



NEWS BRIEF

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

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THE SALVATION ARMY EXPECTS REQUESTS FOR ASSISTANCE TO CONTINUE AT A RECORD RATE WELL INTO 2010

Reminds Chicagoans it's not too late to donate to the Red Kettle Campaign

(CHICAGO—January 6, 2010) – The Salvation Army Metropolitan Division expects to see requests for assistance from people in need to continue at the currently high level, and possibly increase, in 2010, according to divisional leadership.

“With unemployment still in double digits and the economy making too slow a comeback, 2010 will, no doubt, be another very difficult year for many Illinoisans,” predicts Lt. Col. David E. Grindle, divisional commander, Metropolitan Division. The Salvation Army saw a record increase in requests for assistance in 2009, with some Corps community centers providing food and rent or mortgage assistance to twice as many people as a year earlier. And indications are that trend will continue this year.

Illinois Employment Security Department data show unemployment in the Chicago metropolitan area at 10.3 percent in November 2009, compared to 6.3 percent a year earlier. And housing experts predict home foreclosures will continue their upward trend in 2010, driven by the high unemployment.

“The combination of continuing high unemployment and foreclosure rates could drive even more people to seek assistance from The Salvation Army this year than the year before. And we already are assisting a record numbers of people in need,” said Lt. Col. Grindle.

Although The Army’s red kettles left the street the day after Christmas, the Red Kettle Campaign doesn’t end until January 31. To date, The Salvation Army has raised \$10-million, which still is \$2-million short of the \$12-million fundraising goal.

“I would like to remind everyone that it’s not too late to donate to the Red Kettle Campaign, which represents approximately 70 percent of all our donations for the year,” Lt. Col Grindle said. “That’s why it’s critical that we make the \$12-million goal.”

Red Kettle dollars help fund The Army’s feeding programs for homeless people, children, and seniors; emergency lodging for families and individuals in crisis; disaster relief; substance abuse rehabilitation programs; and early childhood development services, among others.

Because of efficiencies, such as purchasing groceries in bulk and having some groceries donated, The Salvation Army stretches the dollar. For example, for just \$32, The Army can provide enough groceries to feed a family of four for a week.

The Salvation Army Metropolitan Division is the largest direct provider of social services in the State of Illinois, assisting clients in the Greater Chicago area, Northern Illinois and Northwestern Indiana. To learn more about The Salvation Army, or to donate, please visit www.salarmychicago.org or call 1-800-SAL-ARMY.

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