



Fact Sheet

Principles

- The opportunity to shop at the Christmas Store is offered to clients of Outreach Carol Stream and residents of the area served by Outreach, 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 planning and implementing the Christmas Store.
- 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 within two of the high-need census tracts in DuPage County.

- 2025: 271 families shopped for 817 children.
- Families experiencing financial hardship may meet with a case manager to receive a Christmas Store gift voucher, ensuring they can select meaningful gifts for their children regardless of their ability to pay.

Volunteers: Volunteer work begins in early October and continues through to the day of the store.

- 2025: 395 volunteers from more than 45 different churches with 1,601 volunteer hours served.
- Volunteers can sign up to volunteer at weareoutreach.org/christmasstore starting on **November 1**.

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 over 800 children, from infancy through age 18.

- 2025: 33 gift drives were sponsored by churches, businesses, organizations, schools, and families, with 2,466 gifts collected.

Fundraising: The Christmas Store's net proceeds are dedicated exclusively to Case Management services at Outreach Carol Stream. Local businesses and service clubs help underwrite expenses.

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

"Shopping at the Christmas Store did not feel like a handout. Paying made me feel better about my situation."
—Shopper

"It was encouraging to see how Outreach supports families through programs beyond the Christmas Store."
—Volunteer