



Christmas Clearing Council
of Waukesha County

Christmas Notes

OCTOBER, 2020



DEAR friend

It comes as no surprise that this season of giving will look different. Certainly, we anticipate a greater number of families applying for our giving program due to economic hardship caused by COVID-19. We have also had to shift our focus and find new ways of helping families that keep our staff, clients, sponsors and volunteers as safe as possible.

However, despite all the changes this year, one thing remains constant – the giving spirit of those in our community. As Mr. Rogers profoundly said, during times of great trouble, “always look for the helpers.”

It is helpers like you in our community that provide the resources for Christmas Clearing Council to help families year after year. Our 71st year will present challenges, but as we’ve seen already in 2020, there are many who see a challenge and ask, “what can I do to help?” When a neighbor in Waukesha County needs help, this community responds, and always in a big way.

The children and families who need our services this year might be someone living next door, a co-worker or family at your child’s school. We have always worked very hard to identify those in our community who need our help, as well as those who can do the helping.

The time to help is now and the need is great. Please consider doing what you can to reassure the youngest in our community that they are loved and cared for, even during this time of tremendous uncertainty. Sponsor a child, donate gift cards or give financially. Together, we will make this a magical Christmas for the most vulnerable children in our county.

Merry Christmas and be well.



Sarah Hein
Executive Director



Shelly Conrad
CCC Board President





Pandemic forces cancellation of **TOY SHOP 2020**

If you've ever been to our annual one-day Toy Shop, you'll know what blessed chaos it is. A big gym filled with toys, games, puzzles, blankets and sleeping bags, books, hats, mittens, gloves – all donated by the generous community we're privileged to live in. Hundreds of parents choosing gifts for their children. Hundreds of volunteers helping them. Christmas music adding to the mood.

Like many other organizations forced by the pandemic to cancel events, the CCC board decided in early summer to cancel Toy Shop 2020. We'll miss the willing hands of the hundreds of wonderful volunteers who help us make this day work. We'll miss the smiling faces of the parents who leave Toy Shop knowing their kids will have a great Christmas. We'll miss the "can do" spirit of our staff and board members who spend weeks organizing.

But we simply couldn't put at risk the health of so many amazing people with whom we are honored to serve and work.

We've been working hard since early spring to find new ways to help share the magic of Christmas with families that are struggling financially. We're determined – and we know you'll continue to support us. You'll find lots of ways to help on the following two pages.

We fully intend to hold Toy Shop 2021 – and we hope you'll join us.

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Although Toy Shop 2020 is cancelled, Toy Shop 2019 was a huge success. We hope to be back in 2021.

Sponsorship program matches **DONORS WITH FAMILIES**

CCC's sponsorship program is a personal way to help share the magic of Christmas with a family that is struggling financially. With a little bit of time, you can make sure no child feels forgotten at Christmas.

This year, because of the COVID-19 pandemic, we are offering two ways to sponsor.

Traditional **SPONSORSHIP**

Based on your criteria, CCC will match you with a family.

- STEP 1** Call the CCC office at 262.771.0909 or fill out the sponsorship application on our website before Dec. 11, 2020. CCC recommends that sponsors spend \$75 per child on new toys or clothing. Once we know your preferences, we'll look for a match.
- STEP 2** Once a match is found, we'll provide you with contact information for the parent(s)/guardian(s), the ages and genders of the children, and gift wish lists, if they were provided.
- STEP 3** You take it from here. You call the parent/guardian, tell them you are sponsoring their child/children and confirm – or ask for – wish lists.
- STEP 4** Shop! In store or online. It's up to you.
- STEP 5** Deliver the gifts by Dec. 16, 2020.

Teen **SPONSORSHIP**

New in 2020, this is an option for those who would prefer not to shop for toys or clothing. This works like the traditional sponsorship, follow Steps 1 & 2 above until you get to:

- STEP 3** Call the parent/guardian and ask what gift card(s) the teen(s) would like.
- STEP 4** Buy the requested gift cards online or at convenient places such as Walgreen's.
- STEP 5** Deliver the gift cards in person to the family. Please do not mail gift cards.

PLEASE NOTE:

Because of the pandemic, we will provide tips on how to deliver gifts safely for both the donor and the recipient family.



Other ways **TO HELP**

There are lots of ways you can help us carry out our mission. Here are some ideas – or create your own.

✓ **Donate CASH**

Send a check to CCC, P.O. Box 791, Pewaukee, WI, 53072. Or donate online at <http://www.christmasclearingcouncil.org/make-a-financial-donation.html>

✓ **Collect GIFT CARDS**

Collect \$25 gift cards at your work, school or church: Popular cards are Target, WalMart and Kohl's.

- Mail the cards to CCC, P.O. Box 791, Pewaukee, WI, 53072.
- Drop them off at any Waukesha State Bank drive-through or lobby between Nov. 2-Dec. 18, 2020.
- Contact us at info@christmasclearingcouncil.org to arrange for a board or staff member to pick them up.



✓ **Sign up for AMAZON SMILE**

Choose CCC as your preferred nonprofit. A percentage of all of your online purchases will be donated to CCC.

✓ **Spread the WORD**

Tell your extended family, friends, co-workers, church members, neighbors, etc., about CCC and our mission to help children in low-income families.

✓ **Check out our TARGET REGISTRY**

Target gift cards are easy to buy. Go to www.christmasclearingcouncil.org and click on the Target icon. Target will mail the gift cards directly to us.

✓ **Organize a work EVENT**

Organize a casual day or holiday sweater contest at work. Participants pay an amount you set and you donate the proceeds to CCC.

✓ **Refer families that need HELP**

Do you know a family that's struggling? Encourage them to fill out an application for Christmas assistance at www.christmasclearingcouncil.org

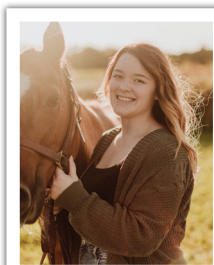


Waukesha State Bank recently held a company-wide Christmas sweater fundraiser to support CCC. Left to right, Ty Taylor, president and CEO; Katie Reiners, Brookfield branch manager; Peggy Hibbard, CCC board member; Sarah Hein, CCC executive director; and Joe Swanson, Meadowbrook Road branch manager.

Meet our 2019 ANGEL AWARD WINNERS

The Christmas Clearing Council established the annual Angel Awards in 2006 to recognize those in our community who, through special acts of generosity, further the CCC mission of helping families celebrate a more joyful Christmas.

Youth Award: JAIDEN SCHERF



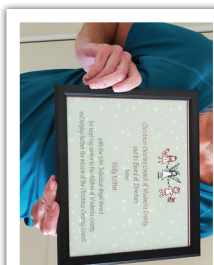
Jaiden Scherf, of Waukesha, is a 2020 graduate of Waukesha West High School. Her leadership and generosity are an inspiration to many. She and fellow members of Ignition, a student group that helps ease the transition to high school for incoming freshmen, have sponsored more than 50 children each season. In addition, in 2019, Jaiden made an extraordinary personal gift of \$1500, enough to make Christmas 2019 very bright for 20 children in families that are struggling financially.

Nonprofit Organization: KINDNESS FOR KADEN



Kindness For Kaden is a nonprofit started by a Menomonee Falls family to honor their son and brother, Kaden, who died suddenly in 2014 at age 10. The organization's goal is to work with others to give back to the community through service projects and acts of kindness. Kindness for Kaden has sponsored 22 children during the last four years. In 2019, the group also donated \$800 in gift cards that made Christmas brighter for 10 teenagers.

Individual Award: HOLLY KRITTER



Holly Kritter, formerly of Waukesha, now lives in Maine. She has been a CCC supporter for many years and has sponsored children for the last eight years. She has volunteered regularly in the CCC office, helping to connect other sponsors with families that need help. For several years, Holly has also helped assemble bikes during our annual pre-Toy Shop bike build and has helped CCC with a temporary storage challenge. Her family owned a Waukesha business that included a warehouse. For several days each year between the bike build and Toy Shop, Holly stored more than 100 bikes.

Community Organization: MUKWONAGO HIGH SCHOOL COMMUNITY GROUP



The students in Heather Kane-Terharst's class at Mukwonago High School have indeed shown that they understand the true meaning of Christmas. In 2019, CCC coordinated Christmas giving for nearly 4,300 children across Waukesha County – a task that requires lots of organization and the generous hearts of lots of volunteers. In their own community, the students have volunteered for several years to monitor some of the red barrel toy collection sites. Their service is a shining example of the very best character of our young people.





Christmas Clearing Council of Waukesha County

THUNDER BAY GRILLE

December 13th, 2020
10am - 2pm

ADULTS \$24

KIDS AGES 5 - 10 \$10

**Non-alcoholic beverages are included*

\$5 of all proceeds will go to the Christmas Clearing Council of Waukesha

MAKE YOUR RESERVATIONS TODAY



The Ingleside Hotel will team up with CCC to help bring a bright light to the eyes of kids on Christmas morning. During the weekend of Nov. 20-22, the hotel will hold its second annual Country Christmas walk. Stroll the winding mile-long path and enjoy spectacular displays of Christmas lights. Tickets are \$7 per person and are sold at the event; \$2 from every ticket will be donated to CCC. Walking hours are 5-9 p.m. each day; the last ticket will be sold at 8:30 p.m.



Waukesha State Bank has partnered with CCC twice this year to help bring the magic of Christmas to kids in our community. During the monthlong Jingle in July, WSB collected gift cards at all 13 of its Waukesha County branches.

Between Nov. 2 and Dec. 18, 2020, you can donate \$25 gift cards to Target, Walmart or Kohl's at any Waukesha State Bank drive-through or lobby location. This is a safe, fast and convenient way to put a smile on a child's face this Christmas.

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Christmas Clearing Council of Waukesha
P.O. Box 791
Pewaukee, WI 53072

What's HAPPENING?

Oct. 12	CCC office opens, sponsorship program begins
Nov. 16	Client application deadline
Nov. 20-22	Ingleside Hotel Country Christmas Walk
Dec. 11	Last day to sponsor
Dec. 13	Thunder Bay Grille Brunch with Santa
Dec. 16	Last day to deliver gifts

LETS CONNECT!

christmasclearingcouncil.org
facebook.com/christmasclearingcouncil
262.771.0909