RED KETTLE CAMPAIGN AMBASSADOR
2017 - 2018

Because The Salvation Army is a GREAT TEAM!
#REDKETTLEREASON

THE SALVATION ARMY
The Salvation Army occupies a special place in the hearts of Americans, Chicagoans and people across the world by virtue of its size, service, reputation, brand awareness and effectiveness. The Salvation Army serves in 129 countries and operates more than 7,000 community centers across the United States. Here in Chicagoland, The Salvation Army is the largest direct provider of social services and has been serving the people of Chicago since 1885, making it one of most longstanding nonprofits in the city.

We consider it an honor and a privilege to be able to partner with some of the most respected leaders, celebrities and sports figures across the United States, including Ryan Dempster, Jerry Jones, Nick Cannon, Brodie Smith, Peyton Manning, and Selena Gomez. We also work with many of the largest and most successful teams, individuals and corporations locally and nationally through cause marketing campaigns, sponsorship opportunities and events, including Lyft, Chicago Bears, Indianapolis Colts, Chicago Bulls, Blue Cross and Blue Shield, Allstate and others. We collaborate with our partners to create partnership strategies that match their philanthropic goals and their desire to make a difference. And we are uniquely positioned to do so.

We would be honored if you would consider serving as a Salvation Army’s Red Kettle Campaign Ambassador. Supporting this critical effort of The Salvation Army will allow you to connect with your friends, fans and followers through mutual support of a cause about which people care deeply, while simultaneously “Doing the Most Good” for others and making a visible commitment to making Chicago a better place to live, work and play.

Thank you for your time and thoughtful consideration.

Lt. Colonel Charles Smith
Divisional Commander

Scott Justvig
Executive Director of Development and Communications
RED KETTLE CAMPAIGN
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Roles and Responsibilities

A Red Kettle Campaign Ambassador serves as The Salvation Army Metropolitan Division’s official ambassador of the annual fundraising campaign. Money raised during the campaign supports The Army’s programs and services the entire year. Nearly 70 percent of the Army’s annual revenue is raised during the Christmas season.

The Campaign
The Salvation Army Red Kettle Campaign kicks off publicly in November and runs through Christmas Eve.

Primary Duties of the Red Kettle Campaign Ambassador
The Red Kettle Campaign Ambassador will:
• Announce his/her role as a Red Kettle Ambassador with a minimum of 2 posts (one in November and one in December) on social media.
• Attend The Salvation Army’s November Red Kettle Kick-Off event with Yelp Chicago.
• Participate in Celebrity Red Kettle pop-up bellringing at an agreed-upon date/time/location capturing the engagement on a 10-minute Facebook Live post.

Optional
• Provide and autograph 10 items to be given as prizes for top bellringers.
• Participate in recruiting the following year’s Red Kettle Campaign Chair (January - April 2018).

General information
A biography and photograph of the Red Kettle Ambassador is needed in preparation for the campaign. To become more familiar with Salvation Army facilities and programs, tours are available if desired.
The Salvation Army Metropolitan Division provides services without discrimination to hundreds of thousands of people in Northeast Illinois and Northwest Indiana each year. Our Division stretches from Chicago and surrounding suburbs to Rockford, Waukegan, Aurora, St. Charles and Northwest Indiana.

We operate community centers, shelters, rehabilitation centers, child care sites and a disaster command center. Our services include food distribution, shelter, disaster relief, alcohol and substance abuse rehabilitation, crisis assistance, anti-human-trafficking efforts and a broad array of youth and family service programs. Our 29 corps community centers and institutions are the entry point for people in need seeking all types of assistance – assistance with feeding their families, paying rent and utility bills, child care, educational and recreational programs, senior programs, counseling and more.

The Salvation Army not only delivers programs and services that address long-term social ills such as homelessness, hunger, poverty and addiction, we are a leading first responder in times of disaster, locally and throughout the world. The Salvation Army immediately responded to the devastation of Hurricane Katrina and we were the first relief agency reporting to Ground Zero. More recently, The Salvation Army has operated missions in response to tornadoes in Northern Illinois and Oklahoma, the Boston Marathon bombing and the devastating flooding in Chicago and suburbs in April 2013 and July 2017. We even assisted the City of Chicago with 2012 NATO Summit security efforts.

When you partner with The Salvation Army, you are partnering with an organization the Chronicle of Philanthropy has called the “nation’s favorite charity.” More importantly, you are supporting one of the most efficient, effective and trusted social service organizations in the world. Approximately 87 cents of every dollar received goes directly to programs and services. Legendary management guru Peter Drucker famously lauded The Salvation Army for being “by far the most effective organization in the U.S. with respect to clarity of mission, ability to innovate, measurable results, dedication and putting money to maximum use.”
The Salvation Army is one of the world’s largest and most respected charities. Originally founded in London, England in 1865 by former Methodist minister William Booth, The Salvation Army has a worldwide presence, serving people in more than 127 countries and territories.

The Army has nearly 7,600 centers of operation in the United States, covering virtually every zip code in the country. Last year, The Salvation Army served nearly 30 million Americans in need. That’s about one person every second.

“Doing the Most Good” Across Chicagoland

The Salvation Army is one of Chicago’s oldest charities and has been serving Chicago for more than 130 years.

The Salvation Army held its first meeting in Chicago in 1885 at Bush Temple at Chicago Avenue and Clark Streets. From that first humble meeting, the Army has gone on to become one of Chicago’s largest and most respected charities, tailoring its programs and services to meet local needs.

With more than 200 service locations throughout the Greater Chicago area, the Army is the single largest direct provider of social services in Chicagoland. Wherever you live, chances are, there’s a Salvation Army Corps Community Center, facility or service extension unit near you, providing critical social services and working to restore dignity and hope to individuals, families and neighborhoods.

Our Mission

The Salvation Army’s mission is to preach the gospel of Jesus Christ and meet human needs in His name without discrimination. In the words of Evangeline Booth, one of the Army’s earliest leaders, “There is no reward equal to that of doing the most good for the most people in the most need.”

Providing refuge, healing and hope throughout our community

Corps community centers are the heart and soul of The Salvation Army and are the primary entry point for people in need seeking all types of assistance. The Salvation Army Metropolitan Division operates 28 corps community centers in Chicago, Suburban Chicago, Northeast Illinois and Northwest Indiana. Programs and services offered by corps community centers may differ somewhat to meet the specific needs of the communities in which they are located, however most offer:

• Educational after-school and summer programs for youth
• Sports, fitness and recreation programs
• Arts and music education
• Senior programs
• Family services and counseling
• Crisis assistance such as child care, food pantries and emergency assistance
• Access to a variety of other social services provided by The Salvation Army in residential facilities such as shelters and rehabilitation centers.

In addition to corps community centers, The Salvation Army operates the following facilities and programs in Chicago.

• Emergency Disaster Services
• Evangeline Booth Lodge family shelter
• The Freedom Center for alcohol and substance abuse rehabilitation and the Pathway Forward community reintegration program
• Mobile Outreach and Feeding Unit
• The Ray & Joan Kroc Corps Community Center
• Head Start child care centers
• Anne’s House residential home and treatment for victims of human trafficking
• Booth Manor Senior Residence
• Golden Diners meal delivery program for homebound seniors
• Wonderland Camp

For a complete listing of programs and services, see our Annual Report.
With every dollar invested, we make the most change

The Salvation Army is serving more people in need and delivering the broadest array of services than any other not-for-profit organization in Chicagoland. The Salvation Army is making an impact every day in key areas of critical importance and concern to people across Chicagoland: homelessness, hunger, violence prevention and education. And, The Salvation Army is meeting the most basic human needs through food pantries, shelters, emergency assistance and disaster relief.

Plus, The Salvation Army is one of the most efficient charities in the world. Approximately 88 cents out of every dollar received goes directly to programs and services. And, all donations to The Salvation Army Metropolitan Division stay right here, to meet the needs of people in our local communities.

If you want your support to make the most impact across Chicagoland, there is no better investment than The Salvation Army.

Here are just a few examples of the impact made by The Salvation Army in 2014 right here in Chicagoland.

Early Childhood Development
Salvation Army child care programs for low-income families provided 18,486 care-days at our nine Chicago Head Start sites.

Youth Programs
Attendance in 2016 at our leadership training and character development programs for youth was nearly 101,169 children and teens. More than 58,616 people participated in music education programs. The Salvation Army provided more than 12,374 children, adults and seniors with 37,619 refreshing camping days at Wonderland Camp in Wisconsin.

Shelter
The Evangeline Booth Lodge provided 674 men, women and children with lodging, food and clothing. Combining all shelter programs, each night more than 1,200 people are accommodated under a Chicagoland Salvation Army roof.

Food
Feeding programs provided 1.4 million nutritious meals to hungry people of all ages across metropolitan Chicago.

Emergency Assistance
Emergency assistance was provided in 112,998 instances to help with rent and mortgage, clothing, transportation, utility bills, prescription medication and more.

The Army is the single largest direct provider of social services in Chicagoland.

Alcohol and Substance Abuse Rehabilitation
The Salvation Army assisted 4,320 people with programs designed to help facilitate long-term recovery from substance abuse and successful re-entry into the community.

Disaster Response
Salvation Army workers and volunteers provided support to over 50,153 first responders and survivors at disasters throughout metropolitan Chicago. The 48 responses ranged from major flooding to individual home fires.

Correctional Services
More than 2,500 men and women at The Salvation Army Correctional Services Center were helped to re-enter life’s mainstream as productive, self-respecting citizens.
The Salvation Army’s brand is one of the most recognizable of all not-for-profits and is one of the most trusted names in the nation. A recent national Salvation Army brand tracking study showed that The Salvation Army remains the charitable organization with the highest level of total awareness among the general public (97% of survey respondents). All other leading national charities had lower levels of awareness among the people surveyed.

**THE POWER OF PURPOSE**

“When quality and price of a product are deemed equal, social purpose has consistently been the leading purchase trigger for global consumers since 2008, design and innovation and brand loyalty aside. Over those years, the relevance of purpose as a purchase factor has risen 26 percent globally.

Forty-seven percent of consumers have bought a brand at least monthly that supports a cause.”

— *Forbes Magazine*

Companies that engage their employees in a partnership with The Salvation Army and its life-changing initiatives strengthen their brand identity by associating with one of the most effective and trusted social service organizations in the world, extend their presence in the marketplace and bolster morale and productivity.

Recognizing that community investment is a transformative business opportunity and a necessary component of a sustainable business plan, some of the largest and most successful corporations locally and nationally choose to partner with The Salvation Army. Some of these include:

- Blue Cross and Blue Shield of Illinois
- Chamberlain
- The Chicago Bears
- The Chicago Bulls
- The Chicago White Sox
- Jewel-Osco
- Lyft
- Mariano’s
- Navistar
- Protiviti
- Walgreens

"Partnering For Good"

*Benefits of Partnering with The Salvation Army*
The Salvation Army Red Kettle Campaign is a large component of the Army’s overall Christmas Campaign. The Red Kettle Campaign raises critical funds and provide corporate engagement and sponsorship opportunities. The campaign kicks off the week before Thanksgiving and runs through Christmas Eve. The funds raised through this effort help to provide the bulk of the crucial dollars required to support The Salvation Army’s year-round social service outreach to Chicagoans in need.

LAST YEAR, THE SALVATION ARMY COLLECTED $3.9 MILLION IN RED KETTLES. THESE FUNDS HELPED THE SALVATION ARMY’S METROPOLITAN DIVISION:

• Assist 50,153 first responders and disaster survivors,
• Provide 1.4 million meals to the hungry,
• Serve 674 men, women and children at the Booth Lodge,
• Provide 112,998 instances of help with rent, mortgage, utility or clothing assistance,
• Provide 18,486 days of child care to low-income children.

DURING THE 2016 HOLIDAY SEASON, THE SALVATION ARMY PROVIDED PEOPLE IN NEED WITH:

• 15,848 food baskets
• 7,110 holiday meals
• 42,431 articles of clothing
• 107,613 toys
• 65,974 Christmas gifts
RED KETTLE CAMPAIGN AMBASSADOR

For more information contact:

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THE MISSION OF THE SALVATION ARMY

*The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.*

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