

The Salvation Army, Altrua Healthshare, and Awakening Foundation, along with Matthew West, Unite to Make a Positive Impact Nationwide

Awakening Foundation and Altrua HealthShare donate \$500 to The Salvation Army of Greater Charlotte to help impact the lives of those in need.



CHARLOTTE, Feb. 22, 2024 – In a heartwarming collaboration aimed at making a positive impact on communities across the nation, The Salvation Army, Altrua Healthshare, Awakening Foundation, and renowned artist Matthew West have once again joined forces. This collective effort seeks to uplift and extend a helping hand to those in need.

Awakening Foundation and Altrua HealthShare, in collaboration with Matthew West, are contributing a generous donation of \$8,000 to The Salvation Army, impacting communities across the nation and supporting various programs and initiatives designed to directly impact individuals facing challenges. At the concert in Charlotte, the Awakening Foundation presented a check for \$500 to support the feeding programs at the Center of Hope shelter in Charlotte.

Matthew West is lending his support through the "Don't Stop Praying" tour, which kicks off in Charlotte on Feb. 22 and runs through March 23, making stops in 16 locations. This nationwide tour serves as a platform for spreading hope, encouragement, and experiencing the power of prayer.

"The collaboration between The Salvation Army, Altrua Healthshare, and Awakening Foundation is a testament to the power of collective action in creating positive change," said Commissioner Kenneth Hodder, National Commander at The Salvation Army. "This partnership enables us to expand our reach and enhance our ability to serve those in need, fostering stronger, more resilient communities."

"This Spring the Awakening Foundation is extremely excited to partner with the Salvation Army to identify the greatest immediate needs in communities around our nation and be a catalyst to meet those needs. The song that Matthew West's Tour is based on says, 'When you've cried, and you've cried 'til your tears run dry. The answer won't come, and you don't know why. And

you wonder if you can bow your head even one more time. Don't stop praying.' Our desire is to be part of the Army of God that helps to answer some of those prayers," said Chris Farnsworth, Director of Strategic Relationships for the Awakening Foundation.

The collaboration between these organizations exemplifies the strength of compassionate partnerships in addressing the diverse needs of communities across the nation.

For more information on how you can help those in need in your community, visit salvationarmyusa.org.

About The Salvation Army

The Salvation Army annually helps nearly 24 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 nearly 7,000 centers of operation around the country. For more information, visit SalvationArmyUSA.org. Follow us on Twitter @SalvationArmyUS and #DoingTheMostGood.

About Awakening Foundation: The Awakening Foundation exists to share the message of hope and resources with individuals and families in local and international communities by bringing together artists, fans, and like-minded organizations through live events and missional endeavors to serve and empower those in need. All Awakening Foundation events are powered by Awakening Events. Consistently ranked among the top promoters in America and reaching No. 1 in the world in total tickets sold, Awakening Events is a leader in the live faith-based entertainment industry. Be sure to find out more at AwakeningFoundation.com.