



Dear Parents,

If 2020 were a vegetable, it would be brussels sprouts. I do recognize that this joke isn't all that funny if you actually like brussels sprouts. It's been a rough one...is what I'm trying to say and the need in Shelby County seems to be swelling.

Ok so, we have a pretty fantastic opportunity for you and ultimately for your child/children! An opportunity that will do a whole lot of good for a whole lot of people, including your kid!

Kettle Wars. It might sound violent, but I assure you...it is. Lol just kidding...stay calm. No blood will be shed. Kettle Wars actually promotes life and hope and brings aid to those in our community who so desperately need it! The other fantastic element to Kettle Wars is that it provides a unique opportunity for children to care for their community, while learning the beauty and art of philanthropy! We find that often times, kids feel they can't make a difference simply because they aren't adults or don't have jobs.

Here's how it works. Your child opens this link <https://give.salvationarmy.org/sidneykettle> and then clicks on "Become a Fundraiser". They then click "As An Individual". From there, they'll plug in a little info and VOILA! They've just created their very own online Red Kettle! From that point, your child or children begin inviting friends, teachers and family members (including the family dog) to give to their Kettle! They'll share their virtual Kettle via social media, text, email, etc. The donor will use the link they provide, click on "Donate" and then go thru the quick, easy and safe steps to support their Kettle!

How to create your own Kettle:

- Step #1** - Visit give.salvationarmy.org/sidneykettle
- Step #2** - Click on "Become A Fundraiser"
- Step #3** - Click on "As an individual"
- Step #4** - Create an account
- Step #5** - Create your page (i.e. Set goal)
- Step #6** - Begin raising \$ for your Kettle

Kettle Wars is just like having a lemonade stand, only it's literally nothing like having a lemonade stand. Lol no, what I mean is that this is their own thing, open to their own interpretation/creativity. It'll be fun to watch the children take ownership and pride in helping raise money for families in desperate need in their own city. They'll be able to watch how their Kettle is doing, how others' Kettles are doing and where our overall goal is at!

While, we recognize that your child's primary motivation for engaging in Kettle Wars is about helping others, we still wanted to sweeten the pot a bit for them. So, here's the prize pack for the champ in the Kettle Wars KIDS arena:

1. **Trophy**
2. **Picture in the paper**
3. **\$250 cash**
4. **4 Kings Island Gold Season Passes (includes parking and food discounts)**

Yeah...you read that right. 4 of those bad boys!

Kettle Wars will officially begin Nov. 2nd and end on Dec. 22nd. We'd ask that all Kettles be created and ready to go by Oct. 31st. The winner will be announced on Dec. 23rd.

So, will you send your child off to "War"? Please email, call or text me directly if so.

Sincerely,

Ryan Ray
Development Director
The Salvation Army
937-244-5262
Ryan.Ray@USE.SalvationArmy.Org

