



2024 Key Messages

Impact

The Salvation Army's Bed & Bread program provides food and shelter to Metro Detroiters every single day and night of the year, providing:

- Nearly 52,000 nights of shelter annually (51,599)
 - That's more than 140 nights of shelter each night.
- Nearly 1.7 million meals annually (1,681,019)
 - More than 4,600 meals each day (4,605)

Call to Action: Join The Club That's Here for Good.

- You can help feed five people for nearly a month for \$120 - or 10 people a month for \$240!
- The most popular giving level is \$240.
 - At this level, you will receive a limited-edition Bed & Bread Club Radiothon rain poncho. The rain poncho is 52 x 86 and has a 2-snap closure and a shock cord at the lower hem for added weather protection. It is 100% waterproof and durable for wind protection as well. There is reflective material along the back shoulders and front. The poncho easily slips over clothing and is a "one size fits most" design. Made of 100% polyester taffeta with a water-resistant finish.
- If you donate \$255 or more, you will receive 2 ponchos or have the option to donate the second poncho to a Bed & Bread client.

The Salvation Army needs your help to fight hunger and homelessness in Metro Detroit. Make an impact with your donation by:

- Visiting [SAmetrodetroit.org](https://www.smetrodetroit.org)
- Texting BREAD to 24365
- Calling 833-SAL-HOPE (833-725-4673)

Event Details

- The Salvation Army's 37th annual Bed & Bread Club Radiothon, hosted by 760 WJR, is an on-air 27-hour event to fight hunger and homelessness in metro Detroit. The goal is \$1.825 million.
- The event begins on Thursday, Feb. 22 at 4 p.m., shifting to a live broadcast at 5 a.m. on Friday, Feb. 23 from The Salvation Army Great Lakes Division Headquarters, located at 16130 Northland Dr. in Southfield. The live event concludes at 7 p.m. It will be livestreamed on [Sametrodetroit.org](https://www.smetrodetroit.org), [WJR.org](https://www.wjr.org) and on our Facebook page [@salmich.org](https://www.facebook.com/salmich.org).

Background

- Hunger and homelessness do not take a day off. The Bed & Bread trucks serve meals seven days a week, 365 days a year, alternating between sandwiches, stews and soups, and other hot meals. Salvation Army Bed & Bread meals are often the only nutrition some people receive each day.
- The Bed & Bread program meals are made at the Detroit Harbor Light kitchen and can accommodate up to 30 volunteers to assist in the food preparation process.

History

In January of 1988, The Salvation Army loaded an Emergency Disaster Services truck with 75 sandwiches, a pot of soup, and enough hot chocolate to warm the spirits of any friends in need they might encounter. The truck parked in an alley on the corner of Kercheval and St. Jean, and the Bed & Bread program was born. Just one month after the program's founding, Radio Hall of Famer Dick Purtan teamed up with his longtime producer Gene Taylor to begin the Radiothon to support the Bed & Bread program. Since then, because of donors like you, we've had a measurable impact in our community.

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