

# NARRATIVE OF THE TRUE TOP 1% FOUNDATION AND ITS ARTS4VETS PROGRAM

CAPT. S. CLAUS

## PROGRAM OBJECTIVE:

1. **Enhance Mental Health Awareness:** Increase awareness of mental health issues among Veterans, Active Duty Servicemembers, National Guard, and Reserves by integrating mental health support with festive activities during the holiday season.
2. **Foster Community and Connection:** Build a sense of community and connection among military personnel and their families through interactive and supportive events, reducing feelings of isolation and loneliness during the holidays.
3. **Provide Creative Outlets:** Offer art supplies and promote creativity as a therapeutic tool to help servicemembers and their families express themselves, manage stress, and find joy through artistic activities.
4. **Support Emotional Well-being:** Deliver comfort and joy to Veterans and servicemembers in hospitals and Vet Centers, recognizing their service and providing a source of emotional support during the challenging holiday season.
5. **Promote Foundation Resources:** Raise awareness about the True Top 1 Percent Foundation's programs and resources by engaging with the military community through various events, ensuring that those in need are informed about available support systems.
6. **Strengthen Military and Community Relations:** Build stronger relationships between the military and local communities through collaborative events, fostering mutual support and appreciation for the sacrifices made by servicemembers.
7. **Increase Program Reach and Impact:** Expand the program's reach and impact by organizing diverse activities that engage various segments of the military community, including hospital patients, base personnel, and local Veterans, ensuring broad and inclusive participation.

8. **Celebrate Service and Sacrifice:** Honor the service and sacrifices of military personnel by integrating traditional holiday elements with meaningful support, acknowledging the unique challenges faced by those who serve.

## PROGRAM ACTIVITY DETAILS

1. **Hospital Visits**

- **Objective:** Provide comfort and joy to Veterans and servicemembers in hospitals, emphasizing the importance of mental health.
- **Activities:** Distribute art supplies and engage in festive interactions to uplift spirits.

2. **Base Visits**

- **Objective:** Bring festive cheer to military bases and interact with servicemembers.
- **Activities:** Deliver gifts, art supplies, and participate in base activities to provide a break from routine and support morale.

3. **Vet Center Visits**

- **Objective:** Support Veterans at community Vet Centers, offering resources and festive joy.
- **Activities:** Hand out art supplies and engage in supportive conversations to strengthen community ties.

4. **Lunch Events**

- **Objective:** Create positive experiences for servicemembers and their families during lunch outings.
- **Activities:** Distribute art supplies and share information about the foundation's programs while interacting with attendees.

5. **Free Meet and Greets**

- **Objective:** Offer accessible opportunities for Veterans and families to connect with Capt. S. Claus.
- **Activities:** Provide art supplies and information about the foundation's support systems, fostering community engagement.

6. **Special Events (Chick-fil-A, Lippert)**

- **Objective:** Spread holiday cheer and support creative expression at special events.
- **Activities:** Distribute art supplies and engage with children and Veterans to enhance the festive atmosphere.

# BUDGET FOR OPERATION CLAUS

**Capt. S. Claus:** "I'm Captain S. Claus, a descendant of the 4th-century St. Nicholas of Myra (Turkey). I have the honor of bringing the love and joy of the Christmas season all year long to children, families, and our Military men and women serving across the globe. It is my nature to look after the needs of others and to be a secret gift giver!

Every time I wear this suit/uniform, I am honored to represent the best in the Military and to help support the mental health of those in service! At Christmas and other holidays, many of our military service members won't get the opportunity to go home or see their families. They miss seeing the joy on their own children's faces, and the children miss seeing their parents. They have sacrificed more than you might comprehend! So, I ask you to thank a Veteran every time you see one. Send a prayer for all our military serving overseas. And to the Active Duty and the Veteran, thank you for your service!"

## Detailed Financial Budget for Art Supplies and the Capt. S. Claus Program:

Capt. S. Claus is a **FREE** program; we do not charge any fees for participating military events. Our commitment to the mission of the True Top 1 Percent Foundation remains unwavering as long as the events align with our mission. At each event, we distribute free art supply kits and toys, reinforcing our belief that art is key to improving mental health and well-being to all Servicemembers and all children.

### 1. Base Interactions

#### 1. 3 Vet Center Events

- **Art Supplies Needed:** 45 per event
- **Total Art Supplies:**  $45 \times 3 = 135$
- **Estimated Cost per Supply:** \$9
- **Total Cost:**  $\$9 \times 135 = \$1,215$
- **Details:** Art supplies will be distributed to Veterans visiting the Vet Centers and their kids, providing creative tools to support mental well-being.

#### 2. 9 Visits to Raising Cane's

- **Art Supplies Needed:** 50 per visit
- **Total Art Supplies:**  $50 \times 9 = 450$
- **Estimated Cost per Supply:** \$9
- **Total Cost:**  $\$9 \times 450 = \$4,050$

- **Details:** Each visit will engage children and families with art supplies, creating festive and supportive interactions during the holiday season for Veterans and children.
3. **2 Visits to McDonald's**
- **Art Supplies Needed:** 50 per visit
  - **Total Art Supplies:**  $50 \times 2 = 100$
  - **Estimated Cost per Supply:** \$9
  - **Total Cost:**  $\$9 \times 100 = \$900$
  - **Details:** Art supplies will be handed out to children and families at McDonald's, providing a joyful experience and creative outlet at a "Milk and Cookies with Santa" Event.
4. **1 Mission BBQ Event**
- **Art Supplies Needed:** 50
  - **Estimated Cost per Supply:** \$9
  - **Total Cost:**  $\$9 \times 50 = \$450$
  - **Details:** Art supplies will be distributed during the event, supporting both children and Veterans with creative resources.
5. **1 Personal Meet and Greet on the National Guard Post in South Bend, IN**
- **Art Supplies Needed Est:** 250 for children + 50 for Veterans = 300
  - **Estimated Cost per Supply:** \$9
  - **Total Art Supplies Cost:**  $\$9 \times 300 = \$2,700$
  - **Cost to transport vehicles to the event from Plymouth IN to South Bend Armory in Indiana:** \$500 in gas for all vehicles and team
  - **Tent Rental 1:** 10 x 30 tent: \$300 plus set up of \$75
  - **Marketing Material for Veterans to Hand out:** 2,500 brochures: \$475
  - **Food/Catering bakery with cookies and coffee:** to serve 300 people \$485 discounted (5 gallons of milk at \$2.69 a gallon: \$13.50)
  - **Social Media Advertising week leading up to event:** (FB, IG, X: average cost \$500 per platform) \$1,500
  - **Total Cost of Event:** \$5,549
  - **Details:** This our Foundations annual Capt. S. Claus meet and greet that we will provide art supplies to both children and Veterans, enhancing the personal connection and support as well as interactions with Santas "sleigh" the MatV as well as his "warrior" Elves and his 8 reindeer that will be 8 different military vehicles lined up Infront of his sleigh.
6. **3 Visits to Chick-fil-A**
- **Art Supplies Needed:** 50 per visit
  - **Total Art Supplies:**  $50 \times 3 = 150$
  - **Estimated Cost per Supply:** \$9
  - **Total Cost:**  $\$9 \times 150 = \$1,350$

- **Details:** Art supplies will be given out at Chick-fil-A visits, fostering community engagement and creative expression.
- 7. **1 Visit to Lippert Christmas Party**
  - **Art Supplies Needed:** 300 for children est for all employees children + 120 for Veterans at the Lippert Plants in the Michiana area = 420
  - **Estimated Cost per Supply:** \$9
  - **Total Cost:**  $\$9 \times 420 = \$3,780$
  - **Details:** Art supplies will be distributed at the Lippert Christmas Party, supporting holiday cheer and creative activities for attendees.

## 2. Summary of Costs

- **Total Number of Art Supplies Needed:**
  - Vet Centers: 135
  - Raising Cane's: 450
  - McDonald's: 100
  - Mission BBQ: 50
  - National Guard Post: 300
  - Chick-fil-A: 150
  - Lippert: 420
  - **Total Supplies:** 1,485
- **Subtotal Estimated Cost:**
  - Vet Centers: \$1,215
  - Raising Cane's: \$4,050
  - McDonald's: \$900
  - Mission BBQ: \$450
  - National Guard Post: \$5,549
  - Chick-fil-A: \$1,350
  - Lippert: \$3,780
  - **Grand Total:** \$17,294
- **Uniform Additional:** \$89 for OCP bottoms x 2; \$79(discounted) Top uniform x 7 for extra fabric as well as Santa's hat and the warrior elf team of 9 hats: Santas Fur: \$50 per yard 3 yards for hats and uniform: \$200 flat cost for sewing uniform... **Total Cost: \$1,081**
- **Dry Clean Uniform** 20 visits x \$23.00 per uniform dry cleaned for spills, and drips on uniform: **\$460**
- **Transportation Cost:** 20 different visits
  - **Milage to and from South Bend,IN @ \$0.17 per mile for a large vehicle:**
    - 3 Vet Centers: in Indianapolis, Fort Wayne and South Bend, IN; 554 miles
    - 9 Raising Cane's locations over Indiana; 4,487 miles

- McDonald's: 23 miles
- Mission BBQ: 16 miles
- National Guard Post: 6 miles
- Chick-fil-A: 252 miles
- Lippert: 24 miles
- Total Miles: 5,362 miles @ \$912

### **Total Estimate Cost \$19,747.00**

Each Capt. S. Claus event will last an average of 3 hours, with most restaurant visits spanning 2 hours, while Meet and Greets and Base visits will extend to 4 hours. Every event will be supported by a liaison, whose role includes managing social media and overseeing Santa's activities. The liaison is responsible for maintaining Santa's image by handling any challenging situations—such as communicating when Santa needs a break or managing interactions with children—and ensuring that Santa's schedule runs smoothly.

The liaison will work a 40-hour week from August through December 24th, with responsibilities including transportation and hotel accommodations if needed. This seasonal position offers a starting pay of \$20.00 per hour, amounting to a total seasonal salary of \$17,600.

### **Gross Budget \$37,347**

Total Est Budget \$45,000 to include unforeseen added events to the schedule:











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Capt. Santa Claus, pilot for the Valuable Items X-Mas Express Navigation Squadron (VIXEN), waves goodbye before returning home to the North Pole in his sleigh, a KC-135R Stratotanker, after the children's Christmas party at Grissom Air Reserve Base, Ind. on Dec. 2. The event welcomed families of Airmen to the base to enjoy games and treats.

Photo Provided by Airman Elise Faurote/U.S. Air Force



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**CAPTAIN S. CLAUS**



**IS COMING TO TOWN !!!**





























