



308 Belrose Avenue, Suite 200 East
Daphne, AL 36526
251.626.6609
www.Santa-America.org

PRESS & MEDIA FACT SHEET

- MISSION** To bring symbolic gifts representing **Love, Hope and Joy** to special needs children and their families in hospice, long-term pediatric care or suffering with post-traumatic stress.
- WHAT** At no charge, professional, background checked, hospice-trained Santa Claus, Mrs. Claus and Elves visit children and families during the holiday season and 365 days of the year.
- Santa is love, hope and joy bringing together 3 or even 4 generations!
- WHY** Santa, Mrs. Claus and/or the Elves visit our children in a clinical, hospice or home setting. We focus on the whole family, including siblings, parents, caregivers and special guests. Santa brings toys and gifts for all the children, and *the same Santa* schedules annual follow-up visits with the family to ensure continuity. Our services are always and absolutely free of charge.
- HOW** Families are referred to Santa-America by healthcare & hospice staff, social workers and special needs educators. Each visiting Santa is familiarized with more than 30 specific data points about the child’s life, including details about his or her siblings, parents, best friends, pets, favorite toys, TV and games, past experiences, medical condition and treatment protocols. Data is treated as strictly confidential in compliance with HPPA patient medical records privacy standards.
- Santa-America is a member of the National Hospice & Palliative Care Organization (NHPCO) and Children’s Hospice International (CHI).
- FUNDING** Santa America Inc. is incorporated as a 501c3 non-profit service organization and is IRS approved as a tax-exempt charity. This philanthropic organization is funded solely by donations.
- CONTACT** Santa Ernest L. Berger, President santaernest@santa-america.org Cathy S. Barnette, Executive Director.
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