



# **2019 CHRISTMAS** **SALVATION ARMY** **KETTLE CAMPAIGN**



**ST. ALBERT, SPRUCE GROVE**

**AND STONY PLAIN**





# 2019 SALVATION ARMY CHRISTMAS KETTLE CAMPAIGN

- **What is the Christmas Kettle Campaign?**
  - The tradition of Salvation Army kettles began in San Francisco in 1891 with Captain Joseph McFee. Captain McFee was looking for a way to help provide meals to families in need and recalled the “Simpson’s pot” – a large pot used in Liverpool, England into which passers-by threw charitable donations. Captain McFee decided to place a similar “pot” at the Oakland ferry landing and he was able to attract donations from those going to and from the ferry boats.



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- What is the History?
  - Kettles in Canada were first used in St. John's, Newfoundland in 1906, and every year since, at over 2,000 locations across Canada and are used to collect money to support the work of the Salvation Army. The St. Albert Salvation Army's Christmas fund-raising activities play a crucial role in sharing the spirit of the season with families in the communities of Parkland County throughout the coming year.



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- **Where does the money go?**
  - Across Canada donations collected in a Christmas Kettle **are used in the communities** in which it is located, helping to provide emergency food, winter clothing, prescription medications, groceries, transportation, addiction treatment, budget counselling, after school programs, as well as outreach to our friends living on the streets.
  - The Salvation Army Community & Family Services Offices are located throughout the province and each office serves designated communities.





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- **Who/What are “Bell Ringers & Smilers?”**
  - A Bell Ringer is someone (smiler) who stands beside the Salvation Army Christmas Kettle, greets and receives donations from passers-by. These shifts are typically 2 hours in length. They ring bells where permitted to subtly remind people of those in need at Christmas in our community. Kettles are typically located in malls and inside retail stores from mid-November until December 24th.



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- Did you know?
  - 90-95% of monies collected are invested back into the donating communities, with a small percentage going towards administration!
  - In 2018 our Kettle Campaign raised over \$357,000.
  - Our 2018 Kettle Campaign was supported by over 300 volunteers.
  - In 2018 over \$66,000 was collected just in loose change.
  - Our 2019 goal is to raise \$400,000 to assist our communities.
  - Our volunteers indicate that these bell ringer opportunities are some of the most rewarding seasonal experiences which they and their families enjoy.



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- How can you help?
  - Please visit our Kettle Ringers through the coming Christmas season!
  - Please consider donating and investing back into the most vulnerable persons and families in our communities!
  - Please consider volunteering for 2 hours (or more!) and/or encouraging others to help!
  - Please consider adopting a Kettle (at your work) for a day (or more) and manning the Kettle.



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## CONTACTS

2019 Kettle Coordinators

Heidi Randell or Paul Hanlan

Kettle Phone Line (587) 334-4920

E-Mail: [sakettleinspst@gmail.com](mailto:sakettleinspst@gmail.com)





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God Bless You.

Thank you for your time and support!