

THE SALVATION ARMY OF GREATER CHARLOTTE

2010 Annual Report



TOGETHER

WE CAN

DOING THE MOST GOOD
WITH YOUR TIME,
RESOURCES, & MONEY



Kally Juarez and her husband, Luis, oversee The Salvation Army Hispanic Outreach program in Charlotte, which has given practical and spiritual assistance to more than 60 families in the community.



FROM THE **ADVISORY BOARD CHAIRMAN**

Serving as The Salvation Army's Advisory Board chairman this past year has been an exciting and rewarding experience. It has been a great honor to work alongside The Salvation Army's dedicated staff as they tirelessly serve those in need.

But all their efforts would not be possible if it were not for your caring and concern. Just as the needy rely on The Salvation Army, the Army relies on the community to provide the necessary support to continue our many services and programs.

On behalf of The Salvation Army Advisory Board and staff, I thank you for all the ways you've given so generously throughout the past year. I trust that you will continue to join with us as we remain committed to *Doing the Most Good* in Mecklenburg and Union counties.

With gratitude,

Roddy Kerr



FROM THE **COMMANDING OFFICER**

As you review the contents of this annual report, you will note the thousands of lives that were touched by our many ministries in 2010. Meeting people at their point of need and communicating the love of God through practical expressions of compassion is the mission of The Salvation Army.

It is a big job, and the needs will only increase as our community continues to grow and change. However, your ongoing support, encouragement, and generosity help us to continue to meet this challenge. Thank you for your commitment to meet the material and spiritual needs of your neighbors. Together, we can make a lasting difference in the Charlotte community.

May God richly bless you.

Sincerely,

Major Todd Hawks

MISSION STATEMENT

The Salvation Army Charlotte Area Command is a diverse team of community volunteers, Officers, and staff who are passionately committed to meeting urgent human needs, while offering hope, dignity, and the opportunity for self-reliance and determination in the name of Jesus Christ, without discrimination.



Captain Bethany Hawks (Director of Women's Programs), Deronda Metz (Director of Social Services), Lieutenant Matthew Trantham (Temple Corps Officer), and Major Todd Hawks (Charlotte Area Commander), traveled to Washington, D.C., last summer with this group of children from The Salvation Army Center of Hope emergency shelter for women and children. First stop: The Salvation Army National Headquarters, where the children learned that The Salvation Army operates in nearly 120 countries and in virtually every zip code in the United States. Each "Area Command" offers diverse programming based on the specific needs of the community.

TOGETHER WE PROVIDE

Every day in Mecklenburg and Union counties, The Salvation Army provides hope, care, comfort, guidance, and encouragement to people in need. Whether it is caring for women and children in the Center of Hope homeless shelter, guiding at-risk youth in our seven Boys & Girls Clubs, providing dignity to low-income seniors living in our Booth Garden apartments, or offering comfort as we help victims rebuild their lives in times of disaster—**WE ARE THERE.**

The Salvation Army of Greater Charlotte is in our community, **DOING THE MOST GOOD**, 365 days a year.

Since 1904 The Salvation Army has been responding to needs and fulfilling its mission of providing human services in the name of Christ without discrimination to Charlotte residents. For more than a century, we have been helping those with fractured lives to heal and grow strong. Whether it is a bed in a shelter, job training, disaster relief, or substance abuse therapy, the tools we provide don't come from the hardware store. Our tools come from the heart and the desire to live up to our brand of *Doing the Most Good* with your money, time, and resources—and doing it for the greater good.

SERVICES RENDERED

41,569 Total Persons Served

270,881 Meals Provided

5,076 Grocery Orders Supplied

39,993 Lodgings Provided

4,263 Clothing Items Distributed

56,138 Toys Distributed

2,434 Gifts Distributed to Shut-ins

17,533 Client Interviews

11,989 Volunteers

45,268 Volunteer Hours Given



TOGETHER WE SHELTER



The Need

Every night mothers and their children sleep unprotected on our city streets, without food and shelter.

What We Do

Through the Center of Hope emergency shelter and other programs, we provide safe lodging and stability for homeless women and children through professional case management and a variety of programs that take families from crisis to hope.

How You Can Help

- \$20 = 1 night of warm, safe shelter for a homeless mother or child
- \$250-350 = 1 meal at the shelter (3 meals are served daily)
- \$500 = bus passes for 51 women to take a round-trip bus ride each day for a week
- \$9,000 = care for the children of 2 homeless, working poor mothers for 6 months

FROM \$5 TO HOMEOWNER



Melissa Brown stepped off a bus in Charlotte eight years ago with all of her belongings in a brown paper bag and \$5 in her pocket. She made her way to The Salvation Army Center of Hope.

"What I got right here was the beginning of love and of healing. When I thought this was my end, it was actually my beginning," she said.

Today Melissa has earned a master's degree in business and is a homeowner.

"I just want to tell you how grateful I am for The Salvation Army."

As a human service organization, we know that to Do the Most Good, we must help women not only to deal with the present, but also to plan for the future.



The Center of Hope is located at 534 Spratt Street and was originally built to accommodate 66 beds. Today the shelter houses an average of 310 women and children per night, serving roughly 5,600 people per year. Deronda Metz (pictured above), Director of Social Services, has served the shelter's women and children for more than 20 years. Under her leadership the Center of Hope has grown into a hub of holistic services that not only address the immediate crisis of homelessness, but also the underlying causes. The Salvation Army works with city and county officials, other human service providers, and the faith community to create innovative solutions to the growing problem of shelter overcrowding and generational poverty and homelessness.



The mission of The Salvation Army Boys & Girls Clubs is to enable all young people to realize their full potential as productive, responsible, caring citizens. Community partners help us to achieve this goal. Above: NFL Player Jonathan Stewart eats lunch with a young Club member.



2010 YOUTH OF THE YEAR

Casey Ifedi was chosen out of 2,100 students as the Greater Charlotte Boys & Girls Clubs Youth of the Year. Casey, whose family hails from Nigeria, is a nine-year member of the Boys & Girls Clubs. He aspires to become a physician with hopes of one day opening medical clinics in Charlotte's struggling neighborhoods. Without the Clubs in Casey's life, he may have dropped out of school.

"The drop-out rate of black males at my high school is alarming," Casey said. "I am trying to combat that problem by talking to male teens about the importance of graduating from high school."

Boys in this population have a graduation rate that is almost 20% lower than their peers; 90% of Club members graduate from high school.

TOGETHER WE MENTOR

The Need

Low-income and vulnerable children have less than a 50% chance of graduating from high school.



Field trips, sports, nutrition, summer camp, and career exploration are all part of the Boys & Girls Clubs nationally acclaimed curriculum.

What We Do

We invest in youth who live in our most vulnerable neighborhoods—and we've been doing it for more than 75 years throughout Charlotte. We currently serve more than 2,100 children (6-18) in 7 Club locations.

How You Can Help

Annual membership costs \$5 per school year, a cost intentionally kept low so that all children can belong. The actual annual membership for one child is \$511.



- \$10 = 1 week of services for 1 child
- \$50 = 1 month of after-school services (\$500 = 1 year)
- \$180 = 1 week of summer camp for 1 child
- \$200 = sponsors a team of 12 youth for flag-football, basketball, or cheerleading.

TOGETHER WE RESPOND



The Need

Disasters come in many forms, both natural and man-made—and all are always devastating to those involved.

What We Do

From immediate response through long-term recovery, The Salvation Army remains on-site to lend a hand—and hope—when it's needed most.

How You Can Help

- \$10 = food for 1 disaster survivor for 1 day
- \$30 = 1 household cleanup kit
- \$250 = 24-hour-operation of hydration station



HOPE FOR THE NEW YEAR

Carlton and his wife came to Charlotte last year with "little money and a lot of faith."

They both found work in the fall of 2010 ... but it was too late to provide Christmas gifts for their two children. Carlton turned to The Salvation Army for help.

"My goal is that we can help someone else next Christmas," he said.

Each year The Salvation Army provides gifts for children and seniors in low-income households. We touch more than 21,000 lives at Christmas, channeling resources to where they will not only Do the Most Good in the season, but also throughout the year.



TOGETHER WE GIVE

The Need

Roughly 43,000 children in Mecklenburg County live below the poverty line. Their parents and caregivers work hard, but struggle to make ends meet. Presents under a tree is a far-off hope. The Salvation Army and its partners turn hope into reality.

What We Do

Each year The Salvation Army provides practical Christmas assistance to qualifying families and senior citizens through a variety of programs, including Angel Tree and Silver Bells. The iconic red kettles and bell ringers raise funds to support year-round programming.

How You Can Help

- \$10 = 1 toy or gift for a child or senior in need
- \$50–\$80 = adopts an Angel or Silver Bell

TOGETHER WE VALUE



The Need

Senior adults, age 60+, and disabled individuals, need a safe, affordable place to call home.

What We Do

The Salvation Army Booth Garden Apartments offer low-income seniors and disabled individuals an affordable place to live where they can remain independent, preserve their dignity, and enjoy their community with other residents.

How You Can Help

- \$20 = social gatherings, programs, transportation, and field trips for 1 senior for 1 month
- \$120 = 6 months of social gatherings, programs, transportation, and field trips for 1 senior
- \$240 = 1 year of social gatherings, programs, transportation, and field trips for 1 senior



Since 1950 the Adult Rehabilitation Center (ARC) has helped more than 40,000 men to overcome addiction. The ARC program provides residential housing, along with structured work and therapy, to addicted men at our 118-bed facility. We help them recognize the value of their lives and learn skills essential for their transition to independent housing and ongoing recovery. Sales from Family (Thrift) Stores directly supports the ARC.

A GOOD NEIGHBOR



When Luther, who lives in Building B at Booth Garden Apartments, found out that her reclusive neighbor was eating only pork and beans, she adopted him into her family.

"Ever since that day I've been whipping up something in the kitchen for him," she said. After dinner the newfound friends often stroll through the park behind the apartments.

"Let me tell you why I help people: I never asked anyone for help who didn't help me. I was always helped."

TOGETHER WE REHABILITATE



The Need

Chemical addiction destroys lives, affecting not only the addicted but also their families and the community.

What We Do

The Salvation Army Adult Rehabilitation Center (ARC) provides housing—with work, group, and individual therapy—to help men break the chains of addiction and value their lives.

How You Can Help

Donate your gently used clothing, furniture, and household items to sell in the Family Stores.

2010 ANNUAL FINANCIAL REPORT

Fiscal year October 1, 2009 - September 30, 2010

Fiscal Income

Public Support Received Directly:

\$3,720,000 Adult Rehabilitation Center (28.3%)
 \$2,552,000 Center of Hope Shelter (19.4%)
 \$2,428,500 Christmas (18.5%)
 \$2,162,500 General Donations (16.5%)
 \$1,217,000 Boys and Girls Clubs (9.3%)
 \$ 748,000 Seniors Programs and Booth Garden (5.7%)
 \$ 208,500 Corps (1.6%)
 \$ 75,500 Emergency Assistance (0.6%)
 \$ 24,000 Administration (0.2%)

Total Support & Revenue: \$13,136,000



Expenses

Program & Supporting Services:

\$3,780,000 Adult Rehabilitation Center (29.2%)
 \$2,423,000 Center of Hope Shelter (18.8%)
 \$2,571,500 Christmas (19.9%)
 \$1,461,500 Boys and Girls Clubs (11.3%)
 \$ 790,000 Seniors Programs and Booth Garden (6.1%)
 \$ 744,000 Administration (5.8%)
 \$ 578,500 Fund raising (4.5%)
 \$ 495,000 Corps (3.8%)
 \$ 81,000 Emergency Assistance (0.6%)

Total Expense: \$12,925,000



CONSIDER A BEQUEST

Every day, in many ways, men and women engage in uncommon acts of generosity. Once they make the decision to give, however, careful planning will ensure the most cost-effective result.

Through conversation and consultation with your advisers and a Salvation Army representative, you can develop a charitable giving strategy that works both to your advantage and for those helped by The Salvation Army. We offer assistance in drafting the appropriate documents, trustee services, and professional investment management and administration.

If you would like to express your continuing interest and support of The Salvation Army in your will or through support of any kind, please call 704-716-2769, or consult with an attorney. More information is also available at salvationarmycharlotte.org.

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DOING THE MOST GOOD™

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