Christmas is a special time of year. We love to gather together with family and friends to sing, eat and exchange gifts. Some gifts you receive will show up in next year’s white elephant gift exchange, others will find their place in a dusty shelf in the garage and there will be a few that hold a spot in your heart for at least a year, hopefully a lifetime.

That’s why kids write letters to Santa Claus. It’s the hope of getting a gift that’s wanted. A gift that means something.

Families around the world, just like yours, are gearing up for the end of the year. Here are a few things they put on their list this year. Some families would love to get educational toys for their kids. Others more than anything would love seeds and tools for the opportunity to have a small farms with more nutritious food. Entire communities would love to have a well closer to their houses, so they don’t have to walk miles and miles to get water.

You have the chance to give these families gifts, not ones that will be left in a dusty garage somewhere, but gifts that will change their hearts and lives forever. A gift that will let them know that they are not alone and that someone cares about them.

This year, decide to make CWS Best Gift a part of your family’s Christmas traditions. You can look through the catalog or choose a gift from the bulletin insert. Give a gift with more meaning this year!