30 years ago, a group of volunteers created “Secret Santa” to fill a need in our community. Each year, families reach out with Secret Santa wishes. Not only are these wishes for items for Christmas gifts and dinner, but also for life-changing items like firewood, home repair, tires, and so much more.

Another Successful Year of Sharing Love and the Spirit of the Season!

We work with over 125 organizations, schools, and county agencies to ensure that gifts are needed and are given to each wish-maker. Nearly 150 businesses distribute hearts throughout Sonoma County to fulfill these wishes.

The red heart is a symbol of our community and of our collaboration!

“I want to thank you from the bottom of my heart for your compassion and assistance this Christmas. The certificates from Montgomery Village allowed my wife to buy her first new pair of shoes since before her cancer diagnosis.” — Anonymous
Montgomery Village once again hosted the Secret Santa Marathon. This year was our most successful yet, raising over $242,000 to purchase gifts for those in need! Many people contributed to its success, from annual donors to kids arriving with their piggy banks in tow.

Thank you volunteers, donors, businesses, and nonprofits! Because of your generosity, we were able to make wishes come true. Our hearts are full!

To sponsor next year’s program: nniesen@cvnl.org.

Learn about other ways we’re supporting our community: cvnl.org.