Kroger Donates $25,000 in Gift Cards to The Salvation Army of Memphis & the Mid-South

Memphis, Tennessee (April 30, 2020) – Kroger has generously donated $25,000 worth of gift cards to The Salvation Army of Memphis & the Mid-South for those struggling to afford food amid the coronavirus pandemic.

Salvation Army staff recently distributed the gift cards to residents and employees at several senior care homes and mental health agencies across the Mid-South.

The donation is part of Kroger’s Zero Hunger | Zero Waste initiative.

“Kroger and The Salvation Army are longtime partners in the war against hunger, and we are proud of the work they are doing to help during these unprecedented times,” said Teresa Dickerson, Kroger corporate affairs manager.

The agencies chosen to receive the gift cards were identified based on food insecurity, and include: Exum Towers, Door of Hope, Oasis of Hope, Estella’s Home Care, Missionaries of Charity, Living for Christ, Galloway Health and Rehab and Goodwill Homes Community Services, as well as The Salvation Army of Memphis’ Purdue Center of Hope, Adult Rehabilitation Center and Kroc Center.

“It is very humbling to hear the gratitude of those we have reached out to,” said Sharon Cash, social services director for the Salvation Army of Memphis & the Mid-South. “Many were not prepared to provide food all day for their populations.”

Gift cards were also given to employees who have been furloughed or whose hours were cut due to the outbreak.

“This is just one of the many ways Kroger has shown its commitment to fighting hunger in the Mid-South, and we are grateful for their continued support,” said Nina Harrelson, public relations specialist for The Salvation Army of Memphis & the Mid-South.

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About The Salvation Army
The Salvation Army annually helps more than 23 million Americans overcome poverty, addiction, and economic hardships through a range of social services. By providing food for the hungry, emergency relief for disaster survivors, rehabilitation for those suffering from drug and alcohol abuse, and clothing and shelter for people in need, The Salvation Army is doing the most good at 7,600 centers of operation around the country. In the first-ever listing of “America’s Favorite Charities” by The Chronicle of Philanthropy, The Salvation Army ranked as the country’s largest privately funded, direct-service nonprofit. For more information, visit SalvationArmyUSA.org. Follow us on Twitter @SalvationArmyUS and #DoingTheMostGood.