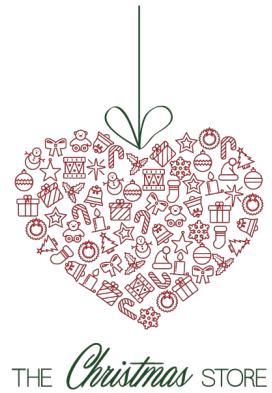


Fact Sheet



Principles:

- To honor God through every aspect of the Store.
- The opportunity to shop at the Christmas Store is offered to clients of the Outreach Community Center 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.

2014 Data

Shoppers:

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.

- In 2014, casework staff issued 28 vouchers to 8 families who couldn't afford to shop. The gift vouchers were valued at \$5 each. The same families also received \$1 vouchers to purchase stocking stuffers and \$1 vouchers to purchase family gift bags.
- 388 families shopped for 1,001 children:
 - 872 children
 - 129 grandchildren (13% of total)
- Breakdown by age:
 - 0-5: 277 (28% of total)
 - 6-11: 432 (43% of total)
 - 12-18: 291 (29% of total)

Volunteers:

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

- 390 volunteers from 27 local churches, businesses and organizations
- 1,596 volunteer hours served

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 900 children, from infants to 18 years olds.

- 45 churches, businesses, organizations, schools, families, and individuals sponsored gift drives
- 3,811 gifts were collected; 733 of the gifts were ordered from Amazon.com or Target.com

Fundraising:

The Christmas Store's net proceeds are dedicated exclusively to the Case Management Department the Outreach Community Center. Local businesses and service clubs help underwrite expenses.

- \$16,299 in corporate sponsorships/contributions
- \$3,849 from individuals