



The Salvation Army and Krispy Kreme Together are a Special Treat



What do you get when you pair one of the world’s most recognizable and respected organizations with one of the world’s most recognizable doughnuts? A sweet partnership.

The Salvation Army Virginia Peninsula Command, under the direction of Major Kim Feinauer, has a delectable partnership with Krispy Kreme of Hampton. Krispy Kreme donates its most precious commodity—the doughnut—to many events hosted by The Salvation Army.

Krispy Kreme manager, David Lee says “We love The Salvation Army and the work it does in the community. Krispy Kreme will contribute whenever we can to this worthy organization.” Lee stopped by during Salvation Army week. He did not show up empty handed. Every Thursday morning a group of fun-loving seniors come together to fellowship. They anxiously await the arrival of the doughnuts. “It’s my favorite part,” says Rachel, a participant.

Krispy Kreme is also a major contributor at Christmas. Every day is doughnut day during kettle season. Krispy Kreme sweetens the pot by daily offering five dozen doughnuts to the bell ringers. Christmas, kettles, and Krispy Kreme are a tradition at the Hampton Corps.

Throughout the year, Krispy Kreme contributes over 6,000 glazed, chocolate, cake, & crème-filled confections to The Salvation Army Virginia Peninsula Area Command. “Krispy Kreme is a worthy partner. They help us so much,” says Major Kim Feinauer.

Pictured First Photo: Major Kim Feinauer, Senior Bingo Participant, Rachel, Krispy Kreme Manager, David Lee
Pictured Second Photo: Krispy Kreme Manager, David Lee, Majors Kim & Roxanne Feinauer