

# Operation Santa Claus

Operation Santa Claus (Op Santa) originated at the El Paso Post newspaper in 1929, and was named "Handy Santa." However, during the "Great Depression," It ceased to exist. It was revived in the late thirties under the sponsorship of the "Good Will Boy's Club", (now "The El Paso Boy's and Girl's Club.") But, once more it was a failure. However, in 1957 Master Sergeant Phillip Trout saw a community need, and jumped-started the program at Fort Bliss. Due to the military connection he named the venture "Operation Santa Claus." Sergeant Trout did not know if the program would succeed or fail, but the 1957 results were so promising that in 1958 Op Santa had a post wide talent show to support the program. The admission fee was very simple, a toy, and OP Santa was off to a flying start! In 1958 Op Santa also formed a partnership with the El Paso Boy's Club to distribute toys in El Paso. An association which we are happy to say continues to this day.

From a very humble start in 1957 when only a few toys were collected to 2007 when Op Santa distributed over 50,000 toys and 400 bicycles to the community is truly an astonishing journey! For fifty one years Op Santa has been successful due to the love and dedication, plus care and concern for our brothers and sisters by tens of thousands of devoted community volunteers who make the program work Their legacy, a tax-exempt charity that operates 12 months a year, and is one of the largest toy charity in the state of Texas.

Op Santa only has one mission,

"To provide every needy child in El Paso a Christmas toy."

Justification for Op Santa:

- The unemployment rate in El Paso is twice the national average.
- The average income in El Paso is 20% lower than the rest of Texas.
- Over a third of El Paso adults are not high school graduates. This relegates them to the lowest rungs of the economic ladder, and leaves very little money to buy toys.
- Over 39% of El Paso county adults qualify for federal poverty programs.
- And, over 42% of all El Paso Count children live in poverty!

Support

This huge investment in collections, time, funding and repair work could not be accomplished without the superb help of our toy partners and sponsors. They include the El Paso Fire Department, CAS (Cas Cares), The Boy's and Girl's Club, our Doll Ladies", The El Paso Woodworkers Club, Time-Warner Cable, KFOX/ FM-Hero AM RADIO, KROD-600, KBNA FM (Spanish), the Fort Bliss Post Exchange, NCO wives Club, & officers & Civilian Spouses Club, Yes, We Do Family Hair Centers, Armed

Forces Bank, Sam's Clubs, Wal-Mart, The El Paso Times, Blue Berry Foods, Yselta Jr. ROTC, KVIA-TV-7, KINTV-26 Dominoes Pizza, ALLTEL Communications, Avilas Mexican Food Restaurant's plus many other organization and individuals too numerous to list in this limited space.

#### Other Highlights

The Fort Bliss 6th Air Defense Artillery (ADA) Brigade has overall responsibility for this special program. The toys are collected and repaired. In april 1997, Op Santa was approved by the IRS as a tax-exempt 501[C] [3] charity. This means your donations are tax deductible.

For Office Use Only

Event: Operation Santa Claus Parade / Street Closure

\$60.00  Fee Paid: Pending

\$120.00  Late Fee Paid: \_\_\_\_\_

Copy To:

- Police Department
- Fire Department
- Sun Metro
- Parks Department

- Engineering – Traffic Div.
- Highway Department
- Street Department

**Comments:**

The Department will police the event with 16 officers and 16 vehicles.

The Operation Santa Claus convoy will include 14 vehicles with only one 18 wheeler.

Estimated City Cost: \$588.62

Estimated cost to applicant: \$1546.91

Deposit required: \$773.45

PAR08-00091

PERMIT

EVENT: Operation Santa Claus Parade / Street Closure

LOCATION: Magruder, Montana, Paisano, Ochoa  
STREET CLOSURE: A portion of 6<sup>th</sup> Ave. between Campbell and Florence TCP ATTACHED

DATE OF EVENT: December 12, 2008 from 1:00 p.m. to 3:00 p.m.

ACTION: Approve      Disapprove      Approve w/ Mod

Date Permit Issued: \_\_\_\_\_ Permit No.: PAR08-00091

Harry E. Steele  
**CUSTOMER RELATIONS MANAGER**