



### **Program Purpose**

The purpose of Home Instead Senior Care's community service program *Be a Santa to a Senior*<sup>®</sup> is to positively impact the community by providing holiday cheer and giving gifts to seniors who are least likely to receive a present during the holiday season due to being without family or not financially able.

- We value our 9-year long relationship with the community and appreciate all the support for the program through the years. We know these are difficult times for everyone, and seniors even more so because they have been isolated for the last several months.
- The success of this program has always relied on involvement from the community. With social distancing guidelines this year, and fewer people shopping retail locations where our trees are, we are concerned our level of community involvement will be impacted. Social distancing guidelines will also restrict that community involvement. The safety of our seniors, our staff and the staff at facilities is important to us.
- As a result, we are making changes to our Be a Santa to a Senior program this year. We will not be able to individualize the ornaments for each senior. What it will look like this year:
  - Bulk items listed on each ornament such as:
    - X amount of lap blankets
    - X amount of toiletry items
    - X amount of gift bags and tissue paper
- We do not want to leave gift requests unfulfilled and as a result we are accepting monetary donations. This will help with making sure all items are filled, packaged and delivered safely to each home resident and facility resident.
- We anticipate the Be a Santa to a Senior program will return to a more traditional manner next year, and we look forward to our continued partnership with you.

**The next page will continue to explain how are BASTAS program works.**

- Local merchants will place a Christmas tree inside their stores from November 2<sup>nd</sup> - November 30<sup>th</sup>. Local merchants include: Belk, Going' Postal, Pages Books & Coffee and C.F. Jones Classic Café. (All merchants are in Mount Airy)
- Home Instead Senior Care office employees will write the items needed for the participating seniors on a *Be a Santa to a Senior* bulb. Each bulb will be placed on the merchant Christmas trees.
- Merchant customers will pull a bulb from the tree and purchase the gift(s) listed on the bulb. The gifts and corresponding bulb will be brought back to the tree and placed in the designated area in the store. You may also bring the bulb and gift directly to our agency if you would like. And if it makes you more comfortable, call ahead and we can come out to your car.
- Home Instead Senior Care office employees will regularly collect gifts and refresh tree bulbs as needed. The final gifts will be collected on December 1<sup>st</sup>, quarantined and then distributed up until Christmas.

If you have any questions on how to participate in the Be a Santa To A Senior program, Please feel free to call our office and speak with an employee.

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