

Media Release



Giving
Hope
Today

Salvation Army Kicks off 131st annual Christmas Kettle Campaign

Salvation Army programs and services support over one million people in BC every year

Vancouver, B.C. (Friday, November 19, 2021) - Today, The Salvation Army's BC Division kicks off the 131st annual Christmas Red Kettle Campaign, which aims to collect over \$5 million in donations to help provide individuals and families with the basic necessities of life such as food, clothing, and shelter.

"The need is greater than ever this year as a result of challenges brought on by COVID-19, the impact of inflation - and now extreme weather events," explained Mike Leland, Divisional Secretary Public Relations. "All donations made to a Christmas kettle stay within the community in which it was given to help support local needs and vital programs."

At Christmas, funds are also used to purchase toys for children and food hampers for families in need. The number of households served by The Salvation Army has increased by 11 per cent in 2021 alone. What's more, 65 per cent of the children we serve are between the ages of 6 and 11.

"Donations to Christmas kettles change lives by helping people find ways out of poverty, escape violence and overcome addiction," continued Leland. "Our programs provide critical life skills such as budgeting, job and skills training, substance use recovery and housing supports that provide individuals with tools to rebuild dignity and renew hope."

One in 11 Canadians live in poverty, struggling to make ends meet, so there is still a lot of work to be done. The demand for food and practical assistance is increasing. Every day individuals and families face tough decisions on how to put food on the table and make ends meet. In 2021 alone, requests for food hampers increased by 10 per cent.

Making a donation is safe and easy as many kettles now feature secure, touchless and cashless donation tiles where donors can simply tap their debit or credit card to the tile with the dollar amount they wish to donate. Donations can also be made online at salvationarmy.ca.

Christmas kettles will be situated in over 40 communities throughout BC at businesses such as: BC Liquor Stores, Canadian Tire, Costco, Bass Pro Shops, Safeway, Save-On-Foods, Walmart, and Salvation Army donation centres.

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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 400 communities across Canada and more than 130 countries around the world.

SalvationArmy.ca

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