



EL PASO CONNECTION

DECEMBER 2022

A Newsletter of The Salvation Army of El Paso

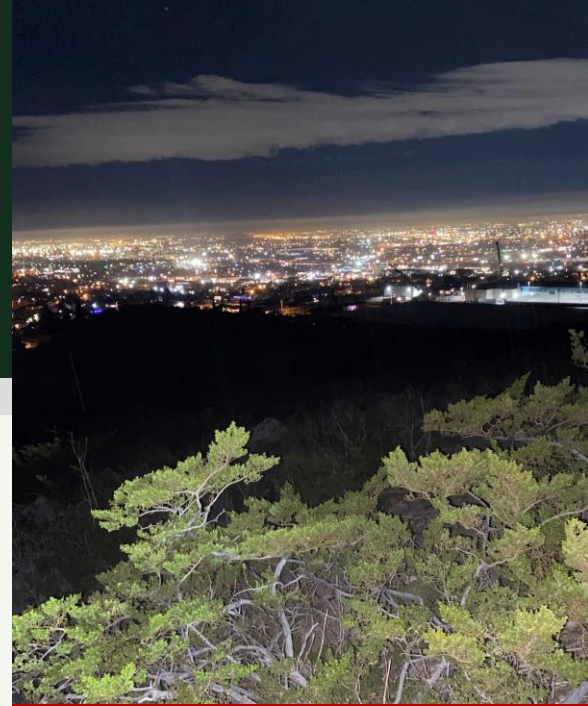
BRASS BAND KICKS OFF 2022 CHRISTMAS RED KETTLE CAMPAIGN

*FIRST EVENT AT CIELO VISTA MALL PRECEDES WEEKLY SERIES OF
BAND PERFORMANCES TO SUPPORT THE CHRISTMAS FUNDRAISER*

The Brass Band of The Salvation Army was excited to kick off the 2022 Christmas Campaign – including the iconic Red Kettle and Angel Tree program. Music is a longstanding tradition of The Salvation Army, and brass bands in particular have been associated with the organization since its earliest days in late 19th century London, England. This Christmas Kickoff brought together two traditions: music and red kettles!

The kickoff event was held at Cielo Vista Mall on Saturday, November 26. Volunteers supporting the event included Corps Sergeant Major Aurora Apuan and her great-grandchildren, Michael (age 8) and Vivika (age 4) who rang the bell at the red kettle.

The Red Kettle Campaign is the largest annual fundraiser and helps support year-round community programs. "The sound of The Salvation Army bell ringing has been a part of the holiday season in El Paso for decades," said Claiborne Gallagher, Advisory Board Chair of The Salvation Army. "We can all make a difference in the lives of those we serve here in El Paso by giving generously. I encourage everyone to do more than drop in a few coins in the kettle when you hear the bell ringing this holiday season."



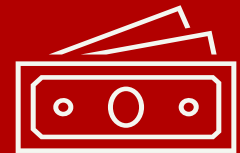
MONTHLY IMPACT REPORT NOVEMBER 1 – NOVEMBER 30



**1,485
NIGHTS OF SHELTER**



**18,467
TOTAL MEALS**



**\$23,984.50
FINANCIAL ASSISTANCE**



**845
VOLUNTEER HOURS**

CHRISTMAS ANGEL CLASSIC TOURNAMENT IS HELD IN EL PASO FOR THE FIRST TIME!

More than 220 teams competed in the Christmas Angel Classic soccer tournament! Thousands of kids of all ages competed in the world's most popular sport at Westside Sports Complex. "Even the spectators were joining the fun; you could see families having picnics and kicking around a soccer ball!" said Joanna Estrada, Public Relations Manager of The Salvation Army.

In celebration of the season of giving, this annual event also had a charitable component. Cobras Soccer Events pledged \$25 from every team registration to The Salvation Army to help with their mission during the holiday season.

"We are so excited to bring this event to El Paso!" said Teresa Sosa of Cobras Soccer Events. This is the first year the Christmas Angel Classic was held in El Paso; previous events were always in Las Cruces.



SALVADOR SANCHEZ MIDDLE SCHOOLERS RAISE \$251.98 FOR THE RED KETTLE

Hundreds of Salvador Sanchez middle schoolers helped raise money for the Red Kettle Campaign of The Salvation Army. The goal was for each student to bring a \$1 donation, showing that a collective effort can really make a difference for local families in need during the holiday season.

Teachers were excited to participate as well, showing their students the importance of giving back to the community. "Charitable giving teaches kids empathy and instills a sense of pride because they learn they're making a difference," says Jessica Porter, Corps Mission Associate of The Salvation Army.

\$251.98 was raised in just two hours at Salvador Sanchez Middle School. That's what the typical volunteer group averages during a full day at the Red Kettle!



RED KETTLE CAMPAIGN

Helping families turn tough
breaks into fresh starts

"ABOVE ALL, LOVE."
— 1 PETER 4:8

Food Donations Needed; Food Operations in High Demand During Holiday Season

Holiday Programs, COVID-19 Operations, and Migrant Crisis Means Low Food Supplies at The Salvation Army

The Salvation Army's humanitarian aid efforts are in high demand in November. The homeless shelter serves three meals to residents every day, and the soup kitchen is open each evening to anyone in need of a hot meal. Food boxes are available to households that need meal supplementation.

In addition to these year-round services, The Salvation Army served 11,013 meals at the County Processing Center for migrants – the highest monthly count since the center opened.

"Our greatest challenge right now is keeping up with sudden migrant surges and making sure we have enough food for everyone," says Lorine Villa, Project Manager. "These fluctuating numbers mean we don't always know how many we will need to serve."

The Salvation Army is involved in a second project to continue its feeding operations at several hotels for families and individuals that test COVID-positive. This is three meals per day, about 550-750 each day.

"The demand for food assistance is rising at a time when food donations are in decline," says Lorine. With additional holiday programs, food supplies are low at The Salvation Army. To donate food or money to The Salvation Army, call 915-544-9811 or visit in person at 4300 E Paisano Drive.



LOVE BEYOND

Economic pressures will force millions of parents to choose between things like rent or utilities and enough food for the household. Monetary contributions and food donations help keep families fed and in their homes.



As Angel Tree Registration Closes, The Salvation Army Prepares for Highest Number of Families in El Paso

Angel Tree is a need-based Christmas assistance program that helps families by providing clothes, toys, and food to families in need. On distribution day, each family receives toys, clothes, a food box, and a turkey for a full Christmas experience!

This year, 560 families are registered in the program – 100 more families than the previous year. "At this point, we still have more than 350 unsponsored angels," says Major Eloisa Estrada, Commanding Officer, "so we will need more sponsors than ever to make sure every registered angel has a joyful Christmas experience."

Visit southernusa.salvationarmy.org/elpaso or call 915-544-9811 to become a sponsor.



LOVE BEYOND
THE HOLIDAYS

MISSION STATEMENT

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.

