



LOVE BEYOND CHRISTMAS

THE SALVATION ARMY RED KETTLE

• PARTNERSHIP OPPORTUNITIES •

Help families turn tough breaks into fresh starts.

The Salvation Army's Red Kettles are a part of American popular culture and when our bells ring, they signal the approaching Christmas season.



Did you know the money put into the Red Kettles last year served more than 25 million people in nearly every zip code across the country? With 7,000 centers of operation, The Salvation Army is uniquely positioned to provide year-round social services, including substance abuse recovery programs, after-school programs, emergency shelter for children and families, and more.



Due to multiple compounding impacts, the number of people experiencing homelessness continues to increase. The Salvation Army remains committed to helping individuals and families have a safe place to rest, and to providing food, rent, utility and Christmas assistance.



With your help and partnership,
we'll be able to meet the increasing needs of people in our communities, and help keep families in their homes.

We are asking all of our corporate and business partners to please help us meet the increasing needs of families in our communities.

Will you join us?

Here are three ways we can work together to serve the most vulnerable:



Become a Red Kettle Partner

The aftermath of the pandemic and the rising costs of basic needs increased the need for The Salvation Army's services in communities across the country. This Christmas, the need for financial support, a Christmas meal, food for the family and gifts will be more significant than ever before.



As a Red Kettle Partner, your company will be supporting people in need in the communities of your choice and will also be well-recognized for your generosity.

Partnership levels start at \$5,000 and reach \$500,000+.

Partnership levels and benefits are available upon request.



Give your customers an opportunity to feel good while they check-out.

The Salvation Army has beautiful campaign materials to support a customer donation program at checkout. Whether you are able to program a round-up or monetary ask into your pinpad system or would prefer a paper pin-up campaign with a UPC code, we can help you to engage your customers in helping the community at the register.

CHECKOUT OPTIONS:

- In-person round-up or pinpad ask at checkout
- E-commerce round-up or donation ask at checkout
- Paper pin-up



Pro tip!

Let's work together to develop an incentive program or competition to make this fun for your employees!

JOAN helped provide a toy to a child

These in-person and e-commerce checkout donations will help The Salvation Army continue to meet the increasing needs of families in underserved communities year-round.



Here are just a few reasons why partnering with The Salvation Army during the Christmas season is a wonderful thing to do:

- ✓ Money raised through this campaign and our Red Kettles goes directly back to programs in your community. All donations stay in the community where they are raised.
- ✓ The need is more significant now than ever before.
- ✓ Your support will help to fund programs year-round, not just at the holidays.
- ✓ You can start or continue a meaningful holiday tradition for your company.
- ✓ You are letting the community know your company is there for them in a very visible way.
- ✓ You'll be part of an iconic campaign that helps millions of people each year across the country.



Engage your employees in helping their neighbors.

There are many exciting employee engagement opportunities available during the holiday season, both in-person and virtually.

HERE ARE A FEW EXAMPLES:



IN-PERSON

- Help sort toys in Santa's workshop
- Help with toy distribution
- Help out at a Christmas event
- Set-up an Angel Tree or Food Drive in your office



VIRTUAL

- Set-up an online Angel Trees so employees can purchase gifts for children from the comfort of home
- Set-up a co-branded virtual Red Kettle donation page, and ask employees to help reach your company's fundraising goal



Questions? Ready to get started? Contact Us!



DOING THE MOST GOOD

Captains Miguel and Maria Ibarra

Miguel Ibarra: 503-999-1943 | Miguel.Ibarra@usw.salvationarmy.org
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Give Change & Make Change

Will you add a round-up, pinpad ask or paper pinup campaign to benefit The Salvation Army at checkout?

For those who keep going no matter how hard the climb, hope marches on. You can help keep hardworking families from falling into homelessness next year by hosting a campaign at the register.

OPTIONS:

- In-person round-up or pinpad ask at checkout
- E-commerce round-up or donation ask at checkout
- Paper pin-ups

SHOW YOUR SUPPORT

We also offer a variety of point of sale promotional materials.



about the red kettle campaign

From its humble beginnings as a local San Francisco fundraiser that featured a single crab pot in 1891, The Salvation Army's Red Kettle Campaign has grown into one of the most recognizable and important charitable events in the United States.

More than 5,000 communities rely on the money raised from the Red Kettle Campaign for assistance during the holiday season and year-round services.



Did you know?

All money collected in a community remains in the same community to best meet local needs.

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Ask your customers to join you in supporting The Salvation Army

We can create a co-branded donation landing page that showcases your partnership and support of this year's campaign. This link can be shared with customers, employees, vendors and friends.



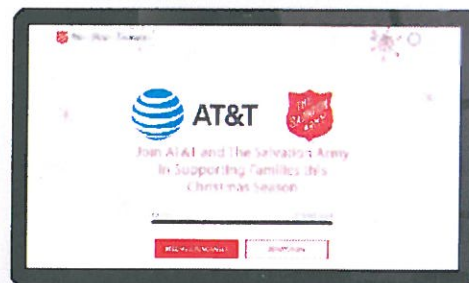
IDEA: Set a fundraising goal and feature the link on social media, your website, in email signatures, and/or in a holiday email!



Pro Tip! Let's work together to develop an incentive program or friendly competition to make these virtual engagement options even more fun for employees.

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