

What is Santa's Heart?

Santa's Heart, Inc. is a Non-Profit Corporation that is dedicated to serving the volunteers who work to spread the magic of Christmas by answering letters written to Santa Claus that the big man is unable to do himself.

It is our mission to utilize technology to benefit these volunteers, so that the time and resources donated reach further, accomplish more, and benefit more children. We've achieved this by harnessing the power of the internet.

We have created the "Adopt a Letter" program. Volunteers collect the letters written to Santa from the designated Post Offices. These letters are sorted and scanned and uploaded into our database.

This allows people to read the letters via the internet and select a specific letter that they wish to adopt. When adopting a letter you are taking on the responsibility to see that the letter writer receives something for Christmas. That may be gifts of your choosing or just a letter back from "Santa" acknowledging them and their letter. On our site we provide sample letters from "Santa" that are guidelines to follow.

This unique system allows donors to receive something in return. We call it "Charitable Confirmation"

With Santa's Heart when you choose to donate your time, toys, gifts, etc, you can actually direct where it will go. You can choose what neighborhood and even which letter writer gets the benefit of your generosity. This is not the "Normal" in most charitable situations.

With Santa's Heart, 100% of "One to One" donations will reach your intended recipient. We operate out of donations and sponsorships that are pre-determined to be for maintaining the organization.

As a business owner you will find it easy to "Sponsor" individual letter writers or groups of them based on locale by donating money. We will honor these acts of kindness with a sponsorship button on the letter listing that you sponsor. there will be a lot of people coming to the site just to read the letters all year long they will especially want to read the ones in their home area. Also this Sponsor button can be linked to your website. This is our way to recognizing businesses for their generosity and at the same time giving you recognition in your market area. There will be a lot of people coming to the site just to read the letters, and see the wonderful artwork of the children all year long they will especially want to read the ones in their home area. More information on how you can participate can be found at www.santasheart.org/biz

Santa's Heart relies on donations to the organization to keep the operation functional.

We are constantly seeking corporate sponsorship and individual donations, as this will be an ongoing program that does not end on Christmas Day

Thank you for the opportunity.

Jim Parrish

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