In Central New York, there are many signs that the holidays are approaching. Our trees burst with breathtaking color changes and our days become shorter and colder until, finally, the first snowflakes fall from the sky. At The Salvation Army, these signs remind us it is time to reconnect with our community partners to make sure all local families will be able to celebrate Christmas with gifts for their children and nutritious meals on their tables.

For over three decades, this community has come together to organize Christmas Bureau Distribution. On December 21st, The Oncenter will be filled with holiday spirit as nearly 3,000 local families and more than 800 volunteers participate in this annual event. Over the past five years, as the unemployment and poverty rates have remained high, Christmas Bureau Distribution has seen record numbers of families. No matter how great the need, our community has always risen to the challenge. This year, we need to collect more than 30,000 pounds of food and 7,000 toys, books and stocking stuffers. We also need to raise $45,000 to purchase turkeys and another $15,000 for the Tickets for Teens program, which provides movie tickets to families with teens. With your help, we will reach these goals, one food drive, toy drive and donation at a time.

During the holiday season, many of us experience added stress as we deal with a frantic barrage of messages that equate happiness with how much we spend. Fortunately, there is a voice inside of us that speaks to the true spirit of Christmas. It is a voice that understands the fact that we are all part of one human family and we all deserve to have food on our tables and simple gifts to share with our children during the holiday season. That is why hundreds of organizations and thousands of individuals in our community come together each year under the banner of Christmas Bureau Distribution to make sure none of our Syracuse area neighbors fall through the cracks. By demonstrating our compassion for others, we learn one of life’s most valuable lessons: the greatest gift of all is knowing we can make a difference.

Christmas Bureau Distribution represents the collective will of our community to bring hope for the holidays to local families that are most vulnerable. It is that rare event that brings together so many cross sections of our community for a common purpose, from first graders collecting canned goods, to sports teams gathering stocking stuffers, to corporations staffing toy tables. When each of us does our part, we become connected to all who participate, and we are all beneficiaries of the hope generated by Christmas Bureau Distribution.

Help us make the holidays a little brighter for those most in need. If you would like to join us as a volunteer, please contact Andrew at 479-3668. If you can sponsor a food, toy or mini red kettle drive, please call Tony at 479-1321. On the next page are more details about ways to get involved. Thank you!

CHRISTMAS BUREAU DISTRIBUTION
PROVIDING HOPE FOR THE HOLIDAYS FOR SYRACUSE AREA FAMILIES

CHRISTMAS BUREAU DISTRIBUTION (2007 - 2011)
• 14,234 families received turkeys and food baskets
• 35,476 children received toys, books and stocking stuffers
• More than 3,500 volunteers contributed their time on Distribution Day.
• More than 200 local companies participated in a food or toy drive.
• More than 60 local schools conducted food drives.

CHRISTMAS BUREAU PARTNERS
Working Together to Meet Increasing Needs
Leaders from the organizations below work together all year long to make sure that no one is left behind at Christmas.

174th Attack Wing • Bank of America • C&S Companies • Catholic Charities of Onondaga County • Contact Community Services Helpline • Delaney Moving & Storage • Food Bank of Central New York • InterReligious Food Consortium • NewsChannel 9 WSYR • Onondaga County Department of Social Services • Onondaga County Sheriff’s Department • Success by Six Syracuse Fire Fighters • The Hayner Hoyt Corporation • The Oncenter • The Post Standard/Old Newsboys • The Salvation Army • United Parcel Service • United States Marines • United Way of Central New York • Wegmans Food Markets, Inc.
Bell Ringing

The origins of The Salvation Army’s Red Kettle Campaign can be traced back to San Francisco in 1891, when Captain Joseph McFee placed a pot at the Oakland Ferry Landing at the foot of Market Street. Beside the pot, he placed a sign that read, “Keep the Pot Boiling.” Contributions soon came in to help feed 1,000 hungry individuals on Christmas Day.

In the Syracuse Area, we depend on hundreds of volunteer bell ringers to help us reach our Red Kettle goal of $250,000 by Christmas Eve. This year, we will be handing out “Golden Kettle” awards to the company, community group and individual who contribute the greatest number of volunteer hours as Red Kettle Bell Ringers.

Call Andrew at 479-3668 to volunteer as a Red Kettle Bell ringer or sign up online at sasyr.org.

Turkey Drive

On December 21st at The Oncenter, The Salvation Army and its community partners will provide approximately 3,000 turkeys to Syracuse area families at Christmas Bureau Distribution. When you contribute $15 or more toward the purchase of turkeys for local families, The Hayner Hoyt Corporation will match your gift, doubling its impact.

There are several ways to contribute to this year’s Turkey Drive:
- Visit sasyr.org and click on the turkey to make an online donation.
- Make a credit card donation by phone by calling 479-1321.
- Send a check to The Salvation Army, 677 South Salina Street, Syracuse, NY 13202 and write “Turkey Drive” in the memo section of your check.
- Visit any area Tim Hortons location and donate to their counter top kettles between November 19 and December 7.

Food & Toy Drives

Each year, hundreds of companies, schools and community groups conduct food and toy drives that help to serve thousands of needy families on Christmas Bureau Distribution. If you would like to participate in a Salvation Army food or toy drive, it is an easy way to help local families this holiday season.

“If you would like to participate in a Salvation Army food or toy drive, please call Tony at 479-1321 to get started.

Adopt a Program

Each year, various companies, churches, schools and community groups make the holidays special for a group of individuals being served by one of our many programs. Christian Brothers Academy (pictured left), for example, has adopted our Cab Horse Day Care Program for the past few years, visiting these children right before Christmas and providing gifts from each child’s wish list. If you would like to adopt one of our many programs, please contact Tony at 479-1321.

Angel Tree Gift Campaign

An Angel Tree Campaign offers you the opportunity to purchase clothing and gifts for those we serve, from infants to seniors. All you need to do is call Tony at 479-1321 and let him know how many gift tags you need.

Host a Mini Red Kettle

If you would like to host one of our Counter Top Kettles in your place of work, please call Tony at 479-1321. To start your own Online Red Kettle, visit our website at sasyr.org.

To contribute your time or resources to our homeless shelters, holiday activities or other programs, please contact Andrew at 479-3668
The last year has been a busy one for The Salvation Army in Central New York. Many local staff, including my bride, Major Sharon, have provided support to flood stricken areas to our south and east. In Onondaga County, we once again served a record number of 41,789 individuals through a wide variety of programs. From newborns to seniors, we continue to lift up those who are most vulnerable and get them on a better life path.

As the holidays approach and the Red Kettle Campaign gets into full swing, I want to thank you in advance for supporting local families and remind you how valuable each dollar is to making a difference in the lives of those we serve. Each dollar we receive can actually be turned into four dollars through government grants that match local donations. In addition, you may work for a company that matches its employees‘ gifts, so please check-in with your employer to see if you can double or triple the impact of your donation.

As a recipient of United Way funding, we also appreciate the fact that many of you are United Way contributors. We work closely with many of the 35 agencies that receive funding, collaborating on issues such as hunger, homelessness, education, senior care and youth development. Together, we make a difference.

Again, thank you for your continued support and may God bless you and your family, along with all those we serve, during the long winter months ahead.

Stay connected to your Salvation Army: sasyr.org

Making Every Dollar Count

by Major George Polarek, Area Coordinator-CEO

On Tuesday, October 2, The Salvation Army presented Community Team Spirit Awards to Le Moyne College and Kathy Ruscitto, President of St. Joseph’s Hospital Health Center. Nearly 600 attended and were treated to inspirational words from Rick Fedrizzi, President and CEO of the U.S. Green Building Council, and Sean O’Keefe, former Administrator of NASA.

We truly appreciate the generous support we received from our many sponsors and attendees, as well as all of those who helped to make this day so special. We are already planning next year’s celebration and will soon have a date for you to save in your calendar.

Presenting Sponsors
Welch Allyn
The Hayner Hoyt Corporation
NewsChannel 9 WSYR

Media Sponsors
Time Warner Cable
Sunny102
ESPN Radio

Honoree Sponsors
Alpha Printing
Central New York Business Journal
Century Heating and Air Conditioning
Integrated Marketing Services
Lockheed Martin
P. Drescher Co., Inc.
SRC, Inc.
V.I.P. Structures, Inc.
Visual Technologies Corporation

Friends of the Army
Byrne Dairy
C&S Companies
Destiny USA
Excellus BlueCross BlueShield
Hiscock & Barclay, LLP
M&T Bank Charitable Foundation
Mr. Taylor H. Obold
National Grid
O’Connell More Consulting & Real Estate
SUNY Upstate Medical University
The Eraser Company, Inc.
Mrs. Chris Witting

Benefactors
Catherine Bertini
G. Richard Kelley
Candace & John Marsellus
Sanford Times, M.D.

Special thanks to Scott Gucciardi, Theresa Underwood, Douglas Barclay, Sean O’Keefe, Rick Fedrizzi, Fr. David McCallum, The Oncenter, St. Joseph’s Hospital Health Center, Doug Logan, Joey Heslin, Gary Irons, Destiny USA, The Melting Pot, V.I.P. Structures, Chuck Wainright, Century Heating and Air Conditioning, Melissa Murray, Major Anita Stewart, Cab Horse Day Care
Giving at Year-End

By John P. Gleason, CFRE
Director of Planned Giving

As you consider your charitable gifts between now and the end of the year, remember that gifts made now can generate income tax deductions that could help reduce your tax bill for 2012.

With proposed changes in federal tax laws, giving this year may never save you more. The amount you save depends on tax rates and the portion of your gifts you are allowed to deduct.

Giving securities that are worth more than they cost can bring additional tax savings. Such gifts are generally deductible for income tax purposes at their full current value if they have been owned for longer than one year. As an additional benefit, no tax is owed on capital gain that could be due in the event of a sale.

If you have investments that are now worth less than they cost, consider selling them and using the cash proceeds to make a charitable gift to The Salvation Army. This creates a loss you may be able to deduct from other taxable income as well as a deduction for the amount of the cash contribution. The combined deductions for the gift and the loss may total more than the current value of the investment.

Whether you make a gift in the form of cash or other property, any unused deductions may serve to reduce your taxes in as many as five future years.

Given the uncertainties of the future, the time to act is now! It is a very attractive and economical means of supporting the vital work of The Salvation Army in our community.

As always, we urge you to discuss all financial options with a trusted financial advisor. For FREE AND CONFIDENTIAL INFORMATION with regard to giving appreciated securities or any other giving options, please call me at: (315) 434-1391.

Blessings for a happy and healthy Christmas season!

Your Lasting Touch

Each year, we receive calls from friends who want to include The Salvation Army in their will, and also want that gift to specifically support programs in the Greater Syracuse Area. To achieve that goal, the following wording should be used verbatim:

I bequeath to The Salvation Army Syracuse Area Services with offices at 677 South Salina Street, Syracuse, NY 13202, to be used solely and in its entirety for the ongoing programs and services provided by The Salvation Army Syracuse Area Services, the following:

- MEMORIALS

  IN MEMORY OF

  GROWN BY

  IRENE ANNES
  Mr. John V. Murphy
  Mr. Dale Parsons

  NANCY BAKER
  Dr. and Mrs. Lansing G. Baker

  DELLA H. BLACK
  Rev. and Mrs. Lawrence V. Black

  EDWIN CLARK III
  Nina Tuesday Bible Study

  PATRICIA A. KELLY
  Ms. Rosemarie V. Geary
  Ms. Martha J. Ryan
  Ms. Linda M. Wright

  BRIAN KENT
  Lockheed Martin Employees

  WALDRS R. LADSA
  Mr. Robert H. Linds

  FRANK A. LYNCH
  Mr. and Mrs. William J. Delmar
  Mr. and Mrs. Anthony J. Delmar
  Mr. Frederick W. Evers

  STEPHEN M. O’HARA
  Mr. Raymond M. O’Hara

  DALE PARSONS
  Mr. Dale Parsons

  LUIS M. PEREZ
  Mr. Paul C. Perez

Gifts That Give Twice

(Gifts recorded from August 17 – October 19, 2012) Those who make gifts in honor of another or memorial gifts to our Salvation Army of the Syracuse Area have chosen a meaningful, tangible way to demonstrate not only how much they care about someone they love, but how much they care about people in need. These gifts may be sent to the Development Office at 677 South Salina St. Syracuse, NY 13202.

Stay connected to your Salvation Army: sasyr.org