

Holiday Hearts

Mission Statement

Holiday Hearts exists to bring comfort, dignity, and a sense of belonging to individuals and families facing hardship through the holiday season. Through professionally installed holiday lighting, interior seasonal décor, sponsored holiday gatherings, and the thoughtful provision of gifts, we create moments of joy, hope, and human connection for those who may otherwise experience the holidays as a time of isolation, loss, or stress.

Our mission is simple but powerful: to use light as a symbol of care, community, and compassion.

Vision

We envision communities where no one feels forgotten during the holidays, whatever holiday that is. Communities where homes, shared spaces, and gatherings reflect warmth, inclusion, and care. Holiday Hearts strives to be a trusted nonprofit that transforms both spaces and experiences by pairing seasonal experiences with human connection, ensuring that joy is felt not only through decor, but through shared moments, celebration, and giving.

Purpose

The purpose of Holiday Hearts is to serve individuals, families, and organizations who lack the financial, physical, or emotional capacity to fully experience the holiday season on their own. This includes, but is not limited to:

- Families experiencing financial hardship
- Individuals facing serious illness, disability, or grief
- Seniors and veterans living alone or in care facilities
- Shelters, traditional housing, and community homes
- Nonprofits serving vulnerable populations

By providing holiday lighting, decor, celebrations, and meaningful gifts at no cost, Holiday Hearts delivers more than seasonal services—we deliver reassurance, dignity, and a sense of belonging.

Core Values

Holiday Hearts is guided by the following principles:

Compassion

We lead with empathy and understanding, recognizing that meaningful holiday support extends beyond appearances to emotional well-being

Dignity

We believe charitable work should never feel transactional or performative. All services—lighting, decor, events, and gifts—are provided respectfully and without obligation

Safety and Professionalism

All installations and activities are conducted by trained professionals and volunteers following best practices for safety, quality, and appropriateness

Community Partnership

We collaborate with local businesses, volunteers, and organizations to deliver cohesive, impactful holiday experiences

Integrity & Stewardship

We are committed to transparent governance, responsible use of funds, and thoughtful allocation of resources across all programs

Programs & Activities

Holiday Hearts will deliver its mission through thoughtfully designed seasonal programs that address both visible and experiential aspects of the holiday season.

Programs may expand over time based on funding, partnerships, and community need.

Comfort & Joy Lighting Program

- Nomination-based selection of recipients through partner organizations and community referrals
- Professional design, installation, maintenance, and removal of exterior holiday lighting
- All materials, labor, and logistics provided at no cost to recipients
- Emphasis on tasteful, respectful displays appropriate to each home or facility

Warmth Within: Interior Holiday Decor Program

- Seasonal interior decorating for common areas and community rooms
- Decor may include trees, wreaths, garlands, table decor, and other festive elements
- Designed to create welcoming, uplifting environments without burdening recipients
- Implemented in partnership with volunteers and local sponsors where appropriate

Celebration & Connection: Holiday Event Sponsorship

- Sponsorship or support of holiday parties and seasonal gatherings
- Focus on shelters, care facilities, transitional housing, and community organizations
- May include decor, refreshments, activities, and logistical support
- Designed to foster connection, inclusion, and shared celebration

Wrapped with Care: Holiday Gifting Program

- Provision of holiday gifts for individuals and families who may not otherwise receive them
- Gift selection guided by partner organizations to ensure appropriateness and dignity
- Emphasis on thoughtful, age-appropriate, and need-aware giving
- Programs may include gift drives, sponsorships, or curated gift packages

Future expansion may include:

- Community-wide holiday incentives serving multiple organizations
 - Volunteer-supported installation and event days
 - Strategic partnerships with corporate sponsors and local businesses
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Goals

Short-Term Goals (1-2 Years)

- Establish a qualified, engaged Board of Directors
- Achieve 501(c)(3) tax exempt status
- Deliver comprehensive holiday support (lighting, decor, celebrations) to 10-25 recipient locations annually
- Build strong referral partnerships with local nonprofits and agencies
- Secure foundational funding through donations, sponsorships, and in-kind support

Long-Term Goals (3-5 Years)

- Expand service across Northern Virginia and surrounding regions
 - Increase annual impact to 50+ recipients
 - Develop sustainable corporate sponsorship and grant funding programs
 - Create scalable program models that integrate decor, events, and gift-giving
 - Become a recognized seasonal service nonprofit with strong community trust
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Role of the Board of Directors

The Board of Directors plays a critical role in guiding Holiday Hearts' mission and ensuring long-term sustainability. Board members are expected to:

- Provide strategic oversight and fiduciary responsibility
 - Support fundraising and community partnerships
 - Uphold the mission, values, and ethical standards of the organization
 - Serve as ambassadors for Holiday Hearts within the community
 - Assist in long-term planning and program development
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Why Holiday Hearts Matters

For many, the holiday season highlights what is missing—health, stability, companionship, or resources. Holiday Hearts exists to gently counter that narrative by addressing both environment and experience. A decorated home, a welcoming interior space, a shared holiday gathering, or a thoughtful gift becomes a visible signal: *you are seen, you are valued, and your community cares.*

We believe that beauty, celebration, and generosity—when delivered with intention and dignity—can create profound emotional impact. Together, we turn light into hope, moments into memories, and the holiday season into a time of connection for all.

This document is intended to provide a clear understanding of our mission, purpose, programs, and vision. Information provided in this document is subject to change.