



RED KETTLE CAMPAIGN

The Red Kettle Campaign represents just one small portion of The Salvation Army's worldwide care initiatives. Here's a glance at what we do, why we do it, and how it helps us **Do the Most Good.**

DOING THE MOST GOOD

WHO

THE SALVATION ARMY



The second-largest charity in the USA

Meets human need without discrimination in more than **120** countries around the globe

Active in every ZIP code in America



WHAT

THE RED KETTLE CAMPAIGN



Raised **\$135.9** million in 2013. Along with some gold teeth, diamond rings, and gold coins.

One of the longest-running and most recognizable fundraising efforts in the world

Now in its **124th** year



WHERE

NATIONWIDE AND WORLDWIDE



Puts **100%** of donated funds directly back into their community of origin

Extends to dozens of countries including Korea, Japan, and Chile

Mobilizes more than **25,000** bell-ringers each holiday season



WHEN

THE DAY AFTER THANKSGIVING THROUGH CHRISTMAS EVE



Christmas fundraising is responsible for nearly **70%** of The Salvation Army's annual income

Proceeds help fund Salvation Army initiatives **365** days a year



WHY

TO HELP SUPPORT PROGRAMS THAT:



Feed almost **60 million** people every year

Provide care to nearly **30 million** people annually

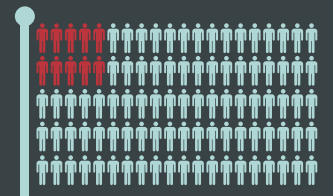
Shelter nearly **10 million** of the nation's homeless



Provide clothing, furniture, and Christmas presents for nearly **20 million** people every year



Contribute holiday assistance to more than **3.5 million** children and families annually



Join the conversation and donate at

REDKETTLEREASON.ORG