



Giving
Hope
Today

Special Fundraiser Moves to Television
Salvation Army Celebrates 20th Anniversary of Hope in the City

Vancouver, B.C. (Dec. 9) – On Saturday, December 4th The Salvation Army hosted the 20th Anniversary of their iconic *Hope in the City Breakfast*, presented by Scotiabank with a unique on-air presentation, raising \$300,000.

The special, which aired on Global BC, replaced the iconic in-person breakfast, which normally brings together 1,500 thought leaders from business, politics, sports and entertainment along with members of the faith community. During the show, viewers were given the opportunity to learn about the work and impact of The Salvation Army through client stories, as well as interviews from some of their top leaders and supporters.

“Like most organizations, we had to adapt this year due to the pandemic,” says Mike Leland with The Salvation Army. “As our biggest event of the year, and given it was the 20th anniversary, the show had to go on and we were fortunate that our partners stepped up to support us and we were fortunate to gain a new friend in Global BC.”

The annual event brings in close to half-a-million dollars and sets the tone for The Army’s Christmas fundraising season in which they bring in nearly 70 percent of their revenue for the year. The money raised is not only meant for Christmas, but it supports programs and services throughout the year. And this year, the demand is way up.

“With the growing demand seen over the past 18 months due to the pandemic, devastating wildfires, and recent floods the need has never been greater,” says Leland. “It has never been more important for us to keep this event alive, in whatever format we could, and we were not disappointed with the results.”

If you missed the broadcast, you can catch a replay of the entire special on-demand at hopeinthecity.ca. You can also still donate online hopeinthecity.ca, over the phone **1.800.SAL.ARMY**, or by **texting “HOPECITY” to 20222**. Every dollar you donate will stay locally to help vulnerable individuals and families in your community.

“We are blessed to have such great support in this province,” says Leland. “People care and this year’s show was a great example. Because of the generosity of our sponsors, donors, and community partners, we are going to be able to help individuals, children and families from Prince Rupert to the Downtown Eastside to Vancouver Island.”

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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 visit SalvationArmy.ca

For more information:

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