



Third Time's the Charm for #904SecretSanta

Duval, Clay and St. Johns Sheriff's deputies distribute \$100 gift cards to hundreds of lucky citizens

JACKSONVILLE, Florida – December 13, 2017 — #904Secret Santa, the brainchild of two anonymous philanthropists, returned for the third year today as local law enforcement gave out \$50,000 worth of gift cards in one day to unsuspecting citizens in Duval, Clay and St. Johns counties. Acting on behalf of the donors, the officers made 500 recipients very happy with much-appreciated holiday spending money in the form of \$100 VISA gift cards.

“We are delighted to be able to provide another year of surprise and delight with #904Secret Santa,” the donors commented when asked about their repeated generosity. “We have been so moved not only by recipients’ pleasure, but by the joy that the law enforcement officers have expressed in being able to play this role in our community.”

As in past years, the Jacksonville Sheriff’s Office distributed 300 of the gift cards, and Clay and St. Johns County’s Sheriff’s offices each distributed 100 gift cards. Area officers and deputies were provided this guidance as they began their ‘Secret Santa’ duties: ‘Based on your experience in the community or with someone you may encounter today, you are asked to distribute these cards to individuals who you feel may benefit from a gift like this at this time of year.’

#904SecretSanta started in 2015, when two donors approached The Community Foundation for Northeast Florida through their professional advisor, and a Donor Advised fund was established at The Community Foundation to carry out their wishes. Since beginning the effort in 2015, this pair of donors has distributed \$150,000 across three counties at the holidays.

TD Bank handles the transfer of the donors’ \$50,000 gift into 500 preapproved VISA gift cards for distribution. The TD Charitable Foundation generously absorbs the fee normally associated with purchasing gift cards so that the full value of the donors’ gift could go directly to the recipients.

To access images posted during the #904Secret Santa gift card distribution, please utilize the individual agency’s websites and social media platforms (#904SecretSanta) or contact the public information officers listed below:

- Jacksonville Sheriff’s Office, Melissa Bujeda or Chris Hancock, Public Information Officers, 904 630-2133 Melissa.Bujeda@jaxsheriff.org or Christian.Hancock@jaxsheriff.org
 - www.jaxsheriff.org
 - Twitter: @JSOPIO
 - Instagram: JAXSHERIFF
 - Facebook: Jacksonville Sheriff’s Office
 - YouTube: JAXSHERIFF
- Clay County Sheriff’s Office, Jim Morgan, Director of Operations, 904 213-6008 or jmorgan@claysheriff.com
 - www.claysheriff.com
 - Twitter: @ccsofl
 - Instagram: CCSOFL
 - Facebook: ccsofl



- YouTube: CCSOFLVideos
- St. Johns County Sheriff's Office, Chuck Mulligan, Commander, 904 209-1550 or cmulligan@sjsso.org
 - www.sjsso.org
 - Twitter: @SJSOPIO
 - Instagram: SJSOPIO
 - Facebook: St. Johns County Sheriff's Office
 - YouTube: Sjsso Sheriff

About The Community Foundation for Northeast Florida

The Community Foundation for Northeast Florida (www.jaxcf.org), Florida's oldest and largest community foundation, works to stimulate philanthropy to build a better community. The Foundation helps donors invest their philanthropic gifts wisely, helps nonprofits serve the region effectively, and helps people come together to make the community a better place. Now in its 53rd year, the Foundation has assets of \$343 million and has made grants of \$410 million since 1964.

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