



LOVE BEYOND *CHRISTMAS*



Love beyond despair and loneliness.

Love beyond cold nights, overdue bills, and skipped meals.

Love beyond Christmas morning.

Love beyond measure.

Together we can provide the priceless gifts of health, warm homes, belonging and wrap our vulnerable neighbors in hope and love this holiday season and beyond.

PARTNERSHIP OPPORTUNITIES CORPORATE & COMMUNITY PARTNERSHIP GUIDE

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Community Strong

For 129 years, [The Salvation Army of Traverse City](#) has been loving all who feel lost. This holiday season we encourage you to join us in our mission to help our neighbors who are suffering and love beyond the moment, beyond the barriers, and beyond our differences.

During the holidays, it's easy to see how love can put a present under the Christmas tree for a child in need or a hot meal on the table of a struggling family. But The Salvation Army doesn't stop serving when the decorations and lights come down. For thousands of our vulnerable neighbors, The Salvation Army is their lifeline during their hardest days - no matter the season.

The challenges of the rising cost of inflation, gas prices, and interest rates are a reality being faced by each and every one of us. For our vulnerable, seniors, and even working neighbors budgets are being stretched beyond the limits of maintaining basic everyday needs, maintaining their homes, health, stability and dignity, and more. Reality has been hitting close to home as we answered the call unprecedented requests for emergency assistance in 2023, saw food pantry guests grow 200%, and requests for rental assistance double. At the same time, the purchase of food for the food pantry and Community Meal program continue to grow. The Red Kettle campaign is more critical than ever as we look to continued rising needs in 2024.

When the bells ring, they signal the approaching Christmas season, they raise not only critical funding but awareness of the lack of basic human needs facing a growing number of our neighbors who are challenged to provide for themselves and their families.

Our goal is not to only meet the physical needs of those who turn to us but to also provide for their emotional and spiritual needs as well. We are humbly asking our corporate and community partners to join us by enlisting in Love's Army during the Salvation Army [Red Kettle](#) Campaign to help us bring hope and love beyond empty cupboards, hunger, eviction, and poverty.

Will you join us in making [Christmas Bright and Bring Hope in 2024](#)? We are grateful for your support and prayers.



*Some gifts don't come wrapped in packages.
With bows.
And ribbons.
They aren't hidden away.
Then torn into with reckless abandon.
Some gifts are needs – like food or shelter.
And those can be the most precious of all.*



Here are just a few reasons why partnering with The Salvation Army during the Christmas season is a wonderful thing to do:

Money raised through the Red Kettle Campaign goes directly back to programs in your community. All donations stay local.

Your support will help to fund programs year-round, not just at the holidays.

You can start or continue a meaningful holiday tradition for your company.

You are letting the community know your company is there for them in a very visible way.

You'll be part of an iconic campaign that helps thousands of people in Grand Traverse, Leelanau and Benzie counties each year.

Mission: To preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.



RED KETTLE SPONSORSHIP OPPORTUNITIES

When you join The Salvation Army as a Red Kettle Sponsor you are helping to meet the physical, emotional and spiritual needs of our community members in their time of need.

A successful Red Kettle Campaign greatly increases our ability to bring joy through the holidays and answer the growing need of our vulnerable neighbors in need of food, safe warm shelter, hope in times of crisis and more now and throughout the year. Our Red Kettle Campaign goal is \$240,000.

Beyond partnering by sponsoring a Red Kettle it is also a great opportunity to team build and be Bell Ringer Hosts! In addition to sponsoring a physical Red Kettle location show your support by setting up a virtual Red Kettle to share with your team, customers, group etc.

RED KETTLE SPONSORSHIPS

\$5000



Gold Kettle Sponsor

Benefits:

- Your logo/name announcing your Red Kettle partnership at 6 selected Red Kettle sites for the entire Red Kettle Campaign
- Lunch with Envoys Greg and Bethany Irwin
- Social Media (10) posts highlighting your sponsorship throughout the campaign
- Sponsorship level with logo/name on recognized website and media releases

\$2500



Silver Kettle Sponsor

Benefits:

- Your logo/name announcing your Red Kettle partnership at 3 selected Red Kettle sites for the entire Red Kettle Campaign
- Lunch with Envoys Greg and Bethany Irwin
- Social Media (10) posts highlighting your sponsorship throughout the campaign
- Sponsorship level with logo/name on recognized website and media releases

\$1000



Red Kettle Sponsor

Benefits:

- Your logo/name announcing your Red Kettle partnership at 1 Red Kettle site for 6 days (Friday or Saturday).
- Lunch with Envoys Greg and Bethany Irwin
- Social Media (6) posts highlighting your sponsorship on selected days

\$250



Bronze Kettle Sponsor

Benefits:

- Your logo/name announcing your Red Kettle partnership at Red Kettle site. (\$250 per day per site)
- Social Media posts highlighting your sponsorship on day of sponsorship
- Sponsorship level with logo/name recognized on website

\$250



Changemakers Day

Saturday, December 2

Benefits:

- Your logo announcing your Red Kettle partnership at selected Red Kettle site
- Social Media post highlighting your sponsorship on Changemakers Day
- Logo on website



There are many ways we can work together to make the Holidays Bright and Bring Hope in 2024

- Holiday Meals and Food Baskets, (1) \$5000
- Holiday Meals (Thanksgiving and Christmas) Community Meal (1) \$3000
- Holiday Food Basket Sponsor (1) \$2500, (2) \$1000, (4) \$500
- Host a Red Kettle as bell ringers for a day or adopt a location for select time and day for the season
- Host a Red Kettle at your family, church, business or group holiday event (small counter Red Kettles available)
- Register to bell ring as an individual or group - register online at [Register to Ring.com](https://www.salvationarmy.org/register-to-ring) or call Mary at 231-946-4644
- Set up a personal, business or group [virtual Red Kettle](#)
- Adopt a Thanksgiving or Holiday Food Basket so families can gather around the table in celebration - \$40 Donation
- Host a [Christmas Wishes](#) gift drive
- Host a [Food and/or Hygiene Drive](#) and drive home health, nutrition and dignity
- Host a Winter Accessory or Sock Drive
- Become a [Teen Angel](#) by adopting a Teen this holiday season through the Teen Angel program.
- [Volunteer](#) to assist with Christmas gift sorting, packing and distribution of food and gifts
- [Make a financial gift](#) to The Salvation Army



For more information please visit
SATraverseCity.org or call
[Ruth Blick](#) at 231.946.4644 office or
231.649.2752 cell
for additional information.



"Above all, love."
1 Peter 4:8

