



## **#904SecretSanta Is Back!**

*Duval, Clay and St. Johns Sheriff's deputies give away \$100 gift cards to 500 area citizens in one day*

JACKSONVILLE, Florida – December 14, 2021 —#904SecretSanta returned to Northeast Florida this week, delighting unsuspecting citizens who received a total of \$50,000 in individual gift cards. Acting on behalf of two anonymous donors who work through The Community Foundation, law enforcement made 500 surprised citizens in Duval, Clay and St. Johns counties very happy with much-appreciated holiday spending money in the form of \$100 VISA gift cards.

“After not being able to offer our #904SecretSanta surprise in 2020 because of COVID-19, we are doubly excited about the return of this year-end gesture of surprise and delight,” the donors commented when asked about their repeated generosity. “With the stress caused by the COVID pandemic, we feel even more strongly that the very human stories our law enforcement officers hear every day are an important part of the relationship they develop with community members. We hope that the bonds between law enforcement and citizens are strengthened when we are able to interact in this personal way.”

As in past years, the Jacksonville Sheriff's Office distributed 300 of the \$100 gift cards, and Clay and St. Johns County's Sheriff's offices distributed 100 of the \$100 gift cards each. Area officers and deputies were provided this guidance from the donors 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. For some, it's a much needed feeling that they're not alone...that someone still cares. For others, it may make the difference in having a Christmas at all.'

#904SecretSanta started in 2015, when the 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 a total of \$300,000 across three counties at the holidays.

TD Bank handles the transfer of the Donor Advised Fund's gift of \$50,000 into 500 preapproved VISA gift cards for distribution. TD Bank offered to waive the fees normally associated with purchasing gift cards so that the full value of the donors' gift can 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:

1. Jacksonville Sheriff's Office, Officer Chris Hancock, [Christian.Hancock@jaxsheriff.org](mailto:Christian.Hancock@jaxsheriff.org)  
904 630-2133
  - [www.jaxsheriff.org](http://www.jaxsheriff.org)
  - Twitter: @JSOPIO
  - Instagram: JAXSHERIFF
  - Facebook: Jacksonville Sheriff's Office
  - YouTube: JAXSHERIFF



2. Clay County Sheriff's Office, Andrew D. Ford, Public Information Officer: [aford@claysheriff.com](mailto:aford@claysheriff.com)  
904.673-1794 cell
  - [www.claysheriff.com](http://www.claysheriff.com)
  - Twitter: @ccsofl
  - Instagram: @CCSOFL
  - Facebook: Clay County Sheriff's Office, Florida
  - YouTube: ClayCountySheriffsOfficeTV
  
- St. Johns County Sheriff's Office, Peret Pass, Public Affairs [ppass@sjsso.org](mailto:ppass@sjsso.org)  
904.535.4224
  - [www.sjsso.org](http://www.sjsso.org)
  - Twitter: @SJSOPIO
  - Instagram: SJSOPIO
  - Facebook: St. Johns County Sheriff's Office

#### **About The Community Foundation for Northeast Florida**

The Community Foundation for Northeast Florida ([www.jaxcf.org](http://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 57<sup>th</sup> year, the Foundation has assets of \$550 million and has made approximately \$600 million in grants since 1964.

###

#### **Contact:**

The Community Foundation for Northeast Florida  
Susan Datz Edelman  
VP, Strategic Communications  
904-356-4483 office  
[sedelman@jaxcf.org](mailto:sedelman@jaxcf.org)