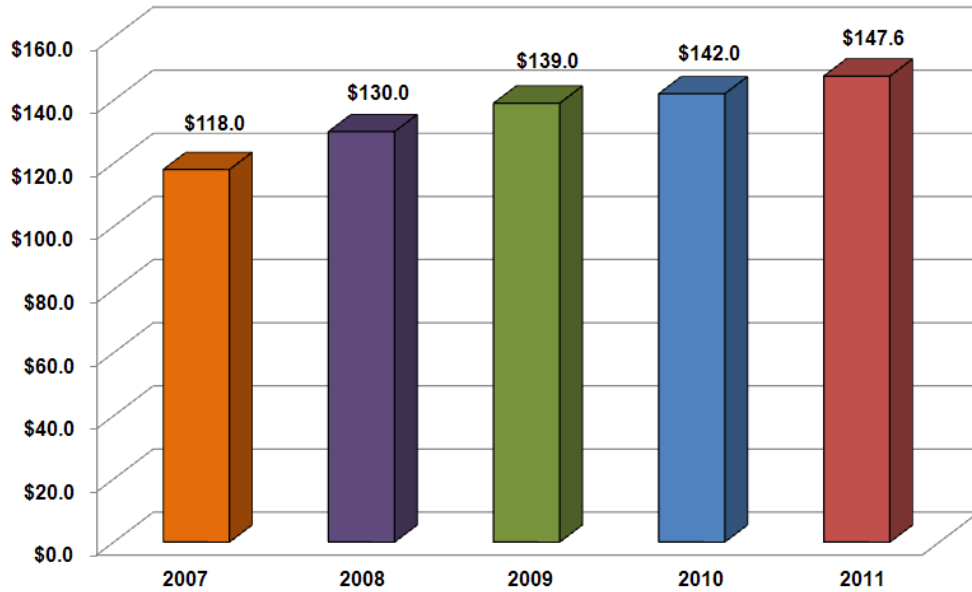


# 2011 Red Kettle Campaign Income Fact Sheet

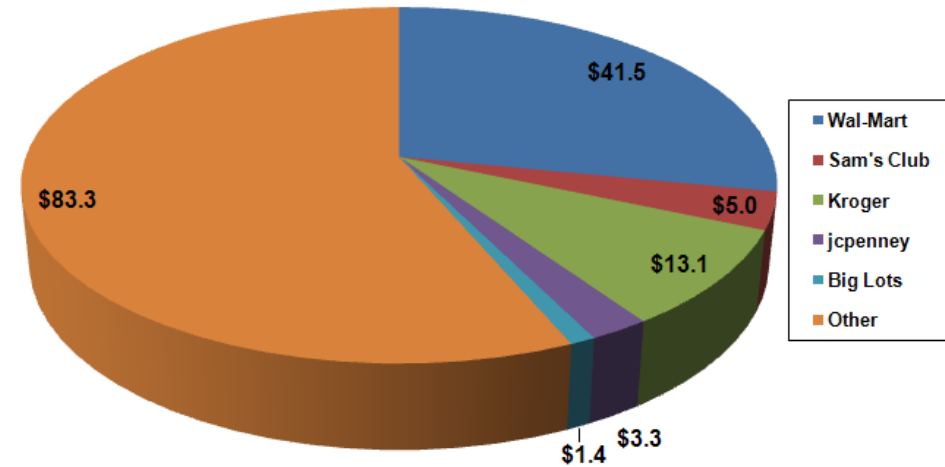


The Salvation Army raised \$147.6 million through the 2011 Red Kettle Campaign, marking a new fundraising record for the campaign. The 3.4 percent increase from 2010, highlights the support of American donors who gave generously despite a continued slow economy. In its 120<sup>th</sup> year, after beginning on the wharf in San Francisco in 1891, the Red Kettle Campaign has become a Christmas tradition that utilizes volunteers to ring bells at 25,000 red kettles across the country. Below is a fact sheet that highlights specific fundraising statistics from the 2011 campaign, along with information from the previous five years.

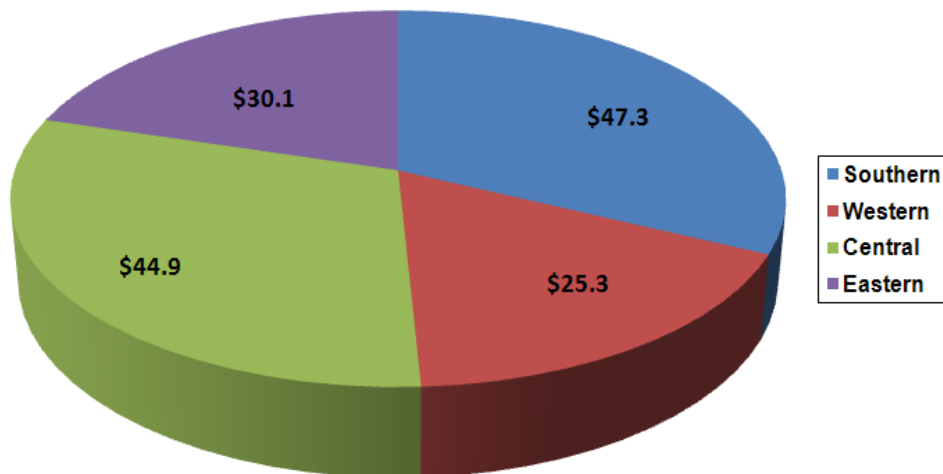
**Red Kettle Campaign**  
Totals by Years in Millions



**2011 Red Kettle Campaign**  
Corporate Partner Breakdown in Millions



**2011 Red Kettle Campaign**  
Totals by Territory in Millions



**Internet Christmas Fundraising**  
Totals by Years in Millions

