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The Salvation Army 2016 Annual Red Kettle Christmas Campaign
Media Kit: Celebrating 126 Years of the Red Kettle

1. **The Salvation Army will kick off the Annual Red Kettle Campaign on Thanksgiving Day, November 24, with a LIVE nationally televised halftime performance by a special musical guest during the Dallas Cowboys matchup against the Washington Redskins on FOX at 4:30 p.m. (ET).**
 - This will mark the 20th year that the Dallas Cowboys and The Salvation Army have partnered to kick off the Red Kettle Campaign.
 - This years Red Kettle Kickoff performer will encourage his/her fans to donate to the Red Kettle Campaign and share their own #RedKettleReason.
 - Representatives from The Salvation Army and the Dallas Cowboys will also participate in a satellite media tour on November 23 LIVE from AT&T stadium, the day before Red Kettle Kickoff.
 - **Locally, The Salvation Army MS Gulf Coast will do a soft kick off on November 18th at participating locations. Kettles will be out at all locations on November 25th.**

2. **The Salvation Army relies on money raised in the Red Kettles – in coins, dollars and credit card gifts – to serve more than 25 million people annually in more than 5,000 communities nationwide.**
 - From its humble beginnings as a local San Francisco fundraiser featuring a single crab pot in 1891, the Red Kettle Campaign has grown into one of the most recognizable and important charitable campaigns in the United States.
 - [\(Click here for more on the origins of the Red Kettle Campaign\)](#)
 - Each year, more than 25,000 Salvation Army volunteers spread throughout the country from Thanksgiving to Christmas Eve to ring bells and solicit spare change and other donations from holiday shoppers.
 - The Red Kettle Campaign helps the Army serve more than 3 million people in need during the Christmas season – including nearly 1 million children – and serves more than 25 million individuals throughout the year.
 - All money raised in the Red Kettles stays in the communities where it was collected.

3. **The Salvation Army will engage in a variety of other national activities this Christmas to promote the Red Kettle Campaign and the importance of giving back including:**
#RedKettleReason
 - Following its most successful fundraising campaign to date, The Salvation Army wants Americans to keep sharing their reasons for giving using the hashtag #RedKettleReason, but

to also adopt a cause they are passionate about, whether it be hunger, shelter, Christmas assistance or greatest need, and mobilizing their family and friends to help them reach a personal fundraising goal.

Influencers

- Nick Cannon will once again represent The Salvation Army as the 2016 Official #RedKettleReason Ambassador. He will engage in appearances and interviews, PSAs, expanded social media outreach and the dedicated peer-to-peer fundraising page.
- Nick Cannon and his “Army of Ambassadors” will be announced in November along with video content and images from additional partners. Ambassadors are selected for their diversified and influential digital personalities.

Giving Tuesday

- As part of Giving Tuesday, November 29, The Salvation Army will be highlighted through multiple national media opportunities from morning show and daytime appearances through an ongoing partnership with NBCUniversal.
- Nick Cannon will appear on the TODAY sharing #RedKettleReasons and encouraging donations to his own crowdfunding page.
- The Salvation Army encourages everyone to celebrate Giving Tuesday by making a donation to a Red Kettle and sharing a personal reason for giving using #RedKettleReason.
- #RedKettleReason ambassadors will take to social media, sharing volunteer experiences, donation experiences, and their own reasons for giving.

4. In addition to the traditional, “on the street” red kettles, The Salvation Army is continuing to embrace new technologies to encourage donor growth.

National peer-to-peer online fundraising

- This year, the Online Red Kettle campaign has been replaced with a new name, Red Kettle Reason
- The Salvation Army will enable supporters to become online bell-ringers for their own #RedKettleReason, raising funds for the cause they are most passionate about in one of four areas:
 - Make Christmas Possible
 - Feed the Hungry
 - Shelter the Homeless
 - Meet the Greatest Need (unrestricted)
- Supporters can sign up to be an online fundraiser at www.RedKettleReason.org as of [October 31st](#).
- Participants can invite friends and family to donate to The Salvation Army and the fundraiser’s designated area of impact and location.

5. Social Media

This year, The Salvation Army’s Red Kettle Campaign will again issue a call for Americans to share their motivations for donating to the iconic Red Kettles with a social campaign called #RedKettleReason.

- The Salvation Army is encouraging everyone who donates to a Red Kettle this holiday season to share their personal reasons for giving by posting on Twitter, Facebook and Instagram using the hashtag #RedKettleReason.
- The hashtag will be promoted throughout the campaign, with celebrity talent, corporate partners and influencers joining in and sharing their own #RedKettleReason posts.
- The Salvation Army embraces many forms of online social media to reach supporters, clients, donors and others interested in learning about The Salvation Army's social service work.
- Follow us on Facebook at:
The Salvation Army MS Gulf Coast <https://www.facebook.com/salarmymsgulfcoast/>
The Salvation Army Kroc Center <https://www.facebook.com/kroccentermscoast/>
The Salvation Army Family Store <https://www.facebook.com/SalArmyFamilyStore/>
The Salvation Army George County
<https://www.facebook.com/salvationarmygeorgecounty/>
The Salvation Army Pascagoula <https://www.facebook.com/tsapascagoula>

6. The “Great Recession” may be over for many, but millions of people continue to struggle to meet their basic needs and rely on The Salvation Army for support.

A Quick Snapshot of Poverty in America

- According to the most recent report from the U.S. Census Bureau, more than 43 million Americans are living in poverty
- Approximately one out of five children under age 18 live in poverty
- The official poverty rate in 2015 is 13.5 percent and one percentage point higher than in 2007, the year before the most recent recession
- Inside metropolitan statistical areas the poverty rate was 13 percent in 2015. Among those living outside of metropolitan statistical areas, the poverty rate was 16.7 percent
- More than 7.5 million U.S. households with children are food insecure
- Nearly half a million households in the U.S. lack housing with hot and cold running water, a bathtub or shower, or a working flush toilet

Perceptions of Poverty

In 2016, The Salvation Army commissioned a poll to gain insights into the American public's percent of poverty. The poll was conducted by Research Now, a global leader in data collection, and canvassed 1,226 people (18+) in every state in the country, with a +/- 3percent margin of error. To learn more about the results from the poll, please visit <http://salar.my/POPs>.

A few of the findings include the following:

- More than half of Americans believe nonprofits and social service providers should help people living in poverty
- More than three quarters of Americans believe there are more or the same amount of people living in poverty versus four years ago
- More than half of Americans personally know someone they consider to be poor or living in poverty
- Almost nine out of ten Americans believe it is difficult or somewhat difficult to escape poverty

The Human Needs Index – A New Way to Measure Poverty

In partnership with the Indiana Lilly School of Philanthropy at Indiana University, The Salvation Army launched the Human Needs Index in October 2015. The Human Needs Index is a multidimensional measure that tracks basic human need, and The Salvation Army's ability to meet that need, with different indicators and less lag time than conventional governmental measures. This sheds new light on patterns of poverty across the U.S. and at the state level. To learn more about the Human Needs Index and to track human need over time since 2004, please visit HumanNeedsIndex.org.

National and state level need is measured by the following variables:

- Meals provided
- Groceries provided
- Housing assistance
- Furniture provided
- Clothing provided
- Medical assistance
- Energy assistance

How The Salvation Army Helps

- The Salvation Army helps address these needs by serving approximately 25 million people each year – that's about one person every 1.2 seconds.
- Last year, The Salvation Army served nearly more than 56 million meals – that's like making lunch for nearly every resident of California and New York.
- The Salvation Army provides job referrals to nearly 52,000 Americans each year.
- Between 40 percent and 50 percent of all public support for The Salvation Army comes during the holiday season, making this a critical time for fundraising.
- All money donated to the Red Kettles goes to support programs and services in the area in which it was raised.
- We strongly encourage all Americans to give at a Red Kettle, volunteer as a bell-ringer, or even volunteer at a soup kitchen or shelter in your community. The most important thing is to give back.



DOING THE
MOST GOOD™

The Origin of The Salvation Army Red Kettle

The Salvation Army's Captain McFee in San Francisco had resolved in December of 1891 to provide a free Christmas dinner to the area's poor. But how would he pay for the food? As he went about his daily tasks, the question stayed in his mind. Suddenly, his thoughts went back to his days as a sailor in Liverpool, England. On the Stage Landing, where the boats came in, he saw a large pot into which charitable donations were thrown by passersby.

On the next morning, he secured permission from the authorities to place a similar pot at the Oakland Ferry Landing, at the foot of Market Street. No time was lost in securing the pot and placing it in a conspicuous position so that it could be seen by all those going to and from the ferryboats. Thus, Captain Joseph McFee launched a tradition that has spread not only throughout the United States, but throughout the world.

By Christmas 1895, the kettle was used in 30 Salvation Army locations in various sections of the West Coast area. The Sacramento Bee of that year carried a description of the Army's Christmas activities and mentioned the contributions to street corner kettles. Shortly afterward, two young Salvation Army officers who had been instrumental in the original use of the kettle, William A. McIntyre and N.J. Lewis, were transferred to the East. They took with them the idea of the Christmas kettle. In 1897, McIntyre prepared his Christmas plans for Boston around the kettle, but his fellow officers refused to cooperate for fear of "making spectacles of themselves." So McIntyre, his wife and sister set up three kettles at the Washington Street thoroughfare in the heart of the city. That year the kettle effort in Boston and other locations nationwide resulted in 150,000 Christmas dinners for the needy.

In 1898, the New York World hailed The Salvation Army kettles as "the newest and most novel device for collecting money." The newspaper also observed, "There is a man in charge to see that contributions are not stolen." In 1901, kettle contributions in New York City provided funds for the first mammoth sit-down dinner in Madison Square Garden, a custom that continued for many years. Today, donations to The Salvation Army kettles at Christmas help support the more than 25 million people served by the Army through shelters, after school programs, addiction recovery programs, summer camps, disaster assistance and many other social services.

Kettles can now be found online and at sites in many foreign countries such as Korea, Japan, and Chile, many European countries and Australia. This year, The Salvation Army is making Red Kettle donations a social experience by encouraging people to share their reasons for giving with #RedKettleReason. It's a chance for people to think about and share how their donations are making a difference.

Wherever people find The Salvation Army, public contributions to the kettles enable The Salvation Army to bring the spirit of Christmas to those who would otherwise be forgotten all year long – to the aged and lonely, the ill, the inmates of jails and other institutions, the poor and

unfortunate. In the United States, kettles at Thanksgiving and Christmas, although changed since the first utilitarian cauldron set up in San Francisco, help make it possible for The Salvation Army to do the most good possible for more than 25 million people each year.



Online Giving National Fact Sheet

- The Salvation Army launched the very first National Online Red Kettle Campaign on November 17, 2005.
- The Online Red Kettle Campaign, now called Red Kettle Reason, is designed to make it easier for the growing number of people shopping and paying bills online to help families and children in need during the Christmas season and all year long.
- Individuals, businesses and organizations nationwide can host their own “virtual” red kettles on their personal or team fundraising website pages.
- The new Red Kettle Reason website allows individuals, businesses and organizations to determine what cause area for which they would like to fundraise.
- Donations are attributed to the local community and cause chosen by the fundraiser who set up their local Red Kettle Reason fundraising page.
- 100 percent of donations are tax deductible and will stay in the communities where they were raised.
- Once a donation is processed, individuals will automatically receive an email receipt acknowledging their contribution.
- Everyone is encouraged to take to social media and share their #RedKettleReason for giving this Christmas season.
- Donations to Red Kettle Reason allow The Salvation Army to assist people in need of food, clothing, utility assistance, toys at Christmas and various other services throughout the year.
- To sign up to be a virtual bell-ringer and participate in the Red Kettle Reason, please visit www.RedKettleReason.org after October 14th.