



Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Transitional Assistance
600 Washington Street • Boston, MA 02111

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Lieutenant Governor

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Secretary

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Commissioner

Operations Memo 2010-57
December 3, 2010

To: Department of Transitional Assistance Staff

From:  Stephanie Brown, Assistant Commissioner for Policy, Program and External Relations

Re: Globe Santa Mailing – Update for Clients Living in Lowell, Lawrence and Haverhill

Globe Santa Mailing

This year's Globe Santa mailing took place on October 12th and November 15th. The "Boston Globe Santa – Holiday Gift Verification Notice" was sent to active TAFDC, EAEDC, and SNAP clients who live in the Globe Santa geographical area. The mailing included an informational notice about the Globe Santa Program and a verification notice. This verification notice lists the name, date of birth and gender of all children age 12 years or younger. Clients may send the verification notice with their own letter to Globe Santa requesting to participate in the Boston Globe Santa Program.

The mailing in October was sent to families receiving TAFDC, EAEDC, or SNAP benefits. The mailing in November was sent to families approved for TAFDC, EAEDC, or SNAP benefits after the first mailing.

To assist the Globe in verifying the validity of these letters, this year's Globe Santa letters generated from Schrafft's were printed on green paper. The envelope was stamped with Santa Claus on the outside so clients may easily identify it.

This Operations Memo is being issued to provide updated information about the Globe Santa mailing to clients living in Lowell, Lawrence and Haverhill.

Obsolete Memo

This Operations Memo obsoletes Field Operations Memo 2010-47

**Update for
Clients Originally
Not Eligible for
Globe Santa**

The Globe had previously informed the Department that clients living in the following zip codes: 01830, 01832, 01833, 01835, 01840, 01841, 01843, 01850, 01851, 01852, 01854 (the cities of Lowell, Lawrence and Haverhill) were no longer eligible for the Globe Santa Program. However, a Globe Santa mailing was inadvertently sent by DTA to clients living in those zip codes. DTA sent a follow-up notice reiterating the Globe's decision not to serve this area.

The Globe has now informed us that they **will** serve those clients. Another mailing (Attachment A) is going out to all impacted clients this weekend informing them about this change and instructing them to send their requests to Globe Santa **no later than December 15th**.

IMPORTANT: The deadline is extended *only* for clients in Lowell, Lawrence and Haverhill.

TAO staff should encourage clients to use the green Globe Santa letter they received with this mailing as this helps Boston Globe staff process the request. If clients do not have the green Globe Santa letter, TAO staff must assist clients by generating a "Holiday Gift Verification – Globe Santa" letter for those who request a copy. This letter should be date stamped with the TAO date stamp and initialed by the case manager generating the letter.

We apologize for any inconvenience this has caused.

Questions

If you have any questions, please have your Hotline designee call the Policy Hotline.

Attachment A

December 2, 2010

Dear Globe Santa Family,

A few days ago you were informed that Globe Santa could no longer service the Lowell, Lawrence, Haverhill area because of a shortage of funding from contributors and an increase in requests from area families. This was an extremely difficult decision for us to make, and understandably since our announcement we have received many heartfelt requests to reconsider.

We are excited to report that despite the shortage of funding from donations, The Boston Globe will restore the Globe Santa program to the best of our abilities in the Lowell, Lawrence, and Haverhill area. However, if you would like to apply for Globe Santa gifts, time is of the essence.

The Department of Transitional Assistance has enclosed a "Holiday Gift Verification" letter for you to request a gift for your child(ren) from Globe Santa. Please write your personal letter as to why you need help this year, and attach that letter to the completed and signed "Holiday Gift Verification" form. Send immediately to the address below by December 15th.

Globe Santa
P.O. Box 5580
Boston, MA 02205-5820

We hope that the restoration of Globe Santa in your area can help make your holidays brighter.

-- Globe Santa.

IMPORTANT REMINDER: Requests for Globe Santa received after December 15th cannot be fulfilled.

BEACON NOTICE
ENGLISH SAMPLE

1010 Mass Ave. CAN 710
Boston, MA 02118

Massachusetts Department of Transitional Assistance

Mary Jones
101 Main Street
Boston, MA 02112

Newmarket Square TAO-DTA

12/04/2010

Instructions for the Boston Globe Santa - Holiday Gift Verification

Dear Mary Jones:

Enclosed is your "Holiday Gift Verification" for Boston Globe Santa. If you are requesting a gift for your child(ren) from Globe Santa, you must send a letter to the Boston Globe explaining the reasons you need help. Also, you must complete and sign the enclosed "Holiday Gift Verification" form. The Boston Globe must receive your letter and verification form by Wednesday, December 15, 2010. Send your letter and completed form to:

Globe Santa
P.O. Box 55820
Boston, MA 02205-5820

If you have questions about how to apply, you may call the Boston Globe at 617-929-2001, or go to the website, www.globesanta.org.

Please check the address on your "Holiday Gift Verification" to be sure it is correct and has all the information needed for delivery. For example, be sure your building and apartment number are included. Globe Santa packages cannot be delivered to the Post Office. The Globe requires a picture ID from the family member accepting the package.

If you have trouble reading or understanding this notice, please call 1-800-445-6604 for help.

Note: Only children age 12 and under qualify for this program.

BEACON NOTICE
ENGLISH SAMPLE

1010 Mass Ave. CAN 710
Boston, MA 02118

Mary Jones
101 Main Street
Boston, MA 02112

Newmarket Square TAO-DTA

12/04/2010

This verification must be attached to your Letter of Request, which must be received by the Boston Globe by Wednesday, December 15, 2010.

Globe Santa
P.O. Box 55820
Boston, MA 02205-5820

By signing this, I understand that I am voluntarily releasing information to:

Boston Globe
Name of Gift Agency

Client Signature

Client Telephone

Verification

NAME	AGE	GENDER
Michael Jones	2	Male