



December 5, 2026
6:30am Shopping at Meijer
7:30am Wrapping at Muncie Toyota
10am Deliveries Depart From Muncie Toyota

Our Story

December 2004, Chris (my wife) and I decided to not buy presents for each other for Christmas and use the money to provide a family in need with a tree and presents for the holidays. Two tables setup in the garage, Chris and my two daughters, Katie and Maddie, a couple of Santa hats, some wrapping paper and bows and the story is started.

As the presents are being wrapped, my brother-in-law arriving for Christmas with the family, inquires about what we are doing. Within the hour, his credit card in hand and girls in the van at 11pm we are headed back to Meijer to buy for a second family that I was given to fund. God is Good!

The name and secret part of Secret Families came from a friend that suggested the name based upon what I told him my family was going to do this Christmas. He asked that I use some money that he gave me to sponsor a family in need, but keep it a "Secret".

Our families come exclusively from local school principals throughout Delaware County (Indiana). We ask the principals for recommendations of families that are in the greatest need and they have always come through over the years. Thank you!

—Al and Chris Holdren, Co-Founders

Number of Families We Have Sponsored!

All of the above is done for families in East Central Indiana that would not have Christmas presents under their tree.

We began sponsoring families in 2004 with 2 families. With your generous support, nineteen years and 3,900+ families later, Secret Families Christmas Charity continues to grow and serve local families in need.

About Secret Families Charity

What We Do for Sponsored Families!

Your \$550 donation provides the following items:

- Provide decorated Christmas tree
- Provide presents for the entire family
- Provide \$100 Meijer gift card to each family to purchase Christmas dinner
- Provide a Bible for the family

2025 brought us 380 families. Can you help us make it another record year?

Ways to Sponsor: Write a check to Secret Families, Organize fundraisers throughout the year, Engage your family to co-sponsor a Secret Family, Invite Neighbors to come together to sponsor a Secret Family, Husbands and wives sponsor a family instead of giving gifts to each other, Companies sponsor a Secret Family instead of giving employee gifts or customer trinkets.

Mail Checks to:

Secret Families c/o Estep Doctor 3737 W. Bethel Ave. • Muncie, IN 47304

Al Holdren • al@leapmanagedit.com • Work - 765-744-0369

<http://www.secretfamilies.org>

Secret Families is a 501(c)(3) tax-exempt corporation. Contributions may be tax deductible, please consult your tax advisor.



venmo
@SecretFam1

SECRET FAMILIES - "HOW TO SPONSOR A FAMILY @ \$550"

FUNDRAISING IDEAS

(FAMILIES)

- Host a dinner with 4 other families and split it up.
- Adults quit buying Christmas for each other and sponsor a family each year.
- Sacrificial Giving!
- Card party with 10 couples \$50/couple. Play for something homemade!
- Kids throw a gaming party for friends.
- 20 Pies at \$25 each bake sale to friends.

(Co-WORKERS)

- Ask to have a "Wear jeans all week for \$10/person"
- Move dress code to "Jeans Anytime" for \$2/day.
(A 10 person company in 2016 has sponsored 3 families using this)
- Just pass the hat and ask employer to match what you raise. "Tax Deductible"
- Raffles for extended lunches or days off.

The other things we need are:

- 1) Opportunities to speak at any group (churches, social groups, PTA's/PTO's, Lions.....) asap.
- 2) Desserts for our dinner. Drop them off at Toyota on day of event before 4pm.
- 3) Opportunities to meet business owners for a 5 minute conversation.
- 4) Opportunity to speak to EVERY church pastor in Delaware Co. next year, we have about 300 to go!!