Homelessness is “easy to get into, hard to get out of.”

HELPING FIND THE PATH FORWARD
Your support makes it possible.

While Michelle’s life is in order today, there was a time when it would’ve been easy for her to lose hope. Today, she has a successful accounting career, a brand-new apartment, and a warm, friendly smile. It wasn’t long ago that those things seemed too far away for her to grasp.

She moved from Atlanta to Charlotte in hopes of a fresh start. But, when she arrived, she found that the job market was tougher than she anticipated, and she ended up with nowhere to turn.

“I’ve been in and out of the homeless situation for a couple of years. From the shelter to hotels, from hotels to the shelter, back and forth, back and forth.” Like many others, she was being squeezed by the affordable housing crunch, unable to afford rent on a single income. Michelle describes her experience like being on a treadmill. “You are constantly running that race, but you never get ahead. It seems like it’s easy to get into. But it’s hard to get out of it.”

At The Salvation Army Center of Hope, things started to look up. She found a good job working in accounting, and she secured an apartment unit in a brand-new complex.

“Now, I’m in my own place thanks to The Salvation Army’s assistance and my persistence,” she said. “You have to be persistent. If you want something, you’ve got to go after it. I had made up in my mind I was not going back into a hotel. I wanted to be stable and self-sufficient.”

The Salvation Army walked alongside Michelle on her journey, giving her access to the tools she needed to accomplish her goals. Now, she is setting her sights on bigger things, including exploring ways to help others who are going through the same things she suffered.

Your continued generosity ensures we can serve anyone who comes through our doors—and is more vital than ever. Thank you for blessing individuals and families in need through your compassion and generosity.
JOIN OUR “AMBASSADORS OF HOPE” TEXT LIST

We have a new, convenient way for you to keep in touch and up to date on the latest news concerning The Salvation Army of Greater Charlotte and our local programs.

Text “Hope” to (833) 709-1052 to join our “Ambassadors of Hope” text list. We won’t message you often, but by signing up, you will be the first to hear the latest updates, urgent needs for our local programs, ways you can get involved and heartwarming, inspirational stories of hope.

We have a lot of exciting things happening in the weeks and months ahead, and we want you—our valued donors—to be the first to know.

We will never send more than 4 messages per month. Standard message rates apply.

WRITING A NEW STORY

Thanks to you, Kendra found the help and hope she needed to reach for her goals.

“I am someone who is an example that homelessness does not look like what you think it does,” Kendra said. “Because you can be educated, you can have had good jobs, and you still find yourself in homelessness just due to financial issues you may have gone through.”

Kendra attended Norfolk State University and earned a degree in journalism.

“Things were great when I first came to Charlotte, and for like the first 10 years it was good,” Kendra said. “I just hit a financial crisis. I found myself robbing Peter to pay Paul. Cover this bill and delay that bill and before I knew it, I was taking money from my rent to help cover something else. I just got myself into a real financial bind.”

Her financial hardships intensified to the point where she no longer had a place to stay. So, she made the difficult decision to officially seek help and go to The Salvation Army Center of Hope.

She kept applying for jobs, but nothing was working out. She had always loved to write, so she used her time at the shelter to pursue that passion and published her book, Shades Between Reality and the Dream.

Meanwhile, she found refuge in the programs offered at the Center of Hope, particularly the Bible studies. She landed a great job, where she was able to save and secure her own place. Now, she regularly ministers to the other women at the shelter and offers encouragement for them to move forward and write a new chapter in their lives.

Your generosity makes it possible for people like Kendra to receive the support and tools they need to build a better future—and thrive! Thank you for providing help and hope every day.
WHY THE CLUB GIVES ME HOPE

We recently asked members at our Charlotte-area Boys & Girls Clubs to share what gives them hope about coming to their Club. We thought you, who makes these critical programs possible, would like to hear what they have to say.

Faith: “The Boys & Girls Club gives me hope because any time I need help I can count on anybody here. They just give me encouragement to keep going with my day even when I’m having a bad day. I can make a lot of friends here.”

Z’yon: “They push you to do hard stuff. If you are having trouble doing schoolwork and you want to give up, they won’t let you give up.”

Ben: “I can come and be myself.”

Jordyn: “The Boys & Girls Club gives me hope because they help a lot of people. When people are hurt, they help them get right back up.”

Jahsun: “The Boys & Girls Clubs inspire me to be the best version of myself, even when no one is looking. They inspire me to keep trying even when it gets hard and tough. They inspire me to believe in myself. The Boys & Girls Club provides hope, they stand by your side and make sure everything is going to be okay.”

Thank you for funding programs like our Boys & Girls Clubs that support amazing youth like these in our community!

LEAVING A LEGACY OF HELP—AND HOPE

You can continue to transform lives today and in the future by including The Salvation Army in your will. Our planned giving advisors can guide you every step of the way to help you achieve your goals according to your wishes. You can leave a legacy providing help and hope to those who need it most and continue to sustain our life-changing mission.

To learn more, check the box on the back of the reply form, or visit our website today.

WORTHY OF YOUR TRUST

82¢ of every dollar given funds life-transforming programs that offer hope to struggling men, women, and children.

82% Programs and Services
12% Administrative Support
6% Fundraising

Source: Latest National Salvation Army Annual Report
As we turn the page on summer and begin to think about the holiday season, I am filled with gratitude for all you have made possible through your generosity.

Individuals and families in our community continue to struggle—and your support has been a blessing to so many at this difficult time. Thanks to you, people have food, shelter, vital assistance, and hope as they work to get back on their feet.

I hope the stories in this newsletter show just how much your support makes an impact every day. You are helping individuals and families meet their immediate needs today and build brighter futures for tomorrow.

Thank you for your compassion for your neighbors and showing God’s love to people who are hurting and looking for hope. Your generosity provides a place to turn when individuals and families are facing their toughest times.

We are deeply grateful for your continued partnership and support.

With gratitude,

Major Todd Mason
Area Commander

“There are so many people in need right now—that is what inspired me to volunteer for The Salvation Army. I am grateful to be a small part of helping families get back on their feet during such a hard time.”

–Lisa O.

CONTACT US

For questions about how The Salvation Army is helping families and individuals in our community, or for answers to your other questions, please call 1-800-SAL-ARMY (1-800-725-2769) or visit SalvationArmyCharlotte.org. Thank you!

Your gift to The Salvation Army will be used now and throughout the year to support Salvation Army services in our community.