

Christmas REVIEW

2008



Monster Comeback: The Salvation Army Tops Christmas Campaign Goal

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alk about your all-time "Stop the press!" moments.

With just days before print, the headline for this story read: "The Salvation Army Misses Christmas Campaign Goal."

The story changed Jan. 5, when the Twin Cities Salvation Army received thousands of mailed donations postmarked Dec. 31. One such donation was a check for \$50,000, and another for \$300,000.

"Nobody could believe it," said Major Darryl Leedom, Commander of the Twin Cities Salvation Army. "Even more unbelievable was that both checks came from everyday households."

The eleventh hour miracle boosted donations to \$9 million, well above the Campaign goal of \$8.5 million.

The extra money will come in handy during 2009, when year-round donations are expected to fall sharply. The Salvation Army must raise another \$7 million from the general public between now and the end of September to stay on budget. (Christmas Campaign donations represent a third of The Salvation Army's yearlong fund-raising.)

Granted, \$9 million was a fantastic start. And raising the money would not have been possible without strong support from individuals, businesses and organizations that gave all they could amid tough economic times.



A Salvation Army volunteer from Cargill Inc. fills a grocery cart for families in need Nov. 20 during Kettle Kickoff 2008. (See story on Page 2.)


On Dec. 23, for example, The Salvation Army raised more than \$1 million thanks to a \$500,000 donation from Cargill Inc., and a \$250,000 gift from an anonymous donor who challenged Twin Cities residents to match the contribution in a single day. The community answered by giving more than \$300,000 through online donations, red kettles and a Fox 9 News phone bank.

Money wasn't all that businesses gave. Target and Best Buy helped by donating toys valued at \$50,000 and \$15,000, respectively. These toys were distributed at Salvation Army Toy Shops in Minneapolis and St. Paul that served nearly 30,000 children.

In addition, Wal-Mart and Sam's Club customers donated toys valued at more than \$140,000 through KS95's "Stuff the Bus" toy drive.

"And that's just the start," Leedom said. "There were many unsung individuals, companies and organizations that also gave generously. The Salvation Army thanks you from the bottom of our hearts."

The Salvation Army now begins the difficult task of fund-raising in 2009 amid what some economists call the worst economic crisis since the Great Depression. To compound matters, use of The Salvation Army's six metro food shelves has surged 70 percent, while the number of people requiring Salvation Army social services is up 25 percent.

"Fewer donations and an increased need for our services could be a bad combination," Leedom said. "But The Salvation Army is ready for the challenge. Through the Christmas Campaign, God tested our faith and proved He will always provide. It is with this faith that we enthusiastically begin another year of service." 



A Salvation Army volunteer from Target Corp. stocks toys at The Salvation Army's Toy Shop in Minneapolis. (See story on Page 5.)