$901,000 Red Kettle Goal Surpassed

More than $51,000 in extra donations raised

Memphis, Tennessee (December 24, 2019) – The Salvation Army of Memphis and the Mid-South has surpassed its 2019 Red Kettle goal.

Thanks to generous donors and sponsors, we were able to raise more than $952,000 this year — well above our $901,000 goal.

Our online donations increased more than 100 percent and our matches increased 70 percent this holiday season.

In the final days of ringing for the campaign, we exceeded our average goals every day.

“Memphis and the Mid-South showed up when we needed them to,” said Aaron Keegan, development director for The Salvation Army of Memphis and the Mid-South.

This year, The Salvation Army raised $952,178.73.

The Red Kettle Campaign wouldn’t be possible without WREG and gracious donors, and The Salvation Army is incredibly grateful for the community’s support.

For more information, please contact Nina Harrelson.

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About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church established in London in 1865, has been supporting those in need in His name without discrimination for more than 130 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through a broad array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. 82 cents of every dollar The Salvation Army spends is used to support those services in 5,000 communities nationwide. For more information, go to www.salvationarmyusa.org.