



***Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Transitional Assistance***


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**Online Guide Transmittal 2021-70
September 17, 2021**

To: Department of Transitional Assistance Staff
From:  Sarah Stuart, Associate Commissioner for Change Management
Re: Cross Program: Holiday Gift (Globe Santa Program) Verifications

Overview

Each year, the Globe Santa Program provides age-appropriate holiday toys and books to eligible children who live in the geographical areas designated by the Globe Santa Program.

To be eligible to participate in Globe Santa, families must be active TAFDC, EAEDC or SNAP clients, live in the Globe Santa geographic area, and have a child living with them who is 12 or under as of December 31, 2021. The Department will mail the *Globe Santa Program Holiday Gift Verification Notice* to eligible families beginning on September 14, 2021 and on designated dates thereafter as eligible families are approved.

Purpose

This Online Guide Transmittal advises DTA staff about:

- the communication plan to notify clients of the Globe Santa program,
 - updated procedures for reprinting the *Globe Santa Holiday Gift Verification Notice*; and
 - a reminder of when to issue a *Holiday Gift Verification* notice.
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Communication This year, the first Holiday Gift (Globe Santa) Verification mailing was sent September 14-16th. A second mailing to new cases approved for TAFDC, EAEDC and SNAP after September 2021 is scheduled for the end of October 2021.

Active TAFDC, EAEDC and SNAP grantees who live in the Globe Santa geographical area and have a dependent child aged 12 and under, will be sent the *Globe Santa Program Holiday Gift Verification Notice*. This notice lists the name, date of birth and gender on file of children in the household who are age 12 and under as of December 31, 2021. It includes specific instructions for drafting letters to the Boston Globe to submit with the verification notice, and a checklist to ensure that all information is provided to meet the client's request.

The notices are printed on green paper to assist the Globe in verifying the validity of the notices. TAO staff should encourage clients to use the green notice that is mailed to them, as it will help the Globe staff process the request.

A DTA Connect alert will display to eligible clients on September 23 through 27, 2021. A text message will be sent on October 21, 2021: stating, "Need holiday gifts for your kids? Check DTA Connect or your mail for the Globe Santa Program Holiday Gift Notice. Questions? Visit www.globesanta.org or call 617-929-1525."

This text message will be sent in English, Spanish, Portuguese, Haitian Creole, Vietnamese, and Simplified Chinese based on the language on file. The DTA Connect alert will display in English, Spanish, Portuguese, Vietnamese, and Simplified Chinese. Those with HLS or who have affirmatively opted-out of text messaging and alerts from DTA are excluded. Text messages are sent regardless of the phone type listed on BEACON.

**Important
Procedural
Changes**

If clients send their Globe Santa verification and/or letter to the Document Processing Center (DPC), staff must email the letters to globesanta@globe.com. Please mark these documents in EDMC as entered.

To replace the *Globe Santa Program Holiday Gift Verification* notice while working remotely, you must email the entire local office management team for the client's catchment area. who will then assign someone in office to complete the request to print and mail the form to clients. Detailed instructions on how to complete this process can be found on the online guide page.

Clients who are requesting verification for organizations besides Globe Santa for holiday assistance are to be sent the *Holiday Gift Verification* notice. This notice lists the name, date of birth and the gender on file of children in the household who are age 14 and under as of December 31, 2021.

**Revised Online
Guide Pages**

Topic: Scheduled Mailing/Projects
Book: Holiday Gift (Globe Santa)
Page: Holiday Gift Verification Mailing

Questions

If you have any policy or procedural questions, after conferring with the appropriate TAO personnel, please have your Systems Information Specialists or TAO management email the DTA Procedural Issues Mailbox.

Systems issues should be directed to the Systems Support Help Desk.
