



The Salvation Army
Canada and Bermuda
Alberta and Northern Territories

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For Immediate Release:

Salvation Army Falls Short of \$1,000,000 Kettle Campaign Goal

Calgary, AB – December 31, 2018 – The Salvation Army has fallen short of their \$1,000,000 Christmas Kettle Campaign goal. With a few donations still being counted, they currently have raised \$850,000, or 85% of their goal. Expectations were high as demand for The Salvation Army's programs has grown.

“Hopefully by leaving the Campaign open for a while longer we can raise a few more dollars and reach our goal,” says Major Al Hoeft, Divisional Secretary for Public Relations. “We know that there were people who would normally have given us a donation but found themselves needing our assistance for the first time as Calgarians fight back from a less than ideal economy this year.”

There is still time to make a donation to the Campaign online at FillTheKettle.com or by calling 1-800-SAL-ARMY. Donations are still being accepted during the next few days to try to fill the gap, and any made by the end of day today are still eligible for a 2018 tax receipt. Mailed cheques must be postmarked by today (December 31) for an end of year receipt.

The Kettle Campaign donations stay local to ensure programs and services for Calgarians in need continue to run all year long. Falling short will put a strain on the Army's budget but they are hopeful for a few more donations to erase the shortfall.

“Calgarians are generous, resilient, and extremely dedicated to helping others,” says Hoeft. “We are very hopeful we can raise the \$150,000 needed to continue offering our programs to people in need.”

The Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become the largest non-governmental direct provider of social services in the country. The Salvation Army gives hope and support to vulnerable people in 400 communities across Canada and in 131 countries around the world. The Salvation Army offers practical assistance for children and families, often tending to the basic necessities of life. When you give to The Salvation Army, you are investing in the future of marginalized and vulnerable people in your community.