



Giving  
Hope  
Today

## **MEDIA RELEASE**

### **Kettle Donations In Crisis in Lower Mainland**

**Burnaby, B.C. (Dec 18)** –The Salvation Army Kettle donations in Vancouver are down almost 76 per cent over last year with less than a week to go before Christmas.

The Salvation Army relies heavily on their Kettle donations not only to help people during Christmas, but all year long. Almost 70 per cent of the funds raised to support The Army are raised during November and December.

“This is our busiest fund-raising time of the year and to be down this much at this point in our campaign is very concerning,” says Mike Leland with The Salvation Army BC Division. “We rely on these funds heavily and if we do not turn things around quickly, a lot of individuals and families are going to be missed this year.”

With a \$21.6 million national fundraising goal, and a \$4 million provincial goal, the Christmas Kettle Campaign enables local Salvation Army units to work with struggling individuals and families and help with basic necessities. Contributions also support The Salvation Army’s life-changing programs, such as substance abuse recovery, housing supports, job and life-skills training, and education classes that help people find a way out of poverty, permanently.

With just seven days remaining before Christmas, The Salvation Army is hoping for a strong outpouring of support from the public.

“The Christmas kettle is a symbol of help and hope for those in need during the holidays and a direct way for people to make a meaningful impact in their community,” says Leland. “As people are out shopping in these final days before Christmas, we invite them to make a donation at a Christmas kettle, by calling 1-800-SAL-ARMY or online at [SalvationArmy.ca](http://SalvationArmy.ca).

On Saturday, December 21, Walmart Canada will match donations made by individuals to Salvation Army Christmas kettles located in select stores nationwide up to a maximum of \$100,000. With one in seven Canadians struggling to make ends meet, The Salvation Army relies on this fundraising campaign to help feed, clothe, shelter and empower those in need.

Donations to the 2019 Christmas Campaign can also be made online at [SalvationArmy.ca](http://SalvationArmy.ca), by calling 1-800-SAL-ARMY (725-2769), or via mail to The Salvation Army, 2 Overlea Blvd, Toronto, ON M4H 1P4.

**About The Salvation Army:**

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 direct providers of social services in the country. For more than 135 years, The Salvation Army has given hope and support to vulnerable people in 400 communities across Canada and in more than 130 countries around the world. The Salvation Army offers practical assistance for children and families, often tending to the basic necessities of life, providing shelter for homeless people and rehabilitation for people who have lost control of their lives to an addiction.

***SalvationArmy.ca***

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