

Secret Santa ... re-imagined

Secret Santa, a program of Center for Volunteer & Nonprofit Leadership (CVNL) underwent a huge transformation this year: with the help of volunteers, it shifted from “hands-on” to “hands-off,” serving our community on a virtual platform. Volunteers put countless hours into recoding our website to be capable of meeting demands, hearts on trees were moved online, and physical gifts were replaced by gift cards. Even with these logistical changes, we were able to serve thousands, proving once again that Sonoma County has tremendous heart.

Thank you for stepping up and supporting those in need!



Partnership spotlight: This year, Secret Santa worked with Local 1401 Fire Fighters, Toys for Kids, Salvation Army, Sonoma County Toys for Tots, and Redwood Empire Food Bank to serve those in need. With CVNL staff and volunteer support, we organized a huge toy and food distribution drive-through that served over **1,272** families in 12 hours.



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Did you know?

Secret Santa was able to support many locally-owned businesses by purchasing gift cards to fill requests. “It felt great to help out those who supported the program for so many years.”



Because of COVID-19, there were many traditions that we missed this year. One thing that was still able to happen was the **KZST Marathon**. On Dec. 18th & 19th, with the help and support of Montgomery Village, we were able to live stream the event, keep everyone connected at a safe distance, and raise money for the community. It was a heartwarming and inspiring event to be part of!



Testimonials

“When I was 7, I started questioning the magic of Christmas. It was just me and Mom; there were nights when she fed me, but didn’t eat herself. She convinced me to write a letter to Santa: sure enough on Christmas day, there were toys waiting under the tree for me as well as a feast. That day I knew that Christmas magic was real. I’ve never stopped believing in that magic and it makes the Secret Santa program very near and dear to my heart. Seceret Santa: I’ve mailed a check in the hopes that it reminds others of the miracle of Christmas.”

— Susan



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Testimonials

“Thank you for your generous donation and support to my cancer fight. This is my second time with cancer, so my family and I know all too well the emotional and financial stress fighting cancer entails.” — Eliza

“Sending a big ‘thank you’ to all of the CVNL people! We appreciate your hard work. We received a gift card this was very needed and I can’t express how grateful me and my husband are to you all.” — Carrie & Crist

“Thank you so much for you kind donation to me. It is people such as you who hold the giving/receiving circle open.” — Barbara



Thank you to everyone who helped make this year’s program a success: our hearts are full! Learn about our other programs by visiting CVNL.org.

Thank you Sponsors: Snowflake



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