

SPEAKING NOTES

Salvation Army Week

Monday, December 16, 2013

Thank you, Sean.

Good afternoon everyone.

Bon après-midi à toutes et à tous.

I'm very happy today to play a part in
Salvation Army Week.

The Salvation Army plays a vital role in our city, providing critical programs and services to our vulnerable population.

L'Armée du Salut joue un rôle vital dans notre ville en offrant aux populations vulnérables des programmes et services essentiels.

Hot meals, warm clothing, utility assistance, toys for children, educational and career advice, and parental guidance are all things that the Salvation Army provides to those in need – year round.

They also provide shelter for the homeless and rehabilitation for those who have lost control of their lives due to addiction.

Bottom line: they are here to help people who cannot find help elsewhere.

And their presence in our community is essential.

As most people know, the month of December is an important time for the Salvation Army, as more than 50 per cent of total funds raised each year are raised during this time.

This is the final week of the 2013 Christmas Kettle Campaign.

Now, who doesn't know the iconic sight and sound of the Salvation Army Kettle?

When you hear those bells ringing, it's hard not to reach into your pocket.

The giving spirit is high at this time of year, and while there may be many competing causes, the Salvation Army speaks to many, by virtue of its long history and simple mandate.

By filling the Kettle, you make a difference in someone's life.

Your generosity gives hope where hope may have been lost.

You play a small – but important – role in changing lives.

In Ottawa, the funds raised from the Kettle Campaign go towards assisting more than 20,000 people across our city.

It really is quite remarkable.

I would now like to invite Sean Maddox, Area Director, Public Relations and Development, to accept the official proclamation of Salvation Army Week.

(Mayor Watson to read and present proclamation to Mr. Maddox.)