



## **Local Charity's Christmas Campaign Exceeds Goal**

**Victoria, B.C. (Dec 30)** – The Salvation Army's Christmas Kettle Campaign surpassed its goal in Victoria raising more than \$270,000. The funds come at a critical time as the organization is experiencing an increase in demand for programs and services during these difficult times.

Due to the ongoing COVID-19 pandemic, The Salvation Army has seen an increase in the number of individuals and families requesting their services. In the greater Capital Regional District (CRD), the organization recently expanded its Community and Family Service programs into three new locations to better serve the community and meet the growing demand.

"This year has been tough for a lot of people," says spokesperson Patricia Mamic. "Because of almost two years of living in a pandemic, a lot of people are still struggling. We are seeing a greater need and more than ever, we are relying on the public to help us meet the demand."

Every dollar raised through the Red Kettle campaign stays locally and is used to fund vital programs and services across the CRD, 365 days a year. The Salvation Army works to provide the necessities: food, clothing and shelter, while offering 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.

"Islanders have been incredibly generous this holiday season," says Mamic. "Every year we ask them to help their community and every year they step up to meet the demand and we can't thank people enough."

With money still being counted, the organization is hoping to meet its provincial target of \$5 million. Nationally the organization is hoping to achieve its goal of \$21 million.

Along with individual donors The Salvation Army is thankful for the ongoing generosity of numerous corporate partners, including Walmart, Costco, BC Liquor Stores, Canadian Tire, Save-on-Foods, Sobeys, and many more, who give and generously allow Christmas Kettles to be placed at their stores.

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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. For more information [\*\*SalvationArmy.ca\*\*](http://SalvationArmy.ca)

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### **For more information:**

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