Tough times?

Red kettles await giving spirit

BY LARRY PALADINO
STATY WERTS.

Times are good for a lot of people this holiday season — but that makes things tougher for The Salvation Army.
"When times are best, fund raising is most difficult," said Lt. Col. William Speck, commander of the Southfield-based Eastern Michigan Division of the interactional non-profit organization.
"It has a lot to do with the same psychology that prompt people go to church more when therif a war," he said. "When everything's good, we don't have the same concern.

Large numbers of people are always in need, however, even in some affluent Oakland County communities. But contributions are down nearly 10 percent from last year, Speck said Thuraday.
Some donations come as pleasant surprises, such as the \$3,000 worth of \$100 bills stuffed into one of the charity's local red ket-less a few weeks ago. And, each year in Chicago, drops in Krugerands — South African gold coins.

The local division doesn't break

gorands — South Aircon gota coins.

The local division doesn't break, down zervices by cities, but, Speck said, there are some sec-tions of Southfield and Farming-ton Hills where help is supplied to persons in need of food, heat, shelter and clothing.

A local office is on Shlawassee in Farmington Hills, with the division headquarters at Kresge Center at 16130 Northland Drive off Eight Mile Road.

On Christman Day at the content meals will be prepared—psonsored by Sharrey Zedek Temple in Southfield and other Jewish Institutions, which also will have volunteers deliver meals to home-bound persons. Six other locations, including one in Reyal Oak, are also providing Christman dinners. Lest year the program fed more than 5,700 persons.

"In the most affluent communities, in all probability, no people are going without food," Speck said. "But they do have problems with substance abuse. We get calls from people desperate for help. We meet with them, confront the issues with their families, and if they want treatment we'll make an effort to get them what they want — although there's a waiting list."

Major Charles McCarty, who recently moved to the Southfield office from Chicago, said: "You never know when someone will be in need. One year they might be helping others, then the next they might need help."

An example, he said, are striking Detroit newspaper workers, many who live in Oakland County, whose families may need help.

this Christmas. However, the bulk of Oakland County residents involvement with The Sar, read to the control of the county of the

Increasingly, The Salvation Army has had to move to smaller strip mails that don't restrict so-licitations. But individual corporations continue to support the effort, Speck said, such as Hudson's department stores, Farmer Jack Supermarkets, and all but the 24-hour superstores of Troy-based Kmart. The smaller Kmart store continue to allow bell ring-ing outside their doors, though.

ing outside their doors, though.

"Kmart is probably the best partner The Salvation Army has in the U.S.," Speck said, adding that the Army is present at 2,200 of the 2,300 store sites.

In its latest annual report, the Army listed the government responsible for 41 percent of its revenues: 314 million of a \$34 million total. Contributions account for 30.4 percent, and the United Way contributes 4 percent, with the rest in part derived from program fees.



Counting cash: Betty Webster of Detroit (front), Fryda Fleish of Oak Park, Morie Webster of Farmington Hills and Phyllis Peraino of Southfield count contributions

turned in by Salvation Army bell ringers. Salvation Army touches many lives

The Salvation Army describes itself as: "a world-wide human service organization working toward the universal goal of bettering the lives of these in need."

those in need."

It serves an estimated three million people in
106 countries through emergency, year-round and
hollday programming.

Sometimes the organization identifies a person's problems or needs and connects them with available resources.

National headquarters of the organization, founded in 1865 in London, England, by William Booth, is in Verona, N.J. There are four regional headquarters.
The Eastern Michigan Division of The Salva

Northland Center in Southfield.

Former Detroit Tigers broadcaster Englement Parmington Hills is this year's house are Christmas chairman. Among the local girggroms for Christmas are:

Coats for Kids — involving distribution of rew. coats to school children.

Prison Toy Lift — in which staff and voluntees are controlled to the coats for children of Michigan prison immatis.

Santa Letters — delivered by the U.S. Post Office to the Southfield center, which sends replies to the children who wrote to Santa Claus.

For more information about The Salvation Army.

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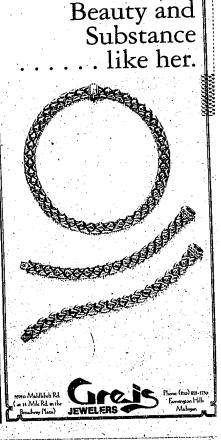


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