

Thank you Sonoma County for supporting neighbors in need in 2021!

Sonoma County's Secret Santa Program is a partnership of Center for Volunteer & Nonprofit Leadership (CVNL), KZST Radio Station, and Friedman's Home Improvement, along with thousands of local businesses, agencies, volunteers, and donors who work together to bring joy and hope community-wide. A special thank you to our community's unsung heroes – Sonoma County nonprofits and schools. These organizations and individuals work tirelessly each year make sure needs don't go unmet during the holidays.

over
\$250,000
raised

22,555
individuals
served

1,109
families
served

27,776
gifts
given

88
nonprofits
engaged

96
business
partners

849
volunteers

5,281
volunteer
hours

Partner Spotlight: This year, Secret Santa worked with Local 1401 Fire Fighters, Toys for Kids, 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 gift distribution drive-through that served over **750** families in Sonoma County.

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.



Holiday wishes can come true each year with Secret Santa!



Heart Central is filled with gifts, ready to be distributed by our amazing "elves"



CVNL Secret Santa staff with Matt Martin, SVP Community & Government Relations, Redwood Credit Union

Secret Santa Testimonials

Marge was so excited to receive her gift. It was the only gift she received this year. This sly 90 year-young woman promised to keep it for Christmas. She said she picked it up daily to hold it and guess what was inside. And she only peeked "a bit."

Sally (16 years old) wrote a letter to Santa. She thought, "we'll just see. It's probably a scam." She never told her family she wrote the letter. She did not believe such kindness could come from a request. She did not believe that the carload of gifts that arrived was for her and her family. "Thank you to whoever donated this to us. I believe in Santa now."

I was volunteering for Secret Santa, shopping for a few returned hearts. I had my cart loaded with 30 pairs of shoes. Customers in line asked what I was doing. I told them about the program. The shock of kindness filled the room. Each person handed what funds they could to help purchase these gifts. Kindness-I wish I could bottle this.



Thank you Sponsors:

Special thanks to Redwood Credit Union, G&C Autobody, David and Melissa Coddling, Sutter Nurses, and Local 1401 Fire Fighters.

Snow Globe



Snow Angel



Snowflake

1111 Sonoma Ave Medical Center, Corcoran Global Living, Geary, Shea, O'Donnell, Grattan & Mitchell, P.C., IDEX Health & Science, LEMO USA, Inc., Monticito & Flamingo, NI, North Bay Vitreoretinal Consultants, Parkpoint Health Clubs-Healdsburg, Perry, Johnson, Anderson, Miller & Moskowitz LLP, Poppy Bank, Purple Wine & Spirits, Quattrocchi Kwok Architects, Riley Street Art Supply, SMILE Orthodontics- Drs. Eliason & Choi, Sonic.Net, Inc., Snoopy's Home Ice, Sonoma County Office of Education, Summit Engineering, Sutter Health TLCD Architecture, Viavi Solutions, Western Farm Center, and Willow Creek Wealth Management