



# NEWS BRIEF

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## THE SALVATION ARMY RACES TO MAKE ITS \$12 MILLION FUNDRAISING GOAL

### *Still \$1.4 million short with only three weeks left in the Red Kettle Campaign*

(CHICAGO—January 11, 2010) – The Salvation Army Metropolitan Division is hoping to beat the clock and raise the remaining \$1.4 million in order to meet its \$12 million Red Kettle fundraising goal. Red Kettle donations account for approximately 70 percent of all donations The Salvation Army receives for the year.

Meeting the fundraising goal is critical, since The Army anticipates that requests for assistance from people in need will continue at the currently high levels, and possibly increase, later this year.

“I would like to remind everyone that it’s not too late to donate to the Red Kettle Campaign, which runs through January 31,” said Lt. Col. David E. Grindle, divisional commander, Metropolitan Division.

“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,” Lt. Col. Grindle predicts.

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 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.

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](http://www.salarmychicago.org) or call 1-800-SAL-ARMY.

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