The Salvation Army Red Kettle Kettles Falling Behind
Donations Needed to Reach Annual Fundraising Goal

Memphis, Tennessee (December 18, 2019) – With less than a week to go of bell ringing until Christmas, The Salvation Army finds itself falling behind the red kettle goal for 2019.

The annual Red Kettle Campaign is The Salvation Army’s primary fundraiser and raises essential funds to operate year-round programs that make a difference in the lives of people in Memphis.

“The bell-ringing season is a whole week shorter than usual because Thanksgiving fell so late this year,” said Major Marion Platt, Area Commander of The Salvation Army in Memphis. “Less days of kettles has resulted in us falling significantly behind as we work towards our 2019 kettle goal of $901,000. We have currently raised $489,826 and are praying that the community will dig-deep in the remaining days of the season to ensure that we can continue to provide help to those who come to us for assistance, often at a time of crisis in their lives with nowhere else to turn.”

The Salvation Army bells will continue to ring outside stores through Christmas Eve, and the organization is optimistic that with the community’s support, they can still reach their fundraising goal.

“We are so grateful for the ongoing financial support and generosity shown to The Salvation Army. Every dollar helps!” said Major Platt. “These contributions stay right here in Memphis and mean that we can serve a meal to someone who is hungry, keep the lights on for a family struggling to pay a utility bill and provide a pathway to self-sufficiency for struggling families in our community.”

Your gift will be doubled during WREG News Channel 3’s Day of Ringing on Friday, Dec. 20. All proceeds will be matched dollar for dollar in kettle or online at www.kettle901.org.
Donations to The Salvation Army can also be made online at [www.SalvationArmyMemphis.org](http://www.SalvationArmyMemphis.org) or by phone at 1-800-SAL-ARMY.

Volunteers are crucial to the success of the red kettle campaign. It’s not too late and is easier than ever for individuals, families, groups and businesses to sign up as a volunteer bell-ringer! Go to [www.RegisterToRing.com](http://www.RegisterToRing.com) and select the location, day and time you would like to ring.

For more information on the Red Kettle Campaign, Angel Tree or any other Salvation Army program, please call 901-543-8586 or visit us at 696 Jackson Avenue in Memphis.

###

**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](http://www.salvationarmyusa.org).