



THE FIGHT FOR GOOD

THE SALVATION ARMY ON THE FRONT LINES OF SERVING AMERICANS IN NEED



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A MESSAGE FROM THE NATIONAL COMMANDER



Every day, nearly 40 million people live in poverty in the United States. Fifty million are unsure where their next meal will come from. More than half a million people experience homelessness, and millions of others struggle to find affordable housing. Add to that the despair of addiction, the depravity of human trafficking, and the devastating effects of disasters, and a picture emerges of millions of our neighbors in desperate need of help, healing, and hope.

Now more than ever, we must band together, step up to the front lines, and lift up our most vulnerable fellow citizens. On behalf of The Salvation Army, I invite you to join us in the fight for good.

Sincerely,

A handwritten signature in black ink, appearing to read "David Hudson". The signature is fluid and cursive, with a large, sweeping "D" and a stylized "H".

David Hudson
*National Commander
The Salvation Army*



A woman with short brown hair, wearing a red Salvation Army uniform and a name tag, is shown in profile, looking down and slightly to the left. The background is blurred, showing some colorful decorations.

WHO WE ARE

“The Salvation Army is the most effective organization in America. No one even comes close to it in respect to clarity of mission, ability to innovate, measurable results, dedication, and putting money to maximum use.”

Peter Drucker



OUR BEGINNINGS

The story of The Salvation Army began in England in the 1850s, when Methodist minister William Booth abandoned his pulpit to take the gospel of Jesus Christ directly to the people. Walking the streets of London, he preached to the poor, the homeless, the hungry, and the destitute.

Understanding that basic human needs must be met, Booth and wife Catherine created soup kitchens, established homes for prostitutes and the homeless, and championed fair wages and labor practices. “Soup, soap, and salvation” became their mantra.

Today, The Salvation Army is active in virtually every corner of the world, serving in 131 countries, offering the message of God’s healing and hope to all those in need.



William Booth and daughter Evangeline.

“SOUP, SOAP, AND SALVATION”

ON THE FRONT LINES

Our mission is a simple one: to meet human need in His name, without discrimination. Every day, thanks to the generosity of our donors, we pursue that mission, serving millions in the United States and around the world every year.

As a faith-based social services provider, The Salvation Army is uniquely suited to address the physical, emotional, and spiritual elements of poverty in individuals and families.

Through 7,617 centers in communities across the United States, we feed empty stomachs and hungry souls. We rebuild broken homes and broken lives. We offer hope to the hopeless and second chances to all.



WE ARE UNIQUELY POSITIONED
TO HELP EVERYONE IN NEED...
EVERYWHERE.



The Salvation Army was founded in London, England in 1865. Today, there are more than 7,600 centers of operation in the United States. Every year, The Salvation Army helps over 23 million Americans in need.





THE FACE OF HUMAN NEED

Despite the improving economy, many of our fellow Americans are struggling. Some are trapped in intergenerational cycles of poverty. Others labor in low-wage jobs without the education or training that 21st century employment requires. Single mothers, those challenged by addictions, and the recently incarcerated also face unique challenges. The Salvation Army has been Doing the Most Good for more than 150 years. We invite you to see how.



HUNGER

Despite economic prosperity in the U.S. today, 50 million Americans struggle with hunger, including 13 million children. Poverty rates are declining, yet food insecurity remains unexpectedly high.

Every year, The Salvation Army serves more than 52 million meals to people in need. Our food pantries offer access to fresh produce and canned goods, which are especially crucial in “food deserts,” where entire communities lack access to a grocery store. Our meal programs, which ensure that the most vulnerable members of society do not go hungry, serve nutritious meals along with dignity and valuable human interaction.



HOMELESSNESS

For the first time in seven years, the number of people in America without a safe place to sleep has grown. Our veterans have been hit especially hard, as have people struggling with addiction and mental illness.

Every night, The Salvation Army shelters almost 30,000 homeless Americans through emergency shelters, transitional homes, and community homes. Our nightly hot showers, warm meals, and clean beds are a welcome respite for those living on the street, especially those facing extreme heat, unbearable cold, wet weather, and other dangers.



ADDICTION

Every day in America, over 6,500 people are hospitalized for substance abuse. And 175 people die of drug overdoses every day. An epidemic of opioid abuse grips individuals from all walks of life, from urban neighborhoods to quiet suburbs to rural America.

The Salvation Army, the largest provider of free residential drug rehabilitation services in the country, helps almost 150,000 people a year conquer addiction through programs that emphasize the value of work, the power of hope, and the love of Jesus Christ. When lives are saved, families are reclaimed.



JOBS

Though unemployment figures are at historic lows, many of our clients face real barriers to finding sustainable jobs. An estimated 36 million working-age adults lack training, skills and educational achievement for today's workforce. As government assistance programs add work, requirements to eligibility criteria, workforce development and job training programs are critical.

The Salvation Army's job skills and training programs help people assess their skills and strengths, then build new résumés through education and job training. Many programs offer one-on-one counseling, career coaching, technology training, and expert advice in job searching. Others teach new skills that can lead to greater employment opportunities.





DISASTERS

Every year, natural disasters devastate thousands of individuals and families. While the destruction may only take a matter of minutes, the result is a long-term, arduous struggle for these survivors, as well as the first responders and the communities they serve.

Because The Salvation Army resides in more than 7,600 communities across America, we don't "go" when disaster strikes. We're already there. Our national network of trained disaster relief staff and volunteers provide food, hydration, cleanup kits, and hygiene supplies, along with emotional and spiritual support. In any given year, more than 241,000 survivors receive hope, healing, and comfort. Once basic needs are met, long-term recovery and rebuilding begin.



VETERANS

Veterans continue to rank high among vulnerable populations. The number of homeless veterans is on the rise, and 27 percent lack access to nutritious food. Almost 100,000 suffer from PTSD and other forms of mental illness.

The Salvation Army shows its gratitude to those who serve our country through a variety of social services, ranging from shelters and housing assistance to substance abuse rehabilitation programs to job training and emotional and spiritual care.



HUMAN TRAFFICKING

Between 14,500 and 17,000 people are trafficked into the U.S. every year. This modern-day slavery occurs in every state across America. More than 3,500 sex trafficking cases were reported to the National Human Trafficking Resource Center last year. Most victims are children. On average, minors enter the sex trade at age 13.

With 28 anti-human-trafficking programs nationwide, The Salvation Army tackles this insidious and worldwide scourge head-on, and in a variety of ways.



GIVING KIDS A HAND UP

Children born into poverty face daunting odds. They are seven times more likely to drop out of school than kids from families with higher incomes. They are 1.3 times more likely to develop mental delays or learning disabilities. Many lack the positive role models that help kids grow into positive, productive adults.

At The Salvation Army, youth of all ages come through our doors every day. Some want to learn a new skill after school rather than going home to an empty house. Some need an adequate dinner or help with homework. Others just want to have a conversation with someone who is willing to listen. No matter the need, we see each child's potential in life and help them see the path to a brighter future.



THE SALVATION ARMY'S STRATEGIC IMPACT PRIORITIES

Our vision requires us to position our work for deep and lasting change. Working with our National Advisory Board's Strategic Planning Committee, we have adopted a number of priorities to ensure that our organization remains the relevant, effective, and efficient provider of social services and spiritual care that it has been for 150 years.





BREAKING THE CYCLES OF DESPAIR

Poverty is hereditary. Children who live in poverty for half their lives are 32 times more likely to remain in poverty. Among the world's 35 wealthiest countries, the U.S. has the second highest child poverty rate. The cost to those families who are trapped in the cycle of poverty is staggering, but the effects of child poverty also cost our country an estimated \$500 billion a year.

Our Pathway of Hope program, now established in more than 500 centers of operation, is a nationwide initiative providing enhanced services to families who seek to break intergenerational cycles of crisis and poverty. Using strengths-based case management and collaborative community resources, Pathway of Hope is a shift from treating the symptoms of poverty to preventing the epidemic at its roots.



A REMARKABLE VISION, FULFILLED

In January 2004, The Salvation Army announced that Mrs. Joan Kroc, widow of McDonald's franchise founder Ray Kroc, had bequeathed \$1.5 billion to build state-of-the-art community centers in underserved neighborhoods. Mrs. Kroc envisioned these gathering places as bastions of health and wellness, social justice, and service to others. Her gift remains one of the largest from an individual to a third-party charity in American history.

Today, The Salvation Army operates 26 Kroc Centers across the country, each reflecting its surrounding community but modeled after the first Kroc Center that Mrs. Kroc helped build in her hometown of San Diego.

Mrs. Kroc dreamed of removing the financial, geographic, and social barriers typically standing in the way of people realizing their full potential. The Kroc Centers enhance quality of life by providing a safe environment with an emphasis on fitness and health, the arts, and opportunities to build social connections.

A study commissioned in 2014 by The Salvation Army quantified the positive social and economic impact the Kroc Centers are creating for and in their communities at more than \$258 million annually.



MOBILIZING THE NEXT GENERATION

A decade ago, The Salvation Army began focusing on bringing a new generation of supporters into its mission of serving human need. The organization is annually ranked as one of the top charities in the world, with a footprint in more than 131 countries. But like other venerable nonprofit organizations, the leaders of The Salvation Army knew that a wide swath of its supporters and volunteers were aging. How could it tap a generation of like-minded young adults?

The answer began in Dallas, Texas, where the granddaughter of a revered community leader, and volunteer for The Salvation Army, gathered 20-something friends and set the course for an auxiliary organization they named Echelon. Today, there are 23 established chapters, from Anchorage to Syracuse, and 20 more in progress.

Echelon members tend to be active young professionals who embrace the opportunity to network and socialize with peers while Doing the Most Good. Events range from service projects at local Salvation Army corps to bell ringing during the annual Red Kettle Christmas campaign to an annual Red Hot Christmas party. The Dallas chapter alone has raised over \$1 million since its inception in 2010.



At The Salvation Army, we serve alongside a dedicated and inspiring corps of volunteers almost 3 million strong. They stand with us in times of disaster. They ring bells during our annual Red Kettle Christmas campaign. And 57,450 of them serve on local advisory boards.



DOING THE
MOST GOODSM

AN ARMY OF LOVE

These individuals give countless hours leading the charge.

National Advisory Board Chairman

MR. TONY THOMPSON

Former President & CEO

Krispy Kreme Doughnut Corp.

MR. HARRY V. LAMON, JR.

Principal

Lamon & Sherman Consulting, LLC

MR. ROBERT J. PACE

Advisory Director – Retired

Goldman, Sachs & Company

Past Chairman Circle

MRS. CHARLOTTE JONES ANDERSON

Executive Vice President/Chief Brand Officer

Dallas Cowboys Football Club

MR. STEVEN S. REINEMUND

Chairman of the Board & CEO – Retired

PepsiCo, Inc.

MR. WILLIAM BURKE

Senior Vice President, Marketing – Retired

Nationwide

MR. B. FRANKLIN SKINNER

Chairman & CEO – Retired

Bell South Telecommunications, Inc.

MR. ARTHUR J. DECIO

Chairman of the Board

Skyline Corporation

MR. ROBERT L. BYERS

Chairman – Retired

Byers' Choice Ltd.

MR. DONALD V. FITES

Chairman – Retired

Caterpillar Inc.

MRS. MARGOT PEROT

Board of Directors

Dallas Museum of Art

MR. EDSEL B. FORD II

Board of Directors

Ford Motor Company

OUR MISSION

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church.

Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

