



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

**MAURA T. HEALEY**  
GOVERNOR


**KATHLEEN E. WALSH**  
SECRETARY

**KIMBERLEY DRISCOLL**  
LIEUTENANT GOVERNOR

**JEFF McCUE**  
COMMISSIONER

**Online Guide Transmittal 2024-53**  
**September 12, 2024**

**To:** Department of Transitional Assistance Staff

**From:**  Sarah Stuart, Associate Commissioner for Local Implementation and Special Populations

**Re:** Cross Program: Holiday Gift Verification (Globe Santa Program)

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**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 is age 12 or under as of December 25, 2024. The Department will mail the *Globe Santa Program Holiday Gift Verification* notice to eligible families beginning September 2024 and on designated dates thereafter as eligible families are approved.

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**Purpose**

The purpose of this Online Guide Transmittal is to advise staff of:

- the Globe Santa Program eligibility and communications,
  - procedures on reprinting and mailing of misdirected *Globe Santa Program Holiday Gift Verification* notices,
  - updated links on the corresponding Online Guide page, and
  - the *Globe Santa Frequently Asked Questions* posted to the DTA website to assist with inquiries regarding the program.
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**Communication** This year, the Globe Santa Program Holiday Gift Verification communications campaign consists of notice mailing, text messaging, and DTA Connect alerts. Those with HLS or who have opted out of text messaging and alerts from DTA are excluded. Text messages are sent regardless of the phone type listed on BEACON.

The text message will display:

“Need holiday gifts for your kids? Check DTA Connect or your mail for the Globe Santa Program Holiday Gift Notice and form. Mail the form to Globe Santa, 39B Teed Drive, Randolph, MA 02368-4201. Learn more: [www.globesanta.org](http://www.globesanta.org) or call 617-929-1525.”

For clients to whom the text is sent in Spanish, the text will include the contact number 617-929-8006.

### Languages

This text message will be sent in English, Spanish, Portuguese, Haitian Creole, Vietnamese, or simplified Chinese based on the language listed on BEACON. The DTA Connect alert will be displayed in English, Spanish, Portuguese, Haitian Creole, Vietnamese, and Simplified Chinese.

### Communications schedule for Mailing and Text messages

- 1<sup>st</sup> mailing is scheduled to be sent September 13<sup>th</sup>.
- 1<sup>st</sup> text message will be sent on September 27<sup>th</sup>.
- 2<sup>nd</sup> mailing to newly approved cases is scheduled for October 4<sup>th</sup>.
- 2<sup>nd</sup> text message is scheduled for October 18<sup>th</sup>.

The deadline for clients to submit requests for holiday assistance is Friday, **NOVEMBER 1, 2024.**

### DTA Connect Alerts

Alerts are planned to be displayed to eligible clients around mid-October.

The [www.mass.gov](http://www.mass.gov) website will also include frequently asked questions regarding the Globe Santa Program.

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**Key  
Procedural  
Reminder**

When a client submits completed *Globe Santa Holiday Gift Verification* documents to DTA through DTA Connect or by sending to the Document Processing Center:

1. Mark these documents in the Scanned Document History in the client's case record as Entered.
2. Email your supervisor and local office management the client's name and APID, and state which materials were uploaded in BEACON that need to be printed and sent to Globe Santa
3. Annotate the case narrative.
4. Local office management must assign an onsite staff person to print the materials and mail to Globe Santa. A designee will be responsible for keeping a log with the number of received letters and completed notices with client names, APIDs, and dates mailed to Globe Santa.

**NOTE: Do not send emails to Globe Santa with documentation.**

All completed printed documents must be mailed by close of business day to:

**Globe Santa  
39B Teed Drive  
Randolph, MA 02368-4201**

If the client submits partial documentation notice only and does not submit a letter or vice versa:

- Attempt 2 cold calls to the client to inform them that the Department cannot forward incomplete Globe Santa verifications.
- Instruct clients to send all required materials to the designated mailing address by the deadline.
- Be sure to provide the client with the correct address and make a note in the narrative.

If a client requests a reprint of the *Globe Santa Program Holiday Gift Verification* notice while staff are working remotely, please refer to the Online Guide page under Scheduled Mailing Projects/ Holiday Gift (Globe Santa) for further guidance.

The Online Guide page [Scheduled Mailing/Projects > Holiday Gift \(Globe Santa\) > Holiday Gift Verification Mailing](#) has updated links to the 2024 Globe Santa geographic area and Holiday Gift Verification form.

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**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 them to [DTA.Procedural Issues](#).

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

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