

## PRD Manual Extracts – 02. Public Relations & Communications

### 0202.2 Key Messages

The Salvation Army has 3 key messages. The following information for each of these 3 messages will be helpful for reinforcing them.

**1. The Salvation Army gives hope and support to vulnerable people today and everyday in Canada and around the world.**

The Salvation Army provides direct, compassionate hands-on service to 1.5 million people each year in Canada, restoring hope and dignity to those who might otherwise remain invisible in society.

The Salvation Army stands with vulnerable people in 111 countries around the world, offering service in 175 different languages.

As an international Christian church that welcomes everyone, The Salvation Army's faith motivates its social programs.

All social and community services are equally available without discrimination.

**2. As the largest non-governmental direct provider of social services in Canada, The Salvation Army provides unprecedented support to society's most vulnerable.**

Social and community service programs focus on nurturing the capacities, skills and strengths of individuals rather than just meeting their needs.

With the public's generosity, in one year in Canada:

- The Salvation Army provided 6,300 shelter, addictions, detox and mental health beds for vulnerable men, women and families in Canada.
- The Salvation Army served 2.1 million meals.
- The Salvation Army assisted 994,000 persons with food, clothing or practical assistance.

**3. When you give to The Salvation Army, you are giving hope today by investing in the future of marginalized and overlooked people in your community.**

On average, 88 cents of every dollar donated to The Salvation Army is used directly in charitable activities – exceeding the Canada Revenue Agency guideline of 80% donation efficiency.

The Salvation Army has the broadest reach of any single direct social service provider in the country with 1,900 officers, 10,000 employees, 50,000 volunteers and over 500 centres of operation in communities across Canada.

The Salvation Army will honour the donor by directing all gifts according to their stated intent.