

2015
TWIN CITIES SALVATION ARMY
**CHRISTMAS
REVIEW**



DOING THE MOST GOOD

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THE SALVATION ARMY
TWIN CITIES SALVATION ARMY
**CHRISTMAS
REVIEW**

**FIVE FRIENDS, THOUSANDS
OF VOLUNTEERS
HELP SAVE CHRISTMAS**



Suddenly, Christmas was in jeopardy for thousands of Twin Cities families. Thankfully, five friends and legions of volunteers rose to the challenge.

The crisis began in mid-December, when a large toy donation unexpectedly did not come through.

“We had planned on giving toys to 15,000 children – the shortage meant that at least 3,500 of them would not receive a Christmas present,” said Major Jeff Strickler, Twin Cities Salvation Army commander.

Then, a Christmas miracle: local real estate developer Dave Frauenshuh gathered his friends to “save Christmas” for the 3,500 kids. His friends – Hubbard Broadcasting, Bremer Bank, Ecolab, and couple Jeannine Rivet and Warren Herreid – were thrilled to help. Together, they pooled \$100,000 to purchase the missing toys.

“This group was an answer to prayer,” Strickler said.

Others joined the cause, too. After we sent our volunteers an email explaining the toy shortage, they responded by delivering carloads

and carloads of toys. The Minnesota Vikings also got wind of the shortage and gave enough toys to fill an SUV floor-to-ceiling.

With the tragedy averted, Salvation Army volunteers helped take Christmas across the finish line. They helped parents pick out toys Dec. 18–22 at our four metro area Toy Shops. They also served meals, registered families for assistance, and performed a myriad of other important tasks.

There were also insane amounts of bell ringers. The number of volunteer bell ringers rose nearly 10 percent compared to 2014. An average of 590 volunteers rang every day.

“Some say the increase in bell ringers was because of the unusually warm weather,” Strickler said. “I say it was because our bell ringers identified a need and resolved to fill it.”

Many more needs must be filled in 2016. Hungry families will need food. People experiencing homelessness will need shelter. Disaster survivors will need comfort.

You can help these people by volunteering for The Salvation Army. Check out our volunteer opportunities at SalvationArmyNorth.org.

Unfortunately, the Twin Cities Salvation Army has missed its Christmas Campaign goal two of the past four years.

Happily, this was not one of those years: We reached our 2015 Christmas fundraising goal of \$11.6 million.

“We are grateful to God, our donors and our volunteers for helping us realize this most excellent achievement,” said Major Jeff Strickler, Twin Cities Salvation Army commander.

Indeed, Salvation Army supporters were a force all Christmas season long. The fun began at Kettle Kickoff on Nov. 21, when more than 1,000 volunteer bell ringers helped raise \$90,000 at metro area Cub Foods locations and Mall of America. Cub Foods matched kettle donations up to \$15,000, while TCF Bank matched online donations up to \$5,000.

Momentum grew Dec. 4 when Thrivent Financial matched kettle and online donations up to \$100,000. It was also REALTOR® Ring Day: 300 local real estate professionals helped raise \$115,000 at Twin Cities kettles, ensuring every penny of Thrivent’s matching gift was secured. Total donations for the day: \$300,000.



Youth from Trinity Evangelical Free Church ring bells outside Cub Foods in Lakeville during Kettle Kickoff.

The momentum peaked Dec. 18–19 during a two-day, \$1.5 million triple-match funded by individual and corporate donors, including \$250,000 from the Richard M. Schulze Family Foundation.

“The triple match raised a whopping \$3 million,” Strickler said. “Astounding.”

By Dec. 21 donations had reached \$8.1 million. Donors went on to give an improbable \$3.5 million in the final 10 days of the year.

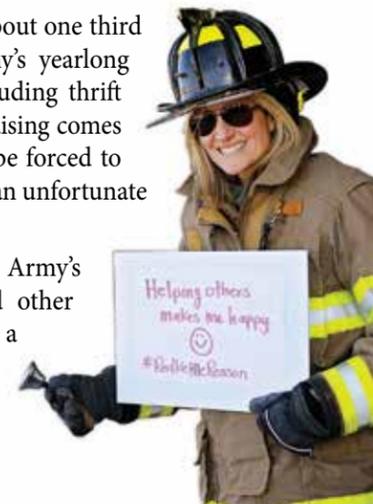
“Thank you to our donors for making such a strong and inspiring push in the last days of 2015 – you are a blessing to the people and families served by The Salvation Army,” Strickler said.

NOW, THE HARD PART

With a successful Christmas behind us, there is still a long fundraising road ahead in 2016.

Christmas donations account for about one third of the Twin Cities Salvation Army’s yearlong budget of nearly \$33 million, excluding thrift stores. If our remaining 2016 fundraising comes up short, The Salvation Army will be forced to continue scaling back its services – an unfortunate practice instituted for part of 2015.

Please help sustain The Salvation Army’s critical food, housing, youth, and other programs year-round by becoming a monthly giver. These reliable gifts ensure more people will get help throughout 2016. Sign up at SalvationArmyNorth.org.



Tears of joy: Single mother Becky receives gifts from Salvation Army supporter and Minnesota Timberwolves assistant coach Sidney Lowe.



CRAZY-BIG KETTLE GIFTS

The 2015 Christmas season featured some monstrous kettle gifts. One was the largest kettle donation in Salvation Army history: an anonymous couple dropped a \$500,000 check into a kettle at Cub Foods in Rosemount. The story made worldwide news.

Several gargantuan gifts came on Saturday, Dec. 19. Forty-nine \$100 bills

were donated at a kettle in Fridley, with another 36 Benjamins given at a kettle in Brooklyn Park. Additionally, someone dropped 10 \$100 bills into three kettles in the south metro, each with a note signed “Southside Santa.”

Mystery donor Saint Grand was at it again, too. This year, he or she dropped bundles of \$1,100 into 10 kettles – a \$100-per-donation increase over the \$1,000 gifts he or she has traditionally given since 2011. By our calculations, Saint Grand – whose identity still remains unknown – has given nearly \$90,000 in the past five years.



Dave Frauenshuh smiles with friends Marc and Alicia Belton at a Salvation Army Christmas party.

Thanks to generous Salvation Army volunteers and donors, Joan of St. Paul was able to give her 1-year-old son an Elmo doll for Christmas.



Christmas 2015

Also on Thanksgiving: → 3M, maker of Post-it® Notes, matches employee and retiree donations to The Salvation Army. Grand total: \$71,000.

NOVEMBER



Blue Door Pub caters hot Thanksgiving feasts to hundreds at Twin Cities Salvation Army locations. Perkins donates pies.



Bell ringing season officially begins. Kettles are live at 550 locations across the Twin Cities.



Baseball fans donate 1,500 winter coats for annual drive by Fan HQ and former Minnesota Twin Justin Morneau.

29  Kettle officials discover \$1,100 cash gift, indicating mystery donor "Saint Grand" is back for fifth straight year.

30  World news outlets run story about anonymous couple dropping \$500,000 check into kettle at Cub Foods in Rosemount.

DECEMBER 1  Month-long KOOL 108 Bell Ringer of the Day promotion is underway. Honorees receive concert tickets and a My Pillow.

2  Chick-fil-A of Bloomington donates 50 percent of cookie sales during the month of December.

3  St. Paul firefighters and other volunteers raise \$12,000 bell ringing before six Minnesota Wild games in December.

4  Thrivent Rings Day raises \$300,000, including \$100,000 company match.

5  Kettles at Grand Meander event in St. Paul raise \$16,500, including \$10,000 match from Deluxe Corp. Foundation.

6  Uri and Melissa Camarena host Christmas party for William Booth Society. Learn about the society at SalvationArmyNorth.org.

7  Inspiring ringer: Despite cancer, 80-year-old Andrew Benjamin volunteers for 18 four-hour kettle shifts.

8  #RedKettleReason: TC volunteers join national social media conversation about why they bell ring.

9  Polaris employees accelerate their giving by donating 570 toys to metro area Toy Shops.

10  Electric response: Xcel Energy employees respond to toy shortage by giving \$1,000 and 800 toys.

11  Local media, mascots, royalty, and other luminaries ring at Southdale Mall in Edina during Celebrity Bell Ringing Day.

12  98.5 KTIS toy drive raises 2,100 toys and \$3,000 at Amy Grant / Michael W. Smith concert.



Minneapolis firefighters started in one of our most popular Instagram photos of the holiday season. Follow us at @salarmynorth

13  14  Betcha didn't know: About a third of all Twin Cities kettle donations are raised outside of Cub Foods stores.

15  "Kettle Donations" series published on SalvationArmyNorth.org explains how kettle gifts help people.

16  Prison Toy Lift program: All presents wrapped and delivered to 1,900 kids with an incarcerated parent.

17  Timberwolves players and coaches give \$500 Target gift cards to 20 families served by the Army.

18  Two-day \$1.5 million Triple Match begins, goes on to raise \$3 million. Fox 9 helps by hosting phone bank.

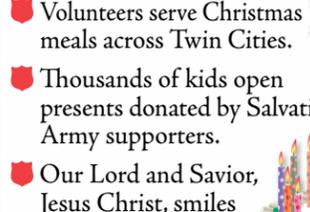
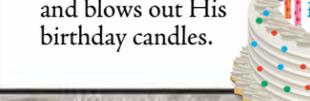
19  And it's good: Vikings kicker Blair Walsh gives presents to low-income family served by the Army.

20  Metro area Toy Shops are underway, allowing parents to "shop" for gifts for their children. Total kids served: about 13,500.

21  Edina Rotary Club rings in honor of the late Jerry Potter, a treasured Salvation Army board member.

22  Christmas surprise: My Pillow founder Mike Lindell donates 1,000 pillows to people in Salvation Army housing.

23  Happy ending: Kettles come to a close after raising nearly \$3 million for people in crisis.

24  25  Volunteers serve Christmas meals across Twin Cities.

Thousands of kids open presents donated by Salvation Army supporters.

Our Lord and Savior, Jesus Christ, smiles and blows out His birthday candles.



WEDNESDAY, DEC. 30

26  Yearend bonus: Trans-Siberian Orchestra donates \$21,000 before concert at Xcel Energy Center. Total gifts since 2012: \$73,500.