

Fact Sheet for 2020 & 2021*

**Our 2020 and 2021 numbers and store format reflect precautions and capacity requirements due to the COVID-19 pandemic.*



Principles

- The opportunity to shop at the Christmas Store is offered to clients of the Outreach Carol Stream and residents of the area served by the Center, with priority given to clients.
- No shopper is denied participation in the Christmas Store due to race, culture, religion, or inability to pay.
- Exceptional service is the standard by which we measure every area of the Christmas Store.
- Volunteers are partners in the planning and implementation of the Christmas Store. They are included in as many roles as is possible and feasible.
- Volunteers are given a meaningful assignment, trained, and supported in their role.

Data

Shoppers:

Families shopping at the Christmas Store live within one square mile of Outreach Carol Stream, situated along two of the poorest census tracts in DuPage County.

- **2020 (COVID-19): 177 families shopped for 470 children**
- **2021: 280 families shopped for 830 children**
- Families who do not have the financial resources to shop at the Christmas Store are invited to come to the Center to meet with a case manager to determine whether a “Christmas Store Gift Voucher” is warranted.

Volunteers:

Volunteer work begins in early October and goes through to the day of the store.

- **2020 (COVID-19): 82 volunteers from over 18 different churches with 750 volunteer hours served**
- **2021: 287 volunteers from more than 27 different churches with 1257 volunteer hours served**
- Volunteers can sign up to volunteer starting on November 1 by visiting www.weareoutreach.org/christmasstore

Gift Drives:

Much of the success of the Christmas Store depends on gift drives that fill the shopping tables every year. It’s a huge undertaking to collect enough gifts for nearly 1,000 children, from infants to 18 years old.

- **2020 (COVID-19): 30 churches, businesses, organizations, schools, families, and individuals sponsored gift drives and 1,430 gifts collected**
- **2021: 27 churches, businesses, organizations, schools, families, and individuals sponsored gift drives and 2,075 gifts collected**

Fundraising:

The Christmas Store’s net proceeds are dedicated exclusively to the Case Management Department of Outreach Carol Stream. Local businesses and service clubs help underwrite expenses.

- **2020 (COVID-19): \$52,000 in corporate sponsorships and individual contributions**
- **2021: \$51,400 in corporate sponsorships and individual contributions**

A few words from our families...

“When I see this kind of generosity from our community, it increases my faith. It is a reminder that God takes care of us” - Shopper

“I really appreciate how welcoming and hospitable everyone makes me feel. I felt valued and seen by all the volunteers I interacted with at the Christmas Store. They made me feel so special” - Shopper