



Giving Hope Today

Unprecedented Increase in Need Drives Salvation Army 130th Christmas Kettle Campaign

The Salvation Army's largest public fundraiser of the year supports more than 56,000 vulnerable people in 25 communities across the Maritimes.

Halifax, NS November 19, 2020 – The Salvation Army has seen the number of people needing support skyrocket over last year in many locations across the Maritimes. It is a worrying and unprecedented jump not seen since the Second World War by the organization. And, as the coronavirus continues to impact lives, it is expected that the need for support will continue to grow in the coming months.

As the urgency increases, The Salvation Army officially launches its 2020 Christmas Kettle Campaign – the organization's largest public fundraising drive of the year.

"People are turning to us that have never had to ask for help before," says Major Jamie Locke, divisional secretary for public relations and development. "They need us now and we need the support of Maritimers who can donate."

With a regional **\$1.8 million fundraising goal**, the Christmas Kettle Campaign enables The Salvation Army to provide practical assistance to 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, providing 13,000 free meals, assisting 14,000 with Christmas food hampers and toys, and over 31,000 with food, clothing or practical help.

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. At 200 kettle locations across the Maritimes, every donation to a Christmas kettle remains in the community in which it was given, to support local needs.

Beyond donating to The Salvation Army's Christmas kettles, FilltheKettle.com, a Salvation Army mobile site, will enable donors to give online. Users of FilltheKettle.com can also host their own online kettle and encourage their friends, family, neighbours and co-workers to donate to The Salvation Army.

Donations to the 2020 Christmas Kettle Campaign can also be made at SalvationArmy.ca/Maritime, by calling **1-800-SAL-ARMY** and via mail to The Salvation Army, 330 Herring Cove Rd, Halifax, NS B3R 1V4

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