



Summary of Initiatives

Who is Santa-America?

Santa-America, founded in 2003, is a non-profit, tax-exempt, national volunteer service organization that brings **Love, Hope, and Joy** to special children and their families in hospice, chronic pediatric care, or suffering from posttraumatic stress. Santa-America brings the highest quality Santas together across America to focus on our special mission: an unhurried visit by a loving, committed, trained, backgrounded Santa to families facing physical and emotional crisis.

Santa-America is composed of compassionate volunteers of great heart representing the highest Santa standards. Santa is subject to the toughest background checks in the world of Santa—the same as a doctor, nurse or social worker. Santa-America has over two hundred highly trained Santas, Mrs. Claus' and Elves--sensitive to the special needs of our special children, their siblings, and parents in crisis. Our family visits are warm and loving, meaningful and credible. We build on past memories and create new, lasting memories 365 days a year.

Santa-America is the leader in zero tolerance in pedophilia and sexual abuse. Santa-America cooperates with local law enforcement at local and county level to ensure that our children are not exposed to risk...

Santa-America is the only Santa organization that is a member of the Better Business Bureau (BBB) and was featured in the BBB Mobile area newsletter in 2006.

Santa brings Love, Hope and Joy to the community. These values transcend secular beliefs. Santa is fully embraced by all those who see him. He embodies our mission of providing Love, Hope and Joy. Skepticism drops and we begin to build bridges in the community.

Our Santa's are active at USA Women's and Children's Hospital, Thomas Hospital, Mobile Mental Health, Covenant Hospice, Odyssey Hospice, Alabama Veterans Facility and Mercy Medical Guardian Angels. Alliances are expanding to include the Mobile Infirmary and Providence Hospital.

We also give back. We work with organizations like the Ronald McDonald House and Make a Wish Foundation. One of our Santa's will be at Camp Rap-A-Hope this summer for the children. Our Santa leads the Raylee and Rayleigh Charity Angel Ride and visits with nearly 30 children and their families each year.

Santa-America Inc.
308 Belrose Avenue, Ste. 200 East
Daphne, AL 36526
www.Santa-America.org

Building Community

Santa-America is utilizing the talents of Southwest Alabama to highlight the interconnectedness of our very special mission in the community. All of our activities that are reproduced nationally are tested here! Within all of our models, opportunities for volunteerism and partnerships exist.

We have developed a number of ways for our community to support and bring people together to support Santa-America and our children.

1. Our medical model continues to grow! Individual visit referrals come exclusively from the medical and hospice community, social workers and special needs educators. In early February we met with the Medical Society of Mobile County. Since that meeting, we have been able to develop a pilot clinical trial with the leadership of Dr. Elizabeth Mancini, University of South Alabama College of Medicine, Pediatric Pathologist to evaluate the impacts of visits from Santa Claus on children with chronic pediatric illness—cystic fibrosis. We are working with the Mobile/Baldwin Medical Alliance to support the pilot clinical trial as well as provide a way for these individuals to give back to their community.
2. Our private school model, developed in conjunction with Bayside Academy, will be highlighted at the Southern Association of Independent Schools in Atlanta this fall. These remarkable young people accompany Santa during his visits. It is beautiful to see how these sick children look up to these high school students. In parallel, we are working to developing a public school model involving National Honor Society members. Students supporting us as elves receive substantial recognition on their college applications. *Example: Cornell University and “the Ivy’s” have acknowledged this as a form of high value, compassionate community involvement.*
3. Our elected official model involves our Santa’s in area events and parades. We recently highlighted this model in Washington, DC at the National League of Cities Conference.
4. Our chamber model will be highlighted at the Alabama Chamber of Commerce Association meeting this summer at the Grand Hotel. This model provides local businesses to support this integrated model, either financially or through volunteerism.
5. Our service club model provides ways for civic groups to support our mission. Locally, the Point Clear Rotary Club and the Mobile Rotary Club are working to elevate the work of Santa-America as an adopted national model.
6. Our artist model is innovative and unique. Area artists are developing a traveling exhibit and art show to feature a piece of Santa’s costume depicting the values of Love, Hope and Joy. We are also partnering with “A Very Special Arts” to have physically challenged artists create artwork which embodies the spirit of Santa-America.
7. Our college model provides Springhill College students with the opportunity to spread the core values of Love, Hope and Joy in the Mobile Community. *Example: Seniors in the advanced marketing program are evaluating and developing a multi-level community marketing plan.*
8. Our outreach model continues to provide opportunities for all types of volunteers to become involved. *Example: “Team Reel Elves” will enter fishing tournaments in 2007. Boats are manned by Santa’s, Elves, area businesses, and, where appropriate, our children and families with all tournament proceeds donated to Santa-America.*

Fiscal Accountability

2006 was the first full budget year Santa-America operated with its IRS approval letter. We are filing our first IRS Form 990. A copy of this filing as well as our operating budget can be provided.



LIST OF OFFICERS AND DIRECTORS

Santa Ernest L. Berger
Founder and President, Santa-America

Aime E. Crassas
Educator

Patrick J. Horgan
Founder and Partner, Paladin Associated Incorporated

Thomas F. Johnson
Headmaster, Bayside Academy

Santa-America has an adjunct Board of Advisors. These individuals represent of wide spectrum of experience, including many of the top Santa's in America. Cathy S. Barnette, Santa-America Executive Director, chairs this advisory board.

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