



**Senora Claus and Familia Santiago from Sunnyvale, CA Named Recipients of
Hispanic Foundation of Silicon Valley's 2012 La Familia Award**

*La Familia Santiago Have Been Spreading the Spirit of the
Holidays to the community of Alviso for 29 Years*

September 6, 2012, Silicon Valley, CA—The [Hispanic Foundation of Silicon Valley \(HFSV\)](#) announces the Santiago Family of Sunnyvale, CA has been named recipients of the [2012 La Familia Award](#). The Santiago family has a long standing history of multi-generational volunteerism in the community instilled by family matriarch Judy Santiago and patriarch Joe G. Santiago, Sr.

“La Familia Santiago exemplifies a family of volunteer role models for the Latino community. Without the hard work, dedication and love La Familia Santiago puts into the [Santa Visits Alviso Foundation \(SVAF\)](#), it would not be the trusted and loved member of the Alviso community that it is today,” said Ron Gonzales, President & CEO of the HFSV.

About La Familia Santiago

The family calling first began in 1983, when Alviso, a small community in San Jose, California, was victim of severe winter flooding. It was then that the Santiago's (Joe and Judy) started the tradition of having Mr. and Mrs. Claus visit Alviso where they handed out candy canes to the children of this underserved and mostly Hispanic neighborhood. Their visits ensured the children of Alviso would still be visited by the spirit of the holidays, despite the natural tragedy surrounding the community.

Judy Santiago, honorary chair and member of the SVAF board of directors has dedicated herself fulltime, without pay for over 29 years to the foundation.

While Judy and Joe G. Santiago, Sr. (deceased) started this family tradition, their children, grandchildren and, now, great grandchildren have willingly and full-heartedly taken on the family calling as well. The Santiago children: Yolanda Santiago, Michelle Wagner (deceased) Danny Santiago (deceased) and Michael Wagner all have contributed their support to the Alviso community. As an example, family members took on the roles of:

- Santa Claus-Danny Santiago
- Running the photo booth- Michelle Wagner
- Running the gift room- Yolanda Santiago
- SVAF day-to-day operations (including managing the website, marketing, financials/tax returns) - Michael Wagner

But it doesn't end there—the entire Santiago Family volunteers to bring the holiday spirit to the Alviso community, including grandchildren: Vanessa Santiago-Huizar, Bobby Santiago, Debra Doyle, Sean Doyle, Lauren Santiago, Annie Santiago, and Alexa Santiago. Even the first Santiago great grandchild, Austin, contributes to the cause.

About the Santa Visits Alviso Foundation

The SVAF is a non-profit foundation focused on bringing educational gifts and the spirit of the holidays to hundreds of youngsters ranging from toddlers to teens. The organization works in close partnership with Alviso's Library and Youth Center and the City of San Jose to promote education to neighborhood youth.

In June 2006, the SVAF fulfilled one of its long term goals of giving scholarships to deserving students of the Alviso Community. This was due in part to the generous support of their contributors, the [Legacy San Jose Alviso Youth Foundation](#) and the hard work of La Familia Santiago.

As of November of 2011, the SVAF has awarded more than \$192,190.00 in scholarships via the *Judy Santiago, Joe G. Santiago, Sr. and Tony P. Santos Honorary Scholarship Fund*. Each scholarship recipient is eligible to apply for new funds for each school year and their school performance are closely tracked by the foundation. The organization promotes all education careers including trade school, culinary school, community colleges and universities. The SVAF collaborates with other educational organizations to identify eligible students to receive scholarships. In return for this support the SVAF asks that all scholarship recipients to volunteer in the Alviso community.

The SVAF supports many programs including the Santa Visits Alviso Holiday Program, Alviso Library Reading Programs, Alviso Youth Center Programs, the Alviso Soccer Program and the Santa Visits Alviso Scholarship Program.

La Familia Award

Each year the Hispanic Foundation of Silicon Valley recognizes one special Hispanic family with La Familia Award for their exemplary volunteer service to the community. The selected family is honored at the Foundation's annual gala event, the Hispanic Foundation Ball.

About the Hispanic Ball

This year the [23rd Annual Hispanic Foundation Ball](#) will be held at the [Fairmont Hotel](#) in San Jose, California on Saturday, October 13, 2012. The first event was held in 1990 to raise awareness about the issues affecting the Latino community, to promote volunteerism, celebrate philanthropic leaders, and to provide a vehicle to support nonprofit organizations serving the Hispanic community with cash grants. Over the course of its history, the event has been a powerful tool for community philanthropy generating nearly \$2,300,000 in grant making funds. Tickets for the event may be purchased by clicking [here](#).

About The Hispanic Foundation Silicon Valley

[The Hispanic Foundation of Silicon Valley](#) is a public foundation which cultivates philanthropy and inspires Hispanic children and families to achieve personal greatness. HFSV engages leadership and bridges resources to invest in a thriving Hispanic community. Resources are directed toward educational excellence, healthy aging, leadership development, research, and convening and engaging the Hispanic community to improve the quality of life for Latinos and the Silicon Valley region. For more information: <http://www.hfsv.org/index.html> or call: (408) 216-7612.

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2012 La Familia Award

"La Familia Santiago exemplifies a family of volunteer role models for the Latino community."

Join us in recognizing the Santiago family for their contributions to our community.



Standing L-R:

*Lauren Santiago (granddaughter),
Lucas Huizar (great grandson),
Vanessa Santiago-Huizar (granddaughter),
Yolanda Santiago (daughter),
Kyle Osborn (grandson),
Pedro Huizar (Vanessa's husband)*

Seated L-R:

*Lee Reid (son-in-law kneeling),
Danny Santiago (son/Santa),
Judy Santiago, Debra Doyle
(granddaughter), Michael Wagner*

Lower Seated:

*Austin Huizar (great grandson),
Annie Santiago (granddaughter),
Alexa Santiago (granddaughter)*

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