

ANGEL TREE 2017 SPONSORSHIP MANUAL



**The Salvation Army
National Capital Area Command
Washington, DC**

Sponsor Registration open July 25 - Nov. 25, 2017

*Share Christmas joy with kids in need this holiday season
Become an Angel Tree sponsor and adopt a child for Christmas!*

www.SalvationArmyNCA.org/Angeltree/DC



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Angel Tree gifts all packed and ready for delivery

ANGEL TREE PROGRAM OVERVIEW

What is Angel Tree?

Angel Tree is a holiday assistance program in which an individual sponsor or group sponsor purchases new clothing and toys for a deserving child in Washington, DC.

How does Angel Tree impact the DC community?

Every Christmas there are children who do not receive gifts because their families are struggling financially and cannot afford the expense. The Salvation Army’s Angel Tree program has been running for over 30 years to ensure that these children have a wonderful holiday season with their families.

In 2016, 13,500 children in the National Capital Area received emergency holiday assistance through the Angel Tree Program. In the District of Columbia alone, 6,682 children from over 3,000 families received gifts. 661 different companies, groups, and individuals were Angel Tree sponsors who purchased new clothes and toys for the children.

How is Angel Tree different from other holiday programs?

Angel Tree is different from other holiday assistance programs because a sponsor is able to feel a special connection with their “adopted” child. The sponsor receives the child’s first name and a personalized gift wish list for the child, thoughtfully and prayerfully prepared by the child’s parents. Your adopted Angel will be thrilled with their gifts!



ANGEL TREE “LINGO”

Below is the Angel Tree “lingo” that you will want to learn before participating in the program:

- **Angel:** A child whose family has registered him/her to participate in Angel Tree and receive new gifts for the holidays.
- **Angel Tree Tag:** A paper tag or “ornament” that has a specific child’s ID number, first name, age, gender, clothing sizes, and wish items. The tag has all the necessary information a sponsor needs to purchase the gifts for his/her assigned child.
- **Angel Tree Coordinator:** The designated point of contact for a group or company that is sponsoring Angels. This individual directly corresponds with The Salvation Army staff on behalf of the group and ensures the assignment of Angels and collection of gifts runs smoothly.
- **Angel Tree Warehouse: 5160 Lawrence Place, Hyattsville, MD.** The location where sponsors drop off their gifts and where gifts are stored and organized until families pick them up.
- **Sponsor:** The donor who is “adopting” a child for Christmas by purchasing gifts.

DATES AND CONTACT INFO

- **July 25:** Online sponsor registration opens: www.salvationarmynca.org/angeltree/dc
- **September:** Encourage your colleagues, friends, and family to adopt Angels
- **October:** Volunteer Registration opens: www.salvationarmynca.org/volunteer/dc.
- **November 12:** The Salvation Army Annual Thanks for Giving Concert – all are welcome to attend. ***NEW DATE***
- **November 25:** Online sponsor registration closes
- **Nov. 28 – Dec. 2:** All Angel Tree gifts must be dropped off at Angel Tree Warehouse (5160 Lawrence Place, Hyattsville, MD. 9am-4pm Nov 28-Dec 1 and 10am-12 noon on Dec 2.)
- **December 2:** Community Day – help organize thousands of gifts. Register to volunteer online here: www.salvationarmynca.org/volunteer/dc
- **Nov. 28 – Dec. 22:** Volunteer with us! There are morning and afternoon shifts at the Angel Tree Warehouse. We need 40-60 volunteers daily to sort and distribute the gifts.
- **December 19 *Tentative*:** Angel Tree Warehouse Ribbon Cutting Ceremony at 9 AM

Angel Tree Contact Information

For questions regarding Angel Tree and being a sponsor, please contact:

Angela Soriano

Volunteer and Donation Drive Manager

Angela.Soriano@uss.salvationarmy.org

Office: 202-756-3906

Cell: 202-345-2238



FAMILY SELECTION



How are families selected to receive gifts?

Families must present several documents (such as proof of income and monthly bills) at registration so that we can ensure we are helping those most in need. Families who receive holiday assistance from The Salvation Army must meet one of the following three criteria:

1. The family's expenses exceed income.
2. The family breaks even each month, so they do not have the means to purchase gifts.
3. The family is experiencing a crisis situation.

Registration information is disseminated to local organizations, and family registration occurs during the months of September and October. Children 12 and under are eligible to receive gifts. More info can be found online here: www.salvationarmynca.org/angeltree/dc.

SPONSORSHIP BASICS

Who can be an Angel Tree sponsor?

Any individual or group who is interested in providing joy to a child in need!

Participating in Angel Tree is a great way for an organization, company, faith congregation, community club, or any type of group to come together and give back during the holiday season. A sponsor can register online as either an individual sponsor or register on behalf of a group.

Is it a lot of work to be a sponsor?

No, it is not hard! The Salvation Army staff assists the sponsor throughout the process and makes it easy for anyone to participate. Staff assigns specific children to each sponsor, provides the necessary Angel Tree materials for the sponsor, and assists with gift collection. A staff member is available throughout the process to answer any questions one might have.

What if I know someone who wants to adopt a child who lives outside of DC?

The Salvation Army National Capital Area Command has Angel Tree programs in Alexandria, Arlington, Fairfax County, Prince William County, Montgomery County, and Prince George's County. Their sponsor registration form is also online: www.salvationarmynca.org/angeltree.



ADOPTING ANGELS

What do I buy? How do I determine how many Angels to adopt?

When deciding on how many Angels to adopt, please note that sponsors in the past have spent about \$90 on gifts for each child adopted. We encourage sponsors to purchase a couple toys and a couple clothing items from the child's wish list items on their tag. It is imperative that all gifts are NEW.

We have had an issue with sponsors adopting more Angels than they can purchase gifts for and "returning" the Angels to us. This practice is frowned upon! Due to the specific assigning process that we follow, it is incredibly difficult for staff to reassign an Angel to a new sponsor.

If you are unsure of how many Angels you or your group can afford to adopt, consider registering for a lower number of Angels. You can request additional Angels by filling out another registration form.

Please also note that we **cannot** accept specific requests about the age or gender of child you would like to adopt.

SPONSOR REGISTRATION

How do I register to be an Angel Tree sponsor?

1. Visit our web page to register online: www.salvationarmynca.org/angeltree/dc.
2. Select to register as an individual or a group (this is the option if you are signing up your company or organization.)
3. Fill out the quick registration form.

After I register, when will I receive information about my adopted Angels?

Starting mid-September, once families in need have begun to request assistance, The Salvation Army will send registered sponsors a confirmation email with an Excel spreadsheet. The spreadsheet contains all the information that you will need to purchase gifts for your Angel(s).

You will also be provided with the Angel Tree gift tags, packaging materials and our Packing Quick Guide. We ship these out; some companies pick up supplies to save on shipping costs.

The spreadsheet and Angel Tree gift tag will include the following shopping information:

1. **Child ID Number and Code Letter** (Each family is designated a number and each child within that family is designated a letter. For example, Angels with IDs 106A and 106B are siblings.)
2. **First Name**
3. **Gender**
4. **Age**
5. **Clothing Sizes:** pant, shirt, shoe, and coat
6. **3 Wish List Gift Items**



PACKING AND DELIVERING GIFTS

How do I package my purchased gifts?

Please DO NOT wrap gifts. We want participating parents to know what gifts their children will be opening on Christmas morning and have the opportunity to wrap the gifts themselves. Leaving gifts unwrapped also allows staff to check that the gifts are new, age-appropriate, and safe. Also, please DO NOT include food in the gift bags.

The Salvation Army staff will provide all the packing materials and a detailed packing guide with photos for the sponsor. It is crucial that every step of the packaging process is followed in order to properly identify the gifts and get them to the correct Angel.

Please see the Packing Quick Guide that is posted online and will be included in your confirmation email.

Where do I drop off my Angel Tree gifts?

After packing gifts appropriately, sponsors will drop off gifts at our Angel Tree Warehouse Nov 28 – Dec 2. Staff will be on-hand to assist and give you a tour of the warehouse if you like.

The warehouse location is 5160 Lawrence Place, Hyattsville, MD 20781.

Pick Up Services:

If you adopt 40 or more Angels, Interstate Van Lines will generously pick up your Angel Tree gifts for free Nov 28 – Dec 1. Upon your registration, The Salvation Army will coordinate this schedule and provide you with your assigned pick-up date. Please make sure gifts are ready at the assigned time!



Two Angels enjoying their gifts on Christmas morning.



ANGEL TREE COORDINATOR INFORMATION

An Angel Tree Coordinator is the designated point of contact for the group that is sponsoring Angels. This individual ensures that the assignment of Angels and collection of gifts runs smoothly within one's organization.

How do I assign my group's multiple Angels?

The Salvation Army staff will send a spreadsheet to the Angel Tree Coordinator with all the Angels listed. The coordinator should use this spreadsheet to mark which group member, colleague or department will be purchasing gifts for which Angel. When you collect the gifts, you will know exactly who to contact if a gift is missing. Here are a few ideas:

1. Set up a Christmas tree and hang the Angel Tree tags as ornaments. Have group members or employees "sign-out" the tag they choose so you know who adopts which child.
2. Distribute flyers and emails promoting Angel Tree and include how to sign up to adopt an Angel (for example, emailing the Angel Tree Coordinator).
3. Different departments can pool their funds together to adopt a specific number of Angels.

How to Engage Others in Angel Tree:

- **A Friendly Competition:** Build team spirit with a friendly competition between departments or classes to see who can adopt the most Angels or raise the most funds.
- **Dress Down Days:** Reward Angel Tree participants with dress down days.
- **Host a Bake Sale:** Sell baked goods or specialty foods during lunch to raise funds that will be used to purchase gifts for Angels.
- **Donate Your Lunch:** Ask people to bring a brown bag lunch for a day and donate the money they would have spent eating out to your Angel Tree program.
- **Encourage Family and Friends to Participate:** Anyone can adopt on of the company Angels!

How do I coordinate the collection of gifts?

1. Ask everyone to turn in their Angel Tree gifts a week before the actual Salvation Army deadline (Nov 28-Dec 1) to ensure that all gifts are returned. This will give you time to organize and prepare for pick up or delivery. In the weeks prior to the collection, remind everyone about the deadline.
2. Let others know if there are additional Angels that need to be adopted.
3. Some companies host their holiday party around gift collection and some even package the gifts together. This is a fun way to bring the office together and celebrate the company's participation in giving back to the community!
4. As people bring back gifts, make sure you check off that each Angel's gifts have been dropped off and that they are packaged correctly.



MORE ANGEL TREE FESTIVITIES

Volunteer Opportunities

We host 40-60 volunteers daily in December to organize and distribute thousands of Angel Tree gifts. Groups of 4 or more friends or colleagues can register now by contacting Angela Soriano (angela.soriano@uss.salvationarmy.org). Individuals can register online starting mid-October (www.salvationarmynca.org/volunteer/dc).

Ribbon Cutting Ceremony

On Tuesday, December 19, at 9am, we will have our Angel Tree Ribbon Cutting Ceremony. All are invited to attend this event thanking our supporters and kicking off the first day of gift distribution to families. Invitations will be sent to sponsors and volunteers when registration closes.



Past Angel Tree Warehouse Ribbon Cutting Ceremony

SHARING THE JOY

Capture the fun and festivities of your Angel Tree Experience and share on Facebook, Twitter, and Instagram. Show us the first presents that come back to the office, or document your shopping trip. We love it all! Include us using @SalArmyNCA and #AngelTreeNCA.

**The Angel Tree families and The Salvation Army staff
greatly appreciate your support.**

Thank you!

For More Information

Visit: www.SalvationArmyNCA.org/angeltree/dc

Email: Angela.Soriano@uss.salvationarmy.org

Call: 202-756-3906