Atlantic Great Dane Christmas for Kids – 2016

During the Christmas season we often hear songs about joy and peace, send well-wishes to friends and family and give gifts to those close to our hearts. This year, Atlantic Great Dane decided to take this one step further and perform acts of kindness and generosity in our community. We did not want to do the traditional “giving tree” or cash donations to a local non-profit. We wanted this to be personalized and special, knowing everything was going directly to the families it was intended for.

In October, I was assigned the task of contacting area churches to find needy families in the area that could use some extra holiday cheer this Christmas. Through this partnership, I was able to reach out to the families directly and find out what specific needs these families had and how AGD could provide for those needs. I had my Christmas lists ready from the children by mid-November and then the real excitement of the holidays began. The ages of the children ranged from 2 to 15 and I was able to recruit a few “elves” to assist me. Over the course of a few weeks, we made several visits to various stores. It was so much fun to be able to buy for these kids, knowing each face would have a smile when the gifts would be delivered on Christmas Eve.

The “AGD elves” and I finished all of our purchases by the first week of December. The next thing to do was assemble all of the Christmas stockings and individually wrap each gift for each child. This was an even bigger task but the “AGD elves” got busy working. By mid-December, the Christmas dinners had been ordered, the stockings were filled, the gifts were wrapped and the anticipation of Christmas Eve deliveries was approaching. The children didn’t know I was coming and each family wanted to surprise the kids in different ways. It was so wonderful to arrive at each home, with bags full of gifts, food to put on the table and experiencing the sharing and caring of the season. AGD received messages from the families and the church expressing their thanks for the thoughtfulness of the company and sincere appreciation for what AGD had done for these families.

In closing, I hope that your organization may do something similar in 2017. At Atlantic Great Dane, we are looking forward to what this year will bring and how we will be able to give back to the community for years to come.





