



DOING THE MOST GOOD

2008 Red Kettle Income Fact Sheet

The Salvation Army set a new fundraising record for its Red Kettle Campaign in 2008, raising more than \$130 million to help people in need. The 118-year old campaign is the largest annual fundraiser of its kind and ran from Thanksgiving Day, November 27 until December 24th. An estimated 25,000 volunteers staffed red kettles on street corners nationwide to collect spare change and other donations. Below is a fact sheet, highlighting key fundraising statistics from the 2008 campaign, along with information for the previous five years.

