



## **#904SecretSanta Doubles Down to Give 500 Local Citizens An Unexpected Present**

*Anonymous donors once again tap Duval, Clay and St. Johns Sheriff's deputies to give \$100 gift cards*

JACKSONVILLE, Florida – December 13, 2016 — For the second year in a row, two anonymous donors provided \$50,000 worth of holiday cheer in the form of \$100 gift cards to unsuspecting citizens in Duval, Clay and St. Johns counties. The 500 delighted recipients were tapped by local law enforcement officers acting as Secret Santas in the three counties.

“We were overjoyed to learn of the heartwarming exchanges between our local law enforcement officers and grateful recipients when we did this last year,” the donors commented when arranging for this second year of exceptional generosity. “No one knows the individuals who would benefit from this bit of holiday cheer better than the men and women who patrol our streets and ensure our safety, and we are honored that they would be our representatives in this distribution.”

The Jacksonville Sheriff's Office distributed 300 of the 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. The Community Foundation enlisted the help of TD Bank to transform the donors' \$50,000 gift into 500 preapproved VISA gift cards for distribution. The TD Charitable Foundation generously absorbed 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 giftcard distribution, please utilize the individual county'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](mailto:Melissa.Bujeda@jaxsheriff.org) or [Christian.Hancock@jaxsheriff.org](mailto:Christian.Hancock@jaxsheriff.org)
  - [www.jaxsheriff.org](http://www.jaxsheriff.org)
  - Twitter: @JSOPIO
  - Instagram: JAXSHERIFF
  - Facebook: Jacksonville Sheriff's Office
  - YouTube: JAXSHERIFF
- Clay County Sheriff's Office, Denise Flak, Media/Press Contact, 904 673-7237 or [dflak@claysheriff.com](mailto:dflak@claysheriff.com)
  - [www.claysheriff.com](http://www.claysheriff.com)
  - Twitter: @SheriffClayCo
  - Instagram: SheriffClayCo
  - Facebook: ccsofl
  - YouTube: CCSOFLVideos
- St. Johns County Sheriff's Office, Chuck Mulligan, Commander, 904 209-1550 or [cmulligan@sjsso.org](mailto:cmulligan@sjsso.org)



- [www.sjso.org](http://www.sjso.org)
- Twitter: @SJSOPIO
- Instagram: SJSOPIO
- Facebook: St. Johns County Sheriff's Office
- YouTube: Sjs0 Sheriff

#### **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 52<sup>st</sup> year, the Foundation has assets of more than \$313 million and has made grants in excess of \$369 million since 1964.

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#### **Contact:**

The Community Foundation for Northeast Florida  
Susan Datz Edelman  
VP, Strategic Communications  
904-356-4483 office  
904-472-8040 cell  
[sedelman@jaxcf.org](mailto:sedelman@jaxcf.org)