



PRESS RELEASE

The Salvation Army
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FOR IMMEDIATE RELEASE:

Tuesday, December 8, 2020

Donations Way Down for The Salvation Army Red Kettle Campaign

Livingston County, MI: Just like Christmas trees and angels come out each Christmas season, The Salvation Army of Livingston County places their iconic red kettles at stores all over Livingston County and requests donations to support their local Christmas goal. The donations collected during the Christmas season are approximately 1/3 of the yearly budget and are used to support its year-round service programs.

With Christmas only 3 weeks away The Salvation Army is reaching out to the community to ask for help. **As of Monday, December 7, The Salvation Army of Livingston County has raised \$62,715, only 16% of the \$385,000 goal.** Not quite where they would like to be. However, they know that the community will get them there to ensure that they will be able to continue to help those in need.

The Salvation Army of Livingston County has had many challenges this season, including less bell ringing locations. However, the most important one is not having enough bell ringers. Currently the kettles have **1,910 hours of bell ringing not covered**, that's almost 60% of the hours available.

“This year our challenge is finding bell ringers; I am sure the community has noticed that many of our kettle stands have no one ringing,” says Lt. Robert Leach “That is because we are having a hard time finding both volunteers and paid ringers. We have had this problem in the past, however this year due to COVID we are really struggling.”

The Salvation Army has a simple ask, please sign up to bell ring. If volunteers take the minimum 2 hours and a couple more organizations and businesses take a few more full days we should be able to have the majority of our Kettle sites filled.

Lieutenant also remarks “The more kettles we have available, the easier it is to raise the funds. If we had all of our locations open the entire time, we are positive that we would be able to reach our Christmas goal.”

Ringers are still needed to fill locations throughout the week, every day through Christmas Eve. Those wishing to help with bell ringing can sign up online www.RegisterToRing.com

For those unable to physically ring or that want to double down, The Salvation Army has another opportunity to help, Virtual Kettles. This is a great opportunity for families, organizations and individuals to help from their couch! You can easily sign up at www.FundRaiseForGood.org, choose Howell as your location.

“With so many people working remotely and not leaving their homes often, we wanted to offer an alternative for those still passionate about supporting us.” Says Development Director, April Dertian “Virtual kettles are easy and fun. We have organizations and companies making it a challenge to help increase their donations.”

To encourage Virtual Kettles and Bell Ringing The Salvation Army has added a bonus, the opportunity to win prizes. Every Virtual Kettle that raises \$100 will be entered into a drawing for a Smart Watch. For every 2 hours that an individual physically bell rings, they will be entered into a drawing for a Smart Watch. Visit www.SalvationArmyLivingston.org for full challenge details.

With only 3 weeks until Christmas, the end of bell ringing, and \$322,285 remaining to raise, The Salvation Army is positive the community will step up and help reach the goal.

Donations may also be dropped off Monday-Friday 9am-4:30pm at the corps office (503 Lake Street, Howell), or via mail P.O. Box 647, Howell 48844. ###