

# The Palm Beach Post

## Matching gifts inspire \$100K in donations to Salvation Army

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For the Salvation Army, the annual Giving Tuesday charity initiative has always been about matching funds.

On Giving Tuesday 2020, two Palm Beach families' foundations gave the organization plenty to match.

The Laura and Isaac Perlmutter Foundation and the Nelson and Claudia Peltz Family Foundation each pledged to match, dollar for dollar, any Giving Tuesday donation to the Salvation Army, up to \$100,000.

The pledge inspired a Giving Tuesday record of \$100,000 in donations to The Salvation Army of Palm Beach County on Dec. 1 -- for a total of \$300,000 with the matches, the organization announced.

"This year, we reached out to the Perlmutter and Peltz family foundations, hoping they might do a dollar-for-dollar match of some portion of our Giving Tuesday donations," said Frank Marangos, director of communication for the Salvation Army of the Palm Beach County.

"They knocked me off my feet when they said they would each match up to \$100,000 to encourage others to pledge. ...This is beyond our wildest dreams."

The matching gifts are in addition to the foundations' donations of tons of food delivered weekly, which will continue through next year.

"We are thrilled that our match grants to the Palm Beach County Salvation Army's Giving Tuesday sparked record-setting donations," said the Perlmutter and the Peltzes in a prepared statement. "We cannot overemphasize the importance of giving as generously as possible during this holiday season when so many of our fellow Palm Beach citizens need assistance in so many critical areas."

Area Commander James Hall said the funds would greatly strengthen the Army's pandemic and Christmas programs.

"Based on the increase in services that we have already provided in response to the pandemic ... we could serve up to 155 percent more people in 2020 with Christmas assistance. ,, We will be in a better financial position to help rescue Christmas for the most vulnerable."

To donate to The Salvation Army of Palm Beach County, go online to [give.salvationarmy.org](https://give.salvationarmy.org).

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