

MEDIA Release

Local Charity Exceeds Goal During Pandemic

Vancouver, B.C. (Jan 11) -- The Salvation Army's Christmas Kettle Campaign had a record year in Vancouver and across the province, raising close to \$300,000 and \$5,300,000 respectively. For the province this represents a \$1 million increase over last year, at a time when funds are critically needed.

In British Columbia more people than ever are living at or below the poverty line and across Canada one in seven struggles to make ends meet. Added to this is significant hardship and increased need due to the COVID-19 pandemic. The Salvation Army annual Christmas campaign has never been more important, and this year British Columbians responded to help their most vulnerable.

"We let people know there was an increase in demand, and they responded," says spokesperson Mike Leland. "There was an incredible outpouring of support from people across the province and those funds will be put to work immediately to help feed, clothe and shelter those in need, while helping others escape violence and addiction," says Leland. "These funds will have a direct and meaningful impact on the lives of the individuals and families we serve, and we would like to thank British Columbians for their generosity."

In communities across the province The Salvation Army saw increased demand across the board for essential services, such as food and shelter. "In some communities the demand was up 200 per cent," says Leland. The Salvation Army has remained open during the pandemic to ensure those in the community are cared for. "We have been here since day one and we will be here until this is over, and beyond," says Leland. But The Salvation Army does not do this work alone, relying the on generosity of individuals and numerous corporate partners, including Walmart Canada, Loblaw Companies, Costco, BC Liquor Stores, Canadian Tire, Cadillac Fairview, Safeway, Save-on-Foods, Sobeys, and many more, who give and who generously allow Christmas kettles to be placed at their stores.

Although Christmas is over, The Salvation Army continues to assist those in need 365 days a year. Well over 1.7 million people were helped last year and we expect this number to continue to increase in 2021. To make a financial contribution, or to volunteer your time, please visit SalvationArmy.ca or call 1-800-SAL-ARMY (725-2769).

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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 over 55 communities in B.C. and 400 communities across Canada we provide practical, compassionate support to meet basic human needs. By giving people hope, we transform lives of British Columbians today and every day.

[SalvationArmy.ca]

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