Secret Snowflake Frequently Asked Questions

Q: Are there any spending parameters?
   A: There is no dollar amount maximum or minimum but we ask that volunteers only spend what they are comfortable with while also being mindful of the vulnerability of the population that is being served.

Q: In year’s past, our company has received support with letter matching from NYC Service. Is that still an option for our company?
   A: Ideally we would like companies to match letters internally, if possible. However if support is needed that can be arranged with NYC Service. Please be mindful that if support is needed for letter matching that volunteer sign-up forms would need to be sent to NYC Service by October 21st.

(RELATED) Q: If we run out of letters can we request more?
   A: You may request more letters but there is no guarantee that we will be able to secure additional letters. If we are able to do so, there will be a 1 week turnaround time.

(RELATED) Q: Some of my employees missed the sign-up deadline so their names and letter requests were not included in the sign-up list we sent you by the October 31st deadline. Can they still sign-up?
   A: We may be able to accommodate them but there is no guarantee that we will be able to secure additional letters. If we are able to do so, there will be a 1 week turnaround time.

Q: My company is interested in donating but does not have the capacity to answer letters. Can we still participate?
   A: Absolutely! All in-kind donations are welcomed whether big or small. Last year we received over 3,000 in-kind donations which enabled Secret Snowflake to reach a larger number of children in NYC.

Q: Do the gifts need to be wrapped?
   A: All gifts must be wrapped with the letter attached to the gift (ensure the code is written on the box/bag as well). We do welcome unwrapped gifts as additional donations – there is always a need and more children to support! We can make sure those gifts go to additional children in need.

Q: Can our employees write a little holiday note/card to the child they are buying the present for?
   A: YES! We encourage it.
Q: My company is interested in sponsoring a shelter. Would it be possible to arrange for our employees to distribute the gifts to the children in-person and host a holiday party for them at the shelter?
   A: Absolutely! Please let us know if any interest or plans to do this no later than September 2019, so that we can coordinate with the Department of Homeless Services.

Q: My company is supporting youth in foster care. Would it be possible to arrange for our employees to distribute the gifts to the children in-person and host a holiday party for them at the shelter?
   A: Absolutely! The Administration for Children’s Services organizes a holiday party leading up to December 25th, at which they distribute the gifts collected via this initiative. Employees who supported youth in foster care through letters are welcome to volunteer their time in setting up the party, provide entertainment, help administer games, as well as distribute the gifts. Please let us know if any interest or plans to do this no later than October 1st, 2019, so that we can coordinate with the Administration for Children’s Services.