

The Secret is Sharing



Santa's Secret Service

www.santasecretservice.com

3815 29th Street NE | Calgary, AB T1Y 6B5 | Telephone: (403) 257-8339 | Fax: (403) 255-7117

You're Invited!

On Tuesday, June 24th, 2008 Santa's Secret Service will host its first public Annual General Meeting. Members will have the opportunity to learn about developments that have taken place over the past year, review financial statements and vote for the Board of Directors of 2008/2009. If you are currently a member and unable to attend the AGM, please submit your vote by proxy using the form on last page of this newsletter. It is important that your voice is heard!

The current Board of Directors will let their names stand for their current positions with one major exception. After more than five years, Bill Ardley has decided to resign from his position as President. Managing a multitude of personal and professional commitments, Bill plans to scale back his involvement with Santa's Secret Service and remain a volunteer. Director Cindy Chambers has accepted nomination for the position of President.

If you are not currently a member of Santa's Secret Service, please feel free to attend and sign-up at the event. Membership is free!

Bill Ardley, President
Rick Black, Vice President
Stella Parisien, Treasurer
Lorine Stevens, Secretary
Cindy Chambers, Director
Susan Greenaway, Director
Joan Keating, Director
Kelly Laverty, Director

Mark Your Calendar

DATE: Tuesday, June 24th
TIME: SeniorConnect @ 7:00 pm
AGM @ 8:00 pm
PLACE: Cardel Centre
6010-12 Street SE
Calgary, Alberta

*Please confirm your attendance
before June 17th
403-257-8339 or*

SeniorConnect—Another Way To Support Isolated Seniors

In Calgary four years ago, Lincoln Ray, an elderly man passed away in his home. He was isolated, with no family or friends nearby. His death went unnoticed for nearly four months. It wasn't until neighbours complained about the un-kept yard and newspapers piling up that a city bylaw officer discovered his body.

This terrible situation prompted Calgary Seniors' Resource Society (CSRS) to develop the SeniorConnect program. This program trains people how to recognize and anonymously report the signs and symptoms that a senior may be at risk—before it becomes a crisis.

Since the program's inception, over 6000 Calgarians have been trained as "Connectors". These individuals are the "eyes and ears" in the community, helping to identify seniors who need a helping hand. As a result of this heightened awareness, up to forty referrals are received every month, literally saving the lives of countless seniors who may have otherwise gone unnoticed.

For the 2007 Christmas program, 2264 seniors received gifts on behalf of Santa's Secret Service because they were identified as isolated by a seniors' service organization, facility or care provider. Unconnected seniors like Lincoln Ray would not have received a gift. Seniors are the fastest growing demographic in Canada, and as the population ages, the incidence of isolation will continue to increase.

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Santa Feasts on Creative Stew

According to the Society of Graphic Designers of Canada website, "Design-A-Thon is a creative marathon, a 24-hour surge of creative electricity that benefits Southern Alberta not-for-profit organizations, a design 'til dawn, write all night, draw 'til you drop creative stew." Professional artists volunteer their time and make a difference in just 24 hours!

Santa's Secret Service was selected as one of five charities to participate in the 2008 Design-A-Thon, held at Mount Royal College. Under the leadership of Creative Director, Anders Knudsen, five design professionals volunteered to learn about Santa's Secret Service and our marketing needs, and twenty-four hours later unveiled numerous dazzling completed projects.

One of the primary tasks set before the team was to conceptualize how we could be better represented as a year-round organization. As Santa becomes involved in birthday gift giving, there is a need for an identifying tagline. The designers brainstormed and their resulting slogan is brilliant: "*Cheer All Year by Santa's Secret Service*"! Rather than focusing our efforts exclusively around the Christmas season, we strive to bring Cheer All Year to seniors who do not otherwise receive recognition of special events.

Additionally, Anders and his team worked on several printed projects that will help us to promote our organization to a wider audience and raise much needed funds. Not only are the results of their work practical, their creative work is bright, refreshing and original. It exemplifies the cheer that our volunteers and donors bring to isolated seniors throughout the year.

We would like to extend our sincere appreciation to Anders and the entire team for sharing their time and talents with Santa's Secret Service! Please watch for more information as we reveal their outstanding work in the months ahead.

Community Spirit Program Enhances Giving

The provincial government is hoping to encourage all Albertans to make financial donations in support of local charities. There are two components to the *Community Spirit Program*: Enhanced Charitable Tax Credit and Donation Grant Program. Here's how it works...

Enhanced Charitable Tax Credit

Including the federal credit, Albertans now receive a 50-cent tax credit for every dollar donated over the \$200 threshold. The increase gives Alberta one of the highest charitable tax credits in Canada.

Donation Grant Program

Charities can apply for their share of this new \$20 million grant program. Funds will be allocated proportionally based on the total amount of individual donations received by the charity that year.

In other words...the more donations we receive from Albertans like you, the larger the grant we will receive from the provincial government! Please consider making a donation to Santa's Secret Service when planning your charitable giving in 2008. Thank you!

SeniorConnect

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Santa's Secret Service members, volunteers and donors have demonstrated their commitment and compassion toward seniors who are at risk of being forgotten at Christmas and on their birthdays. By participating in the SeniorConnect educational program, we will extend and enhance our efforts to ensure that no senior ever feels forgotten.

Please invite a friend, family member or colleague and join us at Cardel Centre on June 24th at 7:00 pm—not only can you help to further spread "the secret is sharing", but you just might save someone's life.

Please RSVP before June 17th
403-257-8339 or
coordinator@santassecretservice.com

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Volunteer Opportunities

Would you or someone you know be interested in helping us grow?

Please contact Trina at 257-8339 or coordinator@santassecretservice.com for more information.

SANTA'S OFFICE & WAREHOUSE SPACE ACQUISITION TASK FORCE

Santa's current lease for office and warehouse space will expire in the spring of 2009 and the Board has struck a sub-committee to find a new location for our premises. We are looking for individuals who:

- are interested and/or experienced in obtaining office and warehouse space
- have contacts in the commercial rental/lease field (this is not necessary however it would be an asset)

Time commitment is flexible and length of term is one year (or less, depending on the achievement of our mandate).

Benefits to joining our team include:

- Flexibility makes it easy to fit volunteering into your schedule
- Gain a tremendous sense of satisfaction in working with a group of volunteers to further the goals of Santa's Secret Service
- Gain fulfillment through reducing isolation among seniors and supporting a worthy charitable organization

SPECIAL DELIVERY VOLUNTEER

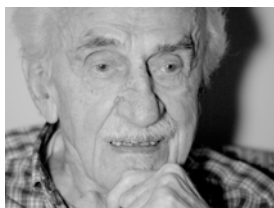
Facilitate the delivery of gifts to participating senior sites and pick-up supplies from retailers and donors. Requirements of this position include:

- Valid driver's license and three year clean driving record—volunteer must provide information to obtain a driver's abstract for verification
- Physical ability to pick-up and move a box weighing up to 20 lbs.
- Friendly and professional demeanor

Gift deliveries can take place during weekday, daytime hours during the last five days of each month. The pick-up of supplies from retailers and donors is required once every three months.

Benefits to this volunteer position include:

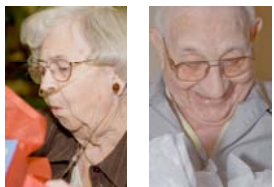
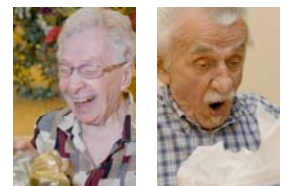
- Become familiar with different areas of the city
- Knowledge of and interaction with staff at various senior recipient sites
- Gain fulfillment through reducing isolation among seniors and supporting a worthy charitable organization



The Faces of Santa's Secret Service

In response to an article in our newsletter several months ago, photographer Kirsten Manthorne of Sandbox Photography and Design Inc. (www.sandbox.shawbiz.ca) came forward to donate her services.

Recently, we put Kirsten to work with one of our care provider partners that recruited some senior models for a photo shoot one cold evening in February. As you can see, their warm and sincere expressions truly capture the essence of our programs. Our sincere thanks to Kirsten and all of our lovely models!



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Welcome Kelly!

We are pleased to announce a new addition to our Board of Directors—Mr. Kelly Lavery. Being a modest fellow, we are unable to present many details of his extensive professional and volunteer background. We know that he brings more than twenty years of experience in a marketing/product management capacity, mostly in telecommunications.

Kelly has volunteered as Director for several charitable organizations over the years. Other than sharing his expertise with the non-profit sector, in his spare time Kelly is an avid golfer and skier.

In the brief time Kelly has been with Santa's Secret Service, he has accepted a leadership role in information technology (IT) planning and development. We look forward to all the skills and knowledge that Kelly has volunteered to share in pursuit of our mission to enhance the quality of life for isolated seniors.

Results of the November 23 & 24, 2007 Casino Fundraiser

On behalf of Santa's Secret Service, I wish to express our gratitude to the casino volunteers for the time and energy you devoted to this fundraising event. The funds raised of \$103,541.88 would not have been possible without your hard work and dedication. This is a record amount that our organization has received to date. The monies raised will allow us to continue our mission of gift-giving year-round and to enhance the quality of life for isolated seniors.

Once again, thank you for your tremendous contribution!

Stella Parisien
Casino Chairperson



PROXY FORM

I, (print name) _____ hereby appoint (print name) _____ as my proxy to vote for me on my behalf at the annual general meeting of members of Santa's Secret Service Society of Alberta to be held on (date) _____, and at any adjournment thereof.

Date _____ Signature _____

This form must be produced as evidence, by the person using the proxy, to the recording clerk or secretary, prior to the official commencement of the meeting.

This proxy will only be accepted if the proxy-holder is a member in good standing of the Society and is entitled to vote.