

Podium Talking points: Santa America/ Helping Hands Making Hugs

**About Santa America**

* Thank you for joining Epsilon Sigma Alpha in support of Santa America today. The “Core Mission” of the Santa America organization is to bring Love, Hope and Joy to all they serve. Santa America was founded in 2003 as a national volunteer service organization with over two-hundred Santas reaching out across America. The highest quality Santas from across America come together to focus on their special mission:  To provide an unhurried visit to families facing physical or emotional crisis from a loving, committed, trained, and backgrounded Santa. These “Hugs” are an important part of the program, and the children are told that whenever they need a “Hug from Santa”, they should put their hands in the mitten pockets for a hug anytime.
* About ESA and Caring Crafting: ESA members across the nation are creating these hugs this year in support of Santa America and we’re so grateful for your talent and support. This is just one Crafting for Good project we support; at the national level we also knit, crochet or sew our “Hats for Hope”, providing warm headwear for the homeless, “Warm Welcome” blankets for needy families with newborns, prayer shawls for domestic violence victims, and dozens of local projects as well. We know the gift of something handmade conveys a message of personal care and comfort, supporting those in need both physically and emotionally.
* We are ALL volunteers. We belong to a wonderful service and leadership organization called Epsilon Sigma Alpha because we believe we have the power together to change the world, and because it’s FUN! In addition to Crafting for Good projects, we also support St. Jude Children’s Research Hospital, military members and veterans through our Hope for Heroes program, Easter Seals Camp Hope, domestic violence and literacy causes, scholarships through our Foundation and scores of other local worthy causes. Our network of chapters is multi-national AND multi-generational, from college students to active seniors, and we are always keeping an eye out for others who might like to join ESA, spend time with good-hearted people, and make a difference with us. We’re so grateful you’re here today to help us support those children helped by Santa America and invite you to speak with one of the ESA members here today if you’d like to know more about joining ESA and helping with other great projects like this one. (tell them where in the room they can get more information)