



Giving Hope Today

Salvation Army Kettle Donations Down More than \$250,000

Halifax, NS December 23, 2020 – With just two days to go, The Salvation Army’s annual Christmas Kettle Campaign is **down more than \$250,000 in donations** across the Maritime provinces.

“Our annual kettle campaign has faced many challenges this year. With less kettles in stores and tighter restrictions in many cities, we simply are not raising the funds we need,” explains Major Jamie Locke, divisional secretary for public relations and development.

With a regional **\$1.8 million** fundraising goal, the kettle campaign enables The Salvation Army to assist thousands of families and individuals who have met with hard times. Last year in the Maritimes, The Salvation Army helped more than 56,000 people by providing food, shelter, practical support programs and Christmas assistance.

“People are turning to us that have never had to ask for help before,” says Locke. “They need us now and we need the support of Maritimers who can donate.”

Contributions to the kettle campaign allow The Salvation Army to continue operating its life-changing programs, such as substance-use recovery, housing support, job and skills training and budgeting classes, with each donation remaining in the community it was raised in.

“We know times are different, so we have introduced new ways to give. You can donate online or at the kettle via credit card, debit card and even a contactless tap method,” Locke explains. “For those who donate online, we will match your postal code to your community to ensure it goes to help your neighbours in need.”

The Salvation Army is asking Maritimers who are able to give generously this Christmas. You can donate online at [SalvationArmy.ca](https://www.salvationarmy.ca), by calling 1-800-SAL-ARMY or at a kettle near you.

For further information:

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