GIVE WITH *Joy*



A letter from Majors Carolynn and Rob Webb

North Texas Area Commanders



AS MANY OF YOU KNOW, our Christmas campaigns play a pivotal role in helping sustain the year-round work of The Salvation Army of North Texas. With the support of our volunteers, donors, and community, The Salvation Army of North Texas is able to meet the growing needs of individuals and families across our region, both during the holidays and throughout the year — especially as we see an ongoing increase in requests for assistance. In 2025, more than **35,000 children**, seniors, and adults with special needs woke up to presents under their tree. In 2026, we provided more than **4,300,000 pounds of food** to neighbors experiencing food insecurity. And as the need continues to grow, so does the work ahead of us.

Across North Texas, our neighbors continue to experience poverty, addiction, and homelessness. Faithful to our mission, we will enable God-empowered transformations of individuals and society. To do this, we need your help.

This Christmas, The Salvation Army is encouraging North Texans to Give with Joy. Your support provides immediate and long-term services that meet the needs of our clients. Whether you donate in-person or online, adopt an Angel, or participate in our Red Kettle Campaign, your support makes a lasting impact. When you give, you are not just making a donation; you are ensuring joy and hope reach every home and heart that needs it most.

We pray that through the holiday season and into the new year we all continue to live and serve after God's own heart, modeling love and compassion.

Merry Christmas!

God bless you,

Carolynn & Rob Webb

Majors Carolynn and Rob Webb
Area Commanders — The Salvation Army of North Texas

Thank you for your ongoing support as we continue to provide transformational services to North Texans who need to secure food, reestablish homes, and stabilize following the impacts of inflation, rising costs, and the pandemic.

With your help, The Salvation Army is providing aid at a time when North Texans are facing continued hardship:

- Our six shelters and senior living centers are housing **1,300 people** per night, operating at, and well above, capacity.
- Our 13 food pantries are feeding **10,000 people** per week.
- Our three recovery programs are treating **500 people** per week.

To make a donation, visit
SalvationArmyNorthTexas.org
or use the enclosed envelope.

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CELEBRATING 30 YEARS OF THE *Red Kettle Kickoff*

THIS YEAR MARKS THE 30TH ANNIVERSARY of The Salvation Army's iconic Red Kettle Kickoff Halftime Show! Each Thanksgiving, the Dallas Cowboys help launch the Red Kettle Campaign, one of the nation's most recognizable holiday fundraising traditions, bringing together football fans and generous North Texans to support neighbors in need.







Our partnership with the Jones family and the Dallas Cowboys began in the 1990s, when Jerry Jones sought a meaningful way for America's Team to make a lasting impact off the field. Recognizing The Salvation Army's longstanding commitment to serving communities across North Texas, the Jones family helped bring the first Red Kettle Kickoff Halftime Show to life. Three decades later, this partnership continues to inspire generosity and make a difference in the lives of our neighbors.

Every holiday season, donations to the Red Kettle Campaign help The Salvation Army serve tens of thousands of people across North Texas. These gifts provide essential support, including food and shelter, while also funding programs that help individuals and families work toward stability and self-sufficiency throughout the year.

And every dollar makes a difference right here at home. Red Kettle donations stay in the communities where they are given, helping The Salvation Army respond to local needs and provide critical services to our neighbors.

Be part of the tradition! North Texans can help make a difference by volunteering to ring bells at a local Red Kettle, donating at kettles throughout the region, or giving through a Virtual Red Kettle.

Thank you to the Jones family, the Dallas Cowboys, and our generous North Texas community for 30 years of support. Together, we're carrying this tradition forward and making an impact that extends far beyond the holiday season.

To learn more about how you can get involved this Christmas, scan the QR code or visit
SalvationArmyNorthTexas.org/Christmas

Thank You
TO OUR CHRISTMAS SPONSORS

Thank you to all of our corporate partners who continue to stand alongside The Salvation Army each year, supporting our mission to meet human need during the holiday season and all year long. Your partnership makes it possible for us to change lives, uplift families, and support communities across North Texas today and every day.

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Christina Cavalier
Managing Director

D CEO DALLAS 500 2027
RECOGNIZES CHRISTINA CAVALIER

Annually, *D Magazine* releases the Dallas 500, a special publication of *D CEO* profiling the most influential business, civic, and nonprofit leaders in North Texas. The 2027 book marks the publication's 12th edition, spotlighting well-known, emerging, and behind-the-scenes leaders who are shaping the future of DFW.

We are thrilled to share that our very own Christina Cavalier has been recognized in the 2027 Dallas 500 for her leadership and commitment to community impact. As the Managing Director for The Salvation Army of North Texas, the region's largest provider of social services, Christina leads with a deep commitment to serving North Texans in need and an unmatched passion and heart for those she serves.

Christina is at the heart of our operations, seeing and hearing firsthand the impact that The Salvation Army is making across North Texas. As leader of the Executive Leadership Team, she provides strategic direction and oversight for The Salvation Army of North Texas, guiding its programs, operations, and community impact.

Christina's dedication, advocacy, and deep understanding of the challenges facing North Texans have not only strengthened The Salvation Army's work, but helped us reach more individuals and families across the region.

Congratulations on this well-deserved recognition, Christina! We're grateful for the leadership and dedication you bring to The Salvation Army and the individuals and families we serve across North Texas.

ANGEL TREE

GIVE THE GIFT OF *Christmas Morning*

For many families across North Texas, the Christmas season brings the excitement of holiday traditions, time together, and the anticipation of Christmas morning. But for parents facing financial challenges, the added cost of gifts can make it difficult to create the holiday experience they want for their children.

The Salvation Army's Angel Tree program helps make Christmas special for thousands of families across North Texas, giving parents the opportunity to create meaningful holiday memories and ensuring children can experience the magic and excitement of Christmas morning.







For people like Mandie, the Angel Tree program made a lasting difference.

Growing up, Mandie's family sometimes struggled to make ends meet and needed assistance throughout the year. Yet Christmas always felt special.

"I never lacked for anything when it came to Christmas; I never noticed that Christmas was an issue. And I guarantee you it was because of the Angel Tree [program]," Mandie said.

It wasn't until she was an adult that Mandie realized her family had participated in the Angel Tree program. The Salvation Army had helped ease the financial pressure her parents faced, allowing them to focus on what mattered most: creating a joyful Christmas for their family. As a child, Mandie simply got to experience the magic of the holiday.

That's the heart of Angel Tree. By connecting generous community members with children, seniors, and adults with special needs, The Salvation Army helps families celebrate Christmas with dignity, joy, and the traditions that make the season meaningful.

Thanks to the generosity of our community, thousands of our North Texas neighbors can experience a brighter Christmas this year.

Thank you for helping make the magic of Christmas possible for families across North Texas.

Scan the QR code to adopt an Angel.
Adoptions are open through **December 5**!

PREPARING FOR THE WINTER WEATHER

Scan the QR code to help us prepare to care for our neighbors this winter.

Every year during the winter season, The Salvation Army of North Texas opens our overnight warming shelters to provide our neighbors a safe place to escape the freezing temperatures. Cold weather can pose a serious threat to our community, especially for individuals and families experiencing homelessness or poverty.

At our overnight warming shelters, we provide a warm place to stay, food and drinks, emotional and spiritual care, hygiene supplies, and connections to additional resources to ensure those seeking help receive comprehensive care.

Support during the winter months goes beyond providing temporary assistance. The Salvation Army will continue to help break the cycles of poverty, addiction, and homelessness at its warming shelters and all year long.