

The Big Connection is about coming together to raise money to support people in your community. It's an opportunity to show our commitment and compassion to helping others. We can connect with people who may feel overlooked, and bring hope into their lives.



How you can help

Whether you join in a fundraising event or organise your own, or put money into a Salvation Army collection tin, you will directly support our efforts to care for individuals in need in your local area.

Transform lives today

Not all suffering and hardship is visible. Many people in our communities are facing huge challenges in their everyday lives - from putting food on the table to feeling chronically lonely. 100% of donations to The Big Connection will help those who are vulnerable or in need, including people right here in our community.

- Breakfast and after-school clubs - safe, fun and including a decent meal.
- Craft clubs for older people - who may not otherwise see anyone for days at a time.
- Parent and toddler groups - a lifeline for parents who are struggling.
- Supporting people into work and training - who may have given up hope.
- Giving homeless people a fresh start - a safe place to stay and meet others.



Donate online at salvationist.org.uk/bigconnection

Call 020 7367 4800 and quote 'The Big Connection'

Fill a Giving Box - request from your local Salvation Army



The case studies overleaf reflect the true stories of people that we help every day. Names have been changed and models used in photographs to protect the privacy of the people concerned.
Copyright © The Salvation Army 2024 The Salvation Army is a Christian church and registered charity in England (214779), Wales (214779), Scotland (SC009359) and the Republic of Ireland (CHY6399)
Registered office: The Salvation Army, UK and Ireland Territory. Territorial Headquarters, 1 Champion Park, London SE5 8FJ.



the big connection



Raising funds together

to help more people who need our care and support

Fundraising for what matters locally



In communities all over the country, people are facing unprecedented struggles. But each person in every city, town or village is different. It's why this year's Big Connection is about fundraising for what can make the biggest impact for people in your community.

Simple things can make the biggest impact - and transform lives

More than a café

Five years ago, Dan was homeless, living in supported accommodation, and struggling with addiction and mental health challenges. After attending Employment Plus courses at his local corps, he built the knowledge, skills and confidence to open a café, with two friends.

It was such a success that they moved to bigger premises in the basement of the corps. The new café, run by people with lived experience of homelessness, addiction, and neurodiversity, is a safe and welcoming place for customers, including those facing similar challenges.



‘It’s all about bringing people together. Over a cup of tea and some food, conversations start. People start connecting.’ Dan

Talking saves lives

Josh is 38 and experienced addiction and trauma. He struggled to get out of the house because of his mental health. Being isolated meant he bottled things up. It all got too much for him, and it led to him wanting to take his own life.

At his local corps, Josh found a warm welcome at their firepit gatherings. Men sit around a fire, listen to music, chat openly, make friends and enjoy food and hot drinks. It’s simple, informal and encourages men to open up. It’s having a real impact on improving mental health of men like Josh.

‘It’s opened my eyes to sharing problems. Discussing things has helped me halve my problems.’ Josh



Support to bank on

Aliya and her husband have three daughters. They both worked and weren’t eligible to claim any benefits. Though they tried to live within their means, their wages didn’t stretch far enough, to cover life’s essentials.

Aliya joined The Salvation Army food club at her local corps. She paid £5 a year and, each week, could buy 15 items for just £3. It’s a vital lifeline for a growing number of families who are coping with the ever-increasing cost of living.



‘I can balance being a mum with having my life back and I owe it to The Salvation Army for giving me the chance.’ Rachel

A tight-knit family

Cherlye is in her 80s and would be sitting at home on her own, if it wasn’t for The Knitters and Natters group at her local corps. In a world that can often feel isolating, older people have found friendship and also purpose, as the group knits items for babies at the local hospital.

What began as a simple gathering has blossomed into a lifeline for its members and a source of comfort for countless new parents. Over the decade, the group has created more than 2,000 precious baby items—each one a story of time and care.

‘We feel safe here and love it here, and I think it gives you a purpose in life.’ Cherlye

