

April 2010



## Operation Good Cheer Goals...

- Update program materials.
- Create & distribute program packets to 500 companies & individuals.
- Research additional grant opportunities to increase CEF giving.

## 2010 Program Dates

- October - CFSM begins distributing Wish Lists to donors
- December 3<sup>rd</sup>, 2010 - Gift Collection
- December 4<sup>th</sup>, 2010 - "Spirit of Good Cheer" flight

# Operation Good Cheer

"Making Christmas wishes come true"



## Gift Collection 2009

We hope to again have more than 15,000 gifts collected on Friday, December 3<sup>rd</sup>, 2010.

## Giving Opportunities

When the holidays come to an end, often a significant decrease in charitable giving follows. Stay motivated this year, and plan gifts for each season. Here are some ways to actively give throughout the year.

One activity that runs throughout the year at Child and Family Services of Michigan, Inc., is the Children's Entitlement Fund. This restricted fund is allocated to address the medical, recreational, and educational needs of children in care. Each year thousands of dollars directly assist children in care by funding; dental extractions, clothing, field trips, summer camps, and graduation expenses. While Operation Good Cheer gives children in care lasting holiday memories, the Children's Entitlement Fund gives them access to events and activities each day of the year, that in typical cases they would not have

the means to take part in. If you would like more information about this fund, and the current needs of children in care, please contact our office.

Another way you can assist our agency, is by researching any matching charitable giving your company, or organizations you belong to offer. Many would be surprised by the giving activities corporations offer, and combined with your own donated time, and efforts, this could yield large rewards for children in care.

Warm weather is a great opportunity for charity events and fundraising. Local companies will often assist or match giving efforts. A restaurant will often donate a percentage of their ticket sales for a particular day to an organization; contact our office for ideas on speaking with your community.

## December Forecast

Operation Good Cheer 2009 was a successful year. The donors came through for the program and all 4,326 participants were sponsored. With the number of children placed in out of home care on the increase, it prompts more agencies to seek out programs like ours. This year, we anticipate more children to participate, so recruitment for more donors will start early. Donor involvement with the program is essential for its success. We hope that all of our contributors will continue their participation again this year.

It may seem like Operation Good Cheer just ended but coordination for the 2010 program is already under way. Last year there was a tremendous increase in participating children; we expect this trend to continue during this economic downturn. CFSM will continue to focus efforts on donor recruitment and fund development.

Any individual that would be willing to assist with this effort, CFSM will make presentation materials and DVD's available. Please contact our office on how to get copies to share with your friends, family and employers.

The children truly appreciate all you do.

*Thank you!*





Child and Family Services  
of Michigan, Inc.  
2157 University Park Drive  
Okemos, MI 48864  
517-349-6226  
www.c fsm.org

# Operation Good Cheer

“Making Christmas wishes come true”

Since 1971, it has been donors like you that have continued to make Operation Good Cheer a success! Through your endless generosity and support, thousands of children have had their Christmas wishes come true on Christmas morning. As Operation Good Cheer continues to make lasting holiday memories for children removed from their homes, your help is needed to spread the word, and give others like you an opportunity to make the holidays a little better for Michigan’s children. Even if you are unable to take part this year, you can still support the program by filling out the information below with anyone you know, family, friends, or neighbors who might be interested in sponsoring a child this Christmas. Each person will receive a onetime informational packet about Operation Good Cheer and the Children’s Entitlement Fund, along with information on how they can participate. Every person is essential to helping the children of Operation Good Cheer have a Merry Christmas, your assistance is appreciated.

## *Why help Operation Good Cheer?*

-  Your generosity benefits one specific child, who will thank you personally for the gifts, and the joy they bring.
-  The children of Operation Good Cheer have been removed from their homes, usually due to abuse, neglect, or abandonment, and now reside in foster care, group homes, and residential treatment facilities across the state.
-  All gifts and donations to the program are tax deductible.
-  This program relies entirely on volunteers like you; it is your generosity that has kept it going year after year!

Individual/Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Individual/Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Please return forms to:** Child and Family Services of Michigan, Inc.  
2157 University Park Drive  
Okemos, MI 48864

**Or you may fax to:** 517-349-0969

- Additional information can be submitted on a separate sheet of paper as well.