



NEWS BRIEF

The Salvation Army Metropolitan Division • 5040 N. Pulaski Road • Chicago, IL 60630

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CHICAGO DONATIONS TO SALVATION ARMY RED KETTLE CAMPAIGN REACH GOAL

*Record Requests for Food, Shelter and Crisis Services
Expected to Continue in 2011*

February 11, 2011 (Chicago) – Chicagoans and their suburban neighbors responded to record levels of need this holiday season by donating generously to The Salvation Army Red Kettle campaign. Donations to the Red Kettle campaign enabled The Salvation Army to reach its campaign goal of \$12 million. Red kettles were on streets and in shopping centers from November 19 through December 24, with major gifts and donations to on-line kettles continuing through January 31.

“We are so very thankful for the generosity Chicagoans have shown for their neighbors in need this holiday season,” said Lt. Col. Ralph Bukiewicz, Divisional Commander of the Metropolitan Division of The Salvation Army, “The people of our communities truly stepped up to answer the call in a time of unprecedented hardship, and these donations will help us serve families, children, seniors, homeless and respond to disaster situations through the remainder of 2011.”

Chicagoans and their suburban neighbors dropped nearly \$2.7 million into area red kettles, and donated more than \$80,000 on-line to virtual red kettles. The remainder was received in the form of major gifts and donations made directly to the campaign or via mail.

A large number of gold coins and precious coins were dropped in red kettles across a broad geographic area, from Evanston to South Holland – a record total. The Salvation Army says the record number of precious coins donated this year may be partly attributed to the first “Gold Coin Challenge” offered by a generous anonymous donor.

“With unemployment figures stuck at around 10% for more than a year, the effects of this protracted recession linger on,” Bukiewicz said. “We anticipate that 2011 will be another difficult year for many Illinoisans and that we will continue to receive a record number of requests from people for assistance with basic needs like food, clothing and shelter. In fact, a portion of Red Kettle campaign funds are already being invested in Chicago area communities for emergency services, heat assistance, food distribution and crisis assistance.”

Economists are predicting that economic recovery will continue to be sluggish in 2011, with only slight improvements in unemployment, job creation and home values. Families and individuals who have already suffered sustained unemployment, homelessness and other pressures will continue to struggle and turn to The Salvation Army for support. For many, unemployment benefits are running out.

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ADD 1 – KETTLE CAMPAIGN SURPASSES GOAL

A recently released Salvation Army national survey on hunger reported that the economic recession is having a lasting impact on people across the country, and that **94 percent** of Salvation Army food service programs had an **increase in requests for food assistance** in 2010. Food requests are up across the Chicago region with some areas experiencing a 200 to 400 percent increase in requests.

In 2010, Red Kettle funds helped The Salvation Army's Metropolitan Division assist 125,000 disaster victims, provide 2.5 million meals to the hungry, serve 2,700 homeless, provide 20,000 people with counseling and 32,000 care days to low-income children. The Salvation Army's Metropolitan Division delivered more than 20,000 food baskets and 60,000 articles of clothing during the 2010 Christmas season.

The Salvation Army is the largest direct provider of social services to people in need in Greater Chicago. The Salvation Army Metropolitan Division serves people in need in Greater Chicago, northern Illinois and northwestern Indiana. Among the assistance provided are youth programs; early childhood development services; feeding programs for homeless adults, children and seniors; emergency lodging for families and individuals in crisis; disaster relief; senior housing; spiritual counseling and substance abuse rehabilitation programs.

For more information about The Salvation Army Metropolitan Division or to donate or volunteer, please visit www.salarmychicago.org or call 1-800-SAL-ARMY (1-800-825-2769).

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