

History of Empty Stocking

The Empty Stocking Fund has a long history of providing underprivileged children in the metro Atlanta area with gifts for the holiday season. Founded in 1927 by the late James B. Nevin, editor of the Atlanta Georgian, The Empty Stocking Fund is one of the oldest charities in the metro Atlanta area.

In 1931, The Atlanta Georgian joined forces with the Atlanta Junior Chamber of Commerce (Jaycees), who took on the responsibility of conducting the annual drive for funds.

In 1932 at WSB Radio, the "Unorganized Cheerful Givers" began providing gifts to needy children and they were supported by the Atlanta Journal. Then, in 1939 the Atlanta Georgian merged with The Atlanta Journal, and the group again grew larger as the "Unorganized Cheerful Givers" joined forces with The Journal's Empty Stocking Fund.

Four years later, in 1943, The Empty Stocking Fund opened its first "toy store" where parents could "shop," at no cost to them, for their children's Christmas gifts.

Through the hard work of metro Atlanta individuals and corporations, The Empty Stocking Fund has grown to be one of the largest charitable organizations of its kind in the Southeast.

Moving forward, this generous support will continue to enable the Empty Stocking Fund to brighten the holidays for as many needy families as we can reach.

For more than 75 years, The Empty Stocking Fund has been bringing the joy and wonder of the holiday season to thousands of metro Atlanta's disadvantaged children. It is thanks to the tireless efforts of thousands of volunteers and generous donors that these children are not disappointed on Christmas morning.

The Empty Stocking Fund serves children from birth to age 13 in the City of Atlanta and DeKalb, Clayton, Cobb, Douglas, Fayette, Fulton, Gwinnett and Henry counties. Every year, with the help of each county's Department of Family and Children Services (DFACS), letters are sent to the parents of underprivileged children to let them know they are eligible to receive toys for their kids. Parents are then able to come to our Santa Village and pick out the appropriate gifts for their children just as if they were shopping.

The Empty Stocking Fund also assists some other non-profit organizations dedicated to helping children. Orphanages, churches, day care centers and shelters are some of the groups we help to further provide less fortunate children with presents for the holidays.

With various fundraising efforts throughout the year, The Empty Stocking Fund raises money to finance the purchase of toys and other gift items that the kids will enjoy and that meet our high standards. Toys are thoughtfully selected for each age group and gender. Products that promote violence or racial stereotypes are not considered.

The Empty Stocking Fund is committed to providing metro Atlanta's needy children with quality gifts that meet their interests. Our program also helps boost parents' self-esteem by assisting them in fulfilling their role as "Santa" and protecting their children's belief in the holiday spirit.