

MEDIA Release

Digital, Touchless Giving Launched

Canadians safely tapping across Canada to support one charity

Vancouver, B.C. (Dec. 01) – The Salvation Army announces a new and innovative touchless-digital giving option to help with this year’s signature Christmas Kettle Campaign. In response to safety measures implemented by the government, hundreds of kettles will be equipped with safe touchless giving technology across the province.

The quick self-tap of your debit or credit card on the specified amount while donating to a kettle will make it easy and safe for donors to give this year. Cash, change and cheques are still accepted and extra cleaning protocols and safety measures for volunteers and staff are in place.

“In the midst of the pandemic’s second wave, the safety of the public, our staff and volunteers is our number one priority - everyone’s health is extremely important to us,” says Army spokesperson Mike Leland. “The reality is we still have to raise money to serve our communities and we hope this new technology is the answer to our worries this year.”

The Salvation Army has officially launched its 2020 Christmas Kettle Campaign – the organization’s largest public fundraising drive of the year. Now in its 130th year, this annual fundraiser seeks donations from the public to assist millions of people living at or below the poverty level. And the increased need from families and individuals in crisis this year has been a year like no other, with no end in sight.

“We are seeing an increase in the need for our services across the board”, say Leland. “In some areas we are seeing over a two to three percent increase in people who need our support. The funds from our Kettle program this month are going to be vital in order to meet that need.”

Even more so in this unpredictable year, one in nine British Columbians struggle to make ends meet. The Salvation Army relies on this fundraising campaign all year round to feed, clothe and shelter the most vulnerable members of our communities, while helping others escape violence and addiction.

With a national **\$21.6 million fundraising goal** and a provincial goals **\$4.5 million fundraising goal**, this Christmas Kettle Campaign enables local Salvation Army units to provide practical assistance to individuals and families in close to 60 communities across British Columbia. Contributions also allow the Army to continue operating its life-changing programs, such as substance abuse recovery, housing supports, job and skills training, and budgeting and education classes, which help people find a way out of poverty, permanently.

“As the COVID-19 Pandemic continues to impact lives, it is expected that the need for support will continue to grow at an alarming rate in the coming months”, says Leland. “Every donation to a Christmas kettle remains in the community in which it was given, in order to help local people in need, but we can’t do it alone; please find a kettle on the street and give generously if you are able to.”

Each year, The Salvation Army relies on the support of thousands of kettle workers who volunteer their time and energy to collect donations at each of our kettle locations across the country. The campaign would not be possible without the support of numerous corporate partners, including Walmart Canada, London Drugs, Loblaw Companies Limited, Costco, BC Liquor Stores, Canadian Tire, Cadillac Fairview, Safeway, Save-on-Foods, Sobeys, Bass Pro Shops, and many more, who allow Christmas kettles to be placed at their stores.

Can’t find a kettle? Donate online at [FilltheKettle.com](https://www.FilltheKettle.com) or [SalvationArmy.ca](https://www.SalvationArmy.ca), or call **1-800-SAL-ARMY** (725-2769).

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 the largest non-governmental direct provider of social services in the country. The Salvation Army gives hope and support to vulnerable people today and every day in close to 60 communities in B.C., 400 communities across Canada, and more than 130 countries around the world.

SalvationArmy.ca

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