



Igniting the Spirit of Giving

Salvation Army Red Kettles ignite a “warm glow” effect in our community at Christmas time.

Black Friday shopping would not be the same without the familiar “ding, ding, ding” of a Salvation Army volunteer ringing their bell, standing next to the iconic red kettle, wishing you a “Merry Christmas.”

“Parents come up, and you can see that they’re introducing their kids to giving,” volunteer Kevin Milligan said. “You see that a lot.”

But why do we give?

Studies show giving is a social act. When someone sees another donate, he, in turn, donates, often giving an even larger gift.

Giving is good for your health. Our brain associates it with social connection, trust, and pleasure. It activates a “warm glow” feeling and makes us feel happy and part of our community.

You can ignite the spirit of giving in your community.

Studies show that by simply announcing a donation match is available donations increase by 19% and the probability that an individual will donate by 22%. So,

make your donation known and make a big difference in your neighbor’s donation decision.

Last year, The Salvation Army of Collier County helped more than 30,000 Collier County citizens through:

- Emergency aid for food, rent, utilities, and clothing
- Thanksgiving and Christmas food and gifts
- Affordable Day Care
- After School and Summer Programs
- Senior Silver Bell Programs
- School of Performing Arts

‘Be the Match’

Help The Salvation Army of Collier County double the impact in 2019 by sponsoring 1, 2, or 3 kettles this Christmas! Challenge your co-workers, neighbors, and friends to give by matching their donation dollar for dollar at the red kettle on a day of your choosing - like #GivingTuesday, December 3, 2019.

Every matched red kettle will display a sign with your name or company name on it. For more information please contact Martin de St. Pierre at (239) 210-4013.

Red Kettle Giving
cultivates
A community with
heart



*“to give or not to give,
is strongly
influenced by the
participation of peers.”*

Harvard University Scholar
Katherine Grace Carman

[http://rwj.harvard.edu/scholarsmaterials/
carman/SocialInfluences.pdf](http://rwj.harvard.edu/scholarsmaterials/carman/SocialInfluences.pdf)