

# Fact Sheet for 2022



## 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.

- **2022: 281 families shopped for 785 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.

- **2022: 303 volunteers from more than 53 different churches with 1459 volunteer hours served**
- Volunteers can sign up to volunteer starting on November 1 by visiting [www.weareoutreach.org/christmas-store](http://www.weareoutreach.org/christmas-store)

### 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.

- **2022: 28 churches, businesses, organizations, schools, families, and individuals sponsored gift drives and 2,200 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.

- **2022: \$52,383.32 in corporate sponsorships and individual contributions.**

## A few words from last year's Christmas Store...

*“I really appreciated 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*

*“One shopper I helped at the store started to tear up right as we walked into the gym. He shared with me that the first thing he saw was a guitar. His son had asked for one, but he didn't think he could afford one this year. He went on to tell me that his tears were from a sense of relief and joy knowing that he could purchase this guitar for his son with his own money.”*

*-Volunteer*