

## Little Santa Big Shop



Board Members From left to right: Barbara Kroberger, Hannah Geller, Mindi Greenberg, Wendy Webb Schoenewald, Missing: Brittany Cooper

Since 2020, Little Santa Big Shop (LSBS) has been dedicated to spreading holiday joy by providing parents and guardians with a free, donation-based shopping experience for their children. Our mission is to ease the stress of the holiday season for families going through difficult times. Through kindness, generosity, and community, we aim to create moments of happiness and inspire recipients to pay it forward—sharing the spirit of giving for years to come.

We are proud to announce that **Little Santa Big Shop is now officially a 501(c)(3) nonprofit organization.**

The tradition began more than 20 years ago when the Greenberg family played “Secret Santa” for local families in need—providing gifts, clothing, toiletries, and even freshly baked cookies. Each year, Mindi Greenberg and her “Little Santas” sponsored more families than the previous year. In 2019, they supported 18 families and 47 children.

In 2020, as the pandemic unfolded, LSBS transformed the growing Secret Santa project into a “secret shopping” format. Parents now register, are vetted, and shop for their families during scheduled times—preserving dignity while ensuring fairness. In just five years, LSBS has helped more than **300 families** provide their children with toys, electronics, toiletries, games, craft items, and fresh-baked cookies—all donated by generous community members.

### Donation Drop-Off Locations (October 1–31):

- Wendy Webb Schoenewald Physical Therapy – Doylestown
- Sunrise Senior Living of Lower Makefield
- Sunrise Senior Living of North Wales
- Sunrise Senior Living of Abington
- Roman Delight Restaurant – Fountainville
- St. Anne Ukrainian Catholic Church – Warrington
- Giuseppe’s Pizza & Family Restaurant – Warminster
- Lord’s New Church – Huntingdon Valley
- Willow Grove Methodist Church – Willow Grove

### Special Event:

Join us on **Sunday, October 5th**, at Patriot Chevrolet (829 West Street Road, Warminster) during the **Tri-State Corvette Association’s 40th Annual Corvette Show**. Donations will be accepted from 9:30 AM – 3:30 PM. Look for the **Red GMC Truck!**



“It truly takes a village. None of this would be possible without the support of family, friends, the Tri-State Corvette Association, and our generous community.”  
– *Mindi Gurwood Greenberg*

### Get Involved:

- Email: [LittleSantaBigShop@gmail.com](mailto:LittleSantaBigShop@gmail.com)
- Facebook: Little Santa Big Shop
- Instagram: [@littlesantabigshop](https://www.instagram.com/littlesantabigshop)

### Donations Greatly Appreciated:

- Checks may be made payable to: Little Santa Big Shop
- Mailed Donations & Packages can be sent to: PO Box 157 Jamison, PA 18929

