their invaluable support and contribution. Without their help, the Caring and Sharing Exchange could not have achieved what we did over the past year.

Star Patrons (\$5,000 +)

Christmas Cheer Foundation
The Beer Store
District Realty Corporation
Fund for a New Generation

Star Benefactors (\$1,000 to \$4,999)

2Keys Corporation
Adam's Airport Inn
Billings Bridge Centre
Borden Ladner Gervais LLP
Bridlewood Home Hardware
District Realty Corporation
Donna Cona Inc.
F. & K. Trudel Enterprises Inc.
Hallmark/Davis Agency
IBISKA
Immaculate Heart of Mary Parish
KOTT Lumber
Minto Foundation Inc.
TD Canada Trust
Royal Canadian Legion Westboro, Branch 480
Ruiter Construction
ScotiaMcLeod
Trinity United Church

Star Givers (\$500 to \$999)

Blackburn Properties
Bromley Road Baptist Church
Kiwanis Club of Nepean
Minitel Communications Corporation
Resurrection of Our Lord Church
St. David & St. Martin Presbyterian Church
Springcress Properties
Systematix IT Solutions

Star Supporters

General Assembly Production Centre (GAPC)
Storm Internet Services
Valpak (Ottawa)

Media Supporters

Ottawa Citizen
The EMC

Thank You!

We apologize to any organization whose name was left out in error or misspelled.



the Caring
and Sharing
Exchange

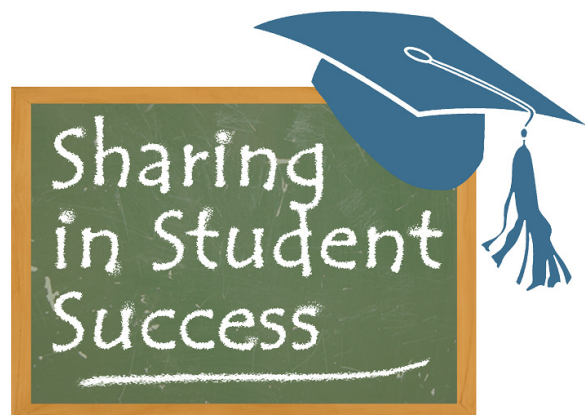
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et partage

L'aide et l'entraide depuis 1915



*Christmas Exchange
Program*





the Caring and Sharing Exchange

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Home of the following programs:

- Christmas Exchange
- Sharing in Student Success
- Coordination Service

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Charitable Registration Number 13097 9172 RR0001