

PRESS RELEASE



Giving
Hope
Today

The Salvation Army Surpasses its Annual Fundraising Goal

Victoria, B.C. (Jan. 7) - The Salvation Army's annual Christmas Kettle Campaign surpassed its fundraising goal of \$225,000 with total donations coming in at \$235,000.

The generosity of the Victoria public poured in especially during the week prior to Christmas. Last year the drive came up short of the \$225,000 goal, and The Salvation Army wants to thank Victoria residents contributing what they could this year during what are tough economic times for some.

"Donations stay locally to support our community and family services," says spokesperson Patricia Mamic. "The funds provide basic human needs such as food, shelter and clothing both at Christmas time and throughout the year. Because of our generous donors, families, seniors and the most vulnerable in our communities have a warm place to rest, a nutritious meal and in some cases, a place where they can seek refuge from violence and addictions."

Across Canada The Salvation Army met its target goal of \$21 million. Across the province, money is still being counted, but The Salvation Army is optimistic of hitting its goal of \$4 million, and currently sits around \$3.8 million.

"The good news is that we did not have to cancel any kettle shifts this year due to extreme weather conditions," says Mamic. "We really appreciate the volunteers who bundled up to face the elements and we want them to know their time and efforts paid off and greatly helped those in need."

HOW YOU CAN HELP:

Donate Online or by Phone: salvationarmy.ca FilltheKettle.com or call 1 800 SAL ARMY

Donate Locally: Donate at one of Salvation Army office locations across the province.

Volunteer: Contact your local Salvation Army office or visit us at

<http://www.salvationarmy.ca/volunteer/volunteer-with-us/>

WHERE YOUR FUNDS GO:

More information about the work of The Salvation Army can be found in our Annual Review at:

<http://www.salvationarmy.ca/annualreview2014-2015/>.

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The Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become one of the largest providers of social services in the country. Working in 400 communities across Canada and more than 120 countries around the world, we provide practical, compassionate support to meet basic

human needs. By giving people hope, we transform the lives of British Columbians today and every day.

For more information, please contact

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