



Fact Sheet: 11 Things You Didn't Know About The Salvation Army

- The Salvation Army was founded in London, England in 1865 by former Methodist minister William Booth. Booth abandoned the conventional concept of a church and a pulpit, instead taking his message of spiritual salvation directly to the people – in particular the homeless, the hungry and the destitute of Victorian-era London.
- National Salvation Army Week, typically observed in the second week of May, was first declared by President Dwight D. Eisenhower in 1954. In the proclamation, Eisenhower noted: "Among Americans, The Salvation Army has long been a symbol of wholehearted dedication to the cause of human brotherhood . . . Their work has been a constant reminder to us all that each of us is neighbor and kin to all Americans, giving freely of themselves, the men and women of The Salvation Army have won the respect of us all."
- The Annual Red Kettle Christmas Campaign began in 1891 when a Salvation Army captain in San Francisco set up a crab pot at Oakland Ferry Landing to collect money for the poor at Christmas. The campaign has since become one of the longest-running and most recognizable fundraising efforts in the world. Kettles are now used in such distant lands as Korea, Japan, Chile and throughout Europe.
- The Salvation Army's first major disaster response effort in the United States followed the devastating hurricane that impacted Galveston, TX in 1900, literally destroying the coastal city and killing more than 5,000 people. Following the storm, Salvation Army officers from across the country moved into the Galveston area to help clean, feed and shelter the thousands of survivors, while also providing much needed spiritual and emotional support. The Army's emergency response capabilities were once again tested six years later following the Great Earthquake in San Francisco in 1906.
- The Salvation Army is often credited with popularizing the doughnut in the United States. After serving doughnuts – often cooked in battle helmets – to U.S. troops in the field during World War I, many soldiers came back to the States hooked on the pastries. Doughnut consumption subsequently took off in the U.S. during the 1920s and 1930s. In 1938, The Salvation Army also created National Doughnut Day, observed the first Friday of June, to honor the female Salvation Army officers -- or "doughnut lassies" -- who served the troops during the War. Today, National Doughnut Day is celebrated by many bakeries and pastry shops around the country with free doughnuts for customers.
- The Salvation Army helped create the United Services Organization (USO) during World War II which serves members of the armed forces abroad to this day.
- In the 1966 Beatles song "Strawberry Fields Forever," John Lennon refers to a Salvation Army orphanage called Strawberry Field in Woolton, England. Lennon is said to have played with childhood friends in the trees behind the orphanage when he was a boy. The facility closed in 2005.

- The Salvation Army has been featured or mentioned in literally hundreds of Hollywood movies over the years – from classics like *The 39 Steps* and *On the Waterfront* to contemporary hits like *Seabiscuit* and *Titanic*.
- Since 1997, The Salvation Army has launched the Annual Red Kettle Christmas Campaign with a special halftime show performance at the Dallas Cowboys Thanksgiving Day game. Previous performers have included Keith Urban, Daughtry, Jonas Brothers, Kelly Clarkson, Toby Keith and Jessica Simpson. During this time period, The Salvation Army has raised nearly \$1.5 billion from the red kettles to support service efforts in communities nationwide.
- In 2005, consulting firm Booz Allen Hamilton named The Salvation Army, along with the Rolling Stones, Oxford University, the Olympic Games and others, as among the world's top-ten enduring institutions.
- In 2009, consulting firm Cone ranked the leading 100 nonprofit brands with The Salvation Army coming in second place behind the Y.M.C.A. The report also noted that The Salvation Army was the most familiar nonprofit among all Americans.