

The Salvation Army Rockland County, NY

November 12, 2020

Dear Friends,



As you know, The Salvation Army has a Red Kettle Campaign each year to raise funds for the hundreds of families needing help for the holidays and our year-round social service programs, including our food pantry, which has been a critical lifeline for so many people during COVID-19. This year many of our neighbors are finding themselves in need of help for the very first time and are looking to The Salvation Army to keep their families afloat, creating an even greater demand for our services.

Last year our Red Kettles raised \$101,600 dollars in Rockland County of which \$22,155.99 was raised at the Palisades Center Mall. This year, in order to keep our community healthy and respect social distancing guidelines, The Salvation Army will be putting fewer kettles out, combined with reduced foot traffic and a trend away from cash and coins, we anticipate a significant reduction in the amount we can raise. To adapt to this unique challenge, we are being creative and are asking you to join us.

Will you consider sponsoring a countertop kettle like the one pictured above that can sit in your store at your check out area where shoppers can either drop money in or use their phones to scan the QR code to make a donation through December 31? We will gladly work with you on recognition opportunities to ensure our community knows that you are here to walk alongside them even in the face of hardship.

For more information on how you can host one of these countertop kettles, please call me on my cell phone at 859-421-6533 and I will come to your store location. Thank you for considering this partnership opportunity.

Kind Regards,

Handwritten signature of Tom

Major Thomas Hinzman
Rockland County Coordinator



DOING THE
MOST GOOD

Major Thomas Hinzman
Thomas.Hinzman@USE.SalvationArmy.org
845-352-9577

THE SALVATION ARMY RED KETTLE PARTNERSHIP OPPORTUNITIES

The Salvation Army will organize recognition opportunities to let the community know you care, including:

- ü Creating window clings or posters to place in your store windows recognizing your business as a Salvation Army Red Kettle Sponsor
- ü Designing small signs to adhere near check-out recognizing your sponsorship and inviting your customers to join you by making a donation via QR code on their phones
- ü Acknowledging your sponsorship on our social media accounts and other promotional items we create
- ü Working with you on any other creative ideas you may have for a partnership!

With your help and partnership we can create a new ending to this pandemic story, one of hope through the symbol of the Red Kettle. **Sponsor a Red Kettle that cannot be on the sidewalk this year.**

We are humbly asking our business partners to please **help us Rescue Christmas**, so we can continue to meet the increasing needs of our communities. **Will you join us?**

Help The Salvation Army of Rockland **RESCUE CHRISTMAS!**



DUE TO COVID-19, THE LESS FORTUNATE NEED US NOW MORE THAN EVER



With more families facing hardship this year, the need to serve those most vulnerable is greater than ever before.

Donate \$1,000

Help provide a Christmas Dinner for 25 families.

Donate \$500

Help two families keep their utilities from being shut off this Christmas.

Donate \$250

Help two deserving families receive Christmas gifts for their kids this year.

Donate \$100

Help provide 25 seniors in Nursing Homes with a lap blanket this Christmas.

Donate \$50

Help provide warm clothing to a child in need this Christmas season.

Donations of any Amount

Help rescue Christmas for someone in need.



DOING THE
MOST GOOD™

The Salvation Army of Rockland County
PO Box 157 * Spring Valley, NY 10977 * 845-352-9577
Major Thomas Hinzman, Rockland County Coordinator
Thomas.hinzman@use.salvationarmy.org



DOING THE
MOST GOOD

Red Kettle Sponsorship Pledge Form

In support of The Salvation Army of Rockland County, I (we) pledge the following gift(s):

Please Complete the Information Below:

Name(s): _____ Address: _____

City: _____ State: _____ Zip Code: _____ Phone: _____

Email: _____

Donor Signature: _____ Date: _____

Total Amount of Gift/Pledge: \$ _____

Initial payment: \$ _____ (Enclosed)

Balance of pledge: (if any) \$ _____ To be paid on (Date): _____

Gift to be made by:

_____ **Check** (Payable to The Salvation Army of Rockland County)

_____ **Credit Card** Credit Card Number: _____ Exp. Date: _____ CVV _____

_____ **Stock Transfer** (A member of the Development Department will contact you concerning procedures, or you may call 212-337-7339 for immediate assistance)

Please use the exact name: _____ when recognizing our gift on social media or on any collateral that is created for this campaign.

All gifts are 100% tax-deductible as prescribed by law.

The Salvation Army, 179 N. Main St., Spring Valley, NY 10977 Telephone: (845)352-9577