2019 Annual Report

October 2018 - September 2019

Greensboro, NC

Updated with COVID-19 Info
Dear Friends,

“There is no reward equal to that of doing the most good to the most people in the most need.” - Evangeline Booth

It is our pleasure to present to you the following annual report for The Salvation Army of Greensboro. This report represents thousands of lives changed for the better right here in our community. All of this work was done through an amazing staff, valuable volunteers, and a wide variety of generous community supporters and partners. While the need is great in Greensboro, our community has once again stepped up to take on that challenge and fight for good through The Salvation Army!

It is a challenge to summarize so many lives in one report, but as you read these statistics know there are names and faces behind each one. There are stories of children learning an instrument for the first time at our School of Music and Arts or students receiving college scholarships after years of being mentored at our Boys and Girls Clubs. There are families who have broken down the barriers of poverty, one obstacle at a time, to finally become self-sustainable. And there are men and women who experienced the stark contrast of sleeping on the street alone, to being cared for by a team of compassionate professionals in our Center of Hope shelter. Change is happening every day at The Salvation Army.

We would like to thank the entire community for supporting our mission and making these stories of success possible. We look forward to continuing the promise to Do the Most Good in Greensboro!
Center of Hope
A Shelter-to-Success Facility

An 86-bed social service agency that assists individuals and families to prevent homelessness, address basic needs with an on-site shelter, food, clothing, and transportation.

Challenge:

Breaking the cycles of poverty takes time, persistence, and a relentless approach. We believe that moving from poverty to self-sufficiency has to occur in the context of everything going on in the person’s life.

Maranda (pictured left) recalls the day she moved into the Center of Hope and away from weekly rates taking her paycheck. Within the walls, Maranda recalls how each step released her of many struggles; slowly she began to regain independence and confidence.

Leroy was living on the streets until he encountered the Center of Hope.

Angel (pictured middle) is working hard to re-build the life she always wanted.

COVID-19’s impact altered the Center of Hopes methods - not it’s goals. We continue to offer hope to those who struggle each day with Social Distancing Practices in place.

Goal:

To identify each reason for homelessness, target the problem, then stabilize the situation so that the participant can work toward self-sufficiency.

See these and more 2019 stories at: www.salvationarmyorgreensboro.org

Meals Provided | Nights of Shelter Provided | Participants that did not return for services within 90 days
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52,260 | 27,063 | 76%
In just 12 short months, we have made quite an impact in this community by serving a total of 113 households: (314 individuals- 127 adults, 187 children), with 76 households remaining actively engaged (67%) in our program.

**GOAL:**

To break the cycle of crisis, vulnerability, and poverty.

**CHALLENGE:**

Leading individuals and families down a path towards stability, self-sufficiency and economic independence takes time, talent, and treasure.
Disaster Relief

Since the Galveston, Texas Hurricane of 1900, The Salvation Army has been on the scene of virtually every U.S. disaster. This year, the Greensboro Command responded to the 2019 Hurricane Dorian with Boots on the Ground in Ocracoke Island, NC, and Charleston, SC.

Ocracoke resident Carol Paul walking through flooded streets on Ocracoke Island where days earlier, a tsunami covered the entire island. She told her story to Greensboro Staff who were assisting Ocracoke residents immediately after Hurricane Dorian’s landfall. Her story can be found at: disaster.salvationarmyusa.org.

GOAL: Respond to local & national disasters with physical, emotional, and spiritual care.

First on the Scene. Last to Leave.

Our Response to COVID-19 Pandemic

In a world filled with fears, we continue to offer HOPE. The methods have changed, but the mission has not:
• Drive-Thru Food Distribution
• Quarantined Center of Hope
• Virtual Youth Programming
• Virtual Worship Experience

Above: Clean Up begins on Ocracoke, Below: Greensboro staff heading to Charleston SC in preparation of Hurricane Dorian’s expected landfall on the east coast.
Boys & Girls Clubs

Offering quality after-school and summer camp programs to children who need it most with:

- Respect
- A safe environment
- Constructive activities that channel youthful energy into challenging pursuits.

www.SalvationArmyOfGreensboro.org

Challenge:

Provide opportunities for long term success to at-risk youth through fun and engaging activities.

See these and more 2019 stories at:

www.salvationarmyorgreensboro.org

Goal:

Inspire and enable all young people to reach their full potential.

With new virtual studies and meetings each week, the Boys and Girls Club is offering opportunities with activities for our members to continue to be engaged through this pandemic.
The Salvation Army is part of the universal Christian Church and has a full congregation in Greensboro, NC who are on fire for Jesus Christ. Here, everyone is accepted and welcomed into the family of God, as they are encouraged to deepen their relationship with Jesus Christ. These beliefs are the very foundation on which The Salvation Army stands!

Leslie tells her story from college to present day how the Greensboro Corps affected her life and continues to be a major part of who has become.

**CHALLENGE:**
To reach the lost and show them they are loved.

**GOAL:**
To connect our community with the hope of Jesus Christ.

- Attended Worship: 2,800
- Attended Character Building: 931
- Attended VBS: 988
- Seekers: 188

The Corps has continued to stay connected through Virtual Worship Meetings as well at home “Church in a Bag” activities given to the congregation.
School of Music & Arts

The Salvation Army School of Music & Arts (SOMA) is an affordable music education program for youth ages 8-13. Teaching youth from beginners to advanced in band, percussion, piano, guitar, music theory, and chorus.

Challenge:
Funding and teachers are the biggest challenge. Without quality educators and funding to pay, buy materials, fixing instruments, it is hard to grow or even maintain this program.

Goal:
Through music education, our goal is to preach the name of Jesus Christ to all students and invite them into our church, should they not already have one.

Listen to stories from those who lead as well as follow. Nori was first introduced to SOMA a number of years ago and now love interacting and practicing. And listen as Ekin opens her heart to why she teaches at the School of Music and Arts.

The School of Music and Arts provides connecting opportunities with virtual tools such as ZOOM with activities and encouragement.
HOLIDAY MEMORIES

The miracle of Christmas is re-enacted each year through Salvation Army programs of caring and sharing - Making Memories of a lifetime!

- The “Red Kettle” campaign is an integral part of The Salvation Army’s Christmas fundraising efforts.
- The Angel Tree program delivers Christmas magic to children and seniors by putting new clothes and toys under the tree.

2,263 Gifts Provided
10,593 Gifts Purchased
4332 Volunteer Hours

Below is a small sampling of the 2019 Greensboro Angel Tree Volunteers and Bell Ringers!
The Volunteer Army was out in Full Force!

Meet Tamera!
The NEXT WhyiRing Story. Airing November 2020!

See previous WhyiRing Videos from Bob, Cynthia, and Ramana, currently on our website:

The Triad Holiday Food Drive and Concert is an established tradition every year!
The Salvation Army has two Family (Thrift) Stores in Greensboro. These stores rely on donations of clothing and household goods from the community, volunteers, employed staff, and the support of the general public. 100% of the proceeds from these stores are used to fund the programs and services of The Salvation Army of Greensboro.

Donate and shop in our Family Stores to help us continue making a difference in Greensboro.

Store Locations:

- 307 W Gate City Blvd, Greensboro, NC 27406
  Tuesday - Saturday, 9 a.m. to 5 p.m.
- 3610 N Elm St, Greensboro, NC 27455
  Tuesday - Saturday, 9 a.m. to 5 p.m.

- Truck Pickup service is available - Call 336-273-5572 to schedule a pick up.

Volunteers

The Salvation Army was almost named, “The Volunteer Army.” In many ways, we are still an army of volunteers. We depend on the precious gift of time from volunteers of varying skill sets to accomplish all that we do. Working as a volunteer will not only make a difference for those you serve, but it will change you as well.

Time

Volunteers play a crucial role in The Salvation Army’s ability to provide quality social services for the entire community. We offer a variety of opportunities throughout the year for groups or individuals to get involved.

Talent

Whatever your talent, The Salvation Army can find a way for your skills to contribute towards helping others. We would love to see how we can make our community stronger using your educational background and talents.

Treasures

Many forms of treasure go a long way at The Salvation Army. Monetary donations, gifts in-kind, a gift in your will, and gently used or new items for our Family Store, are just a few ways you can help us serve every day.

Interested?

For additional information or to sign-up to volunteer, contact:

Carole Whisnant, Volunteer Coordinator
carole.whisnant@uss.salvationarmy.org.
336-235-0350

We have developed new Social Distancing methods for volunteers to come together in order to continue offering services for those in need. Connect with us for upcoming opportunities!
**Revenue**

Total: $6,632,729

- Special Events & Other Revenue $485,765
- Government & Funding Agencies $1,337,863
- Donations: $3,701,632
- Family Store $1,107,469

**Expenses**

Total: $6,780,078

- Management & General $410,490
- Fundraising $544,781
- Social Services $4,026,714
- Corps Community Center $1,798,093

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**Advisory Board**

- Brian Sowers - Chairman
- Katherine Medlin - Secretary
- Steve Joyce Sr. - Emeritus
- Liz Reinecke - Emeritus
- John Snider - Emeritus
- Peter Vanstory - Emeritus
- William Black - Life member
- Bernard Gutterman - Life member
- Royce Reynolds - Life member
- Wendy Blackwell
- Hope Chapman
- Michael Diamond
- Mitzi Ellis
- Eric Fitzgerald
- David Grimes
- Kelly Harrill
- Jay Harris
- Flemming Johnson
- Michael T. Johnson
- Robert Johnston
- Steve Joyce, Jr.
- Reid Marks
- Charles Melvin
- Robert Meyer
- Mona O’Bryant
- Billy Pratt
- Ann Robinson
- Bob Rodman
- Eugene Sanders
- Wilson Sheldon
- Lisa Simpson
- Stuart Smith
- Tom Sullivan
- Shawna Tillery
- Adam Good
- Christiana Anthony
- Dr. Edna Tan
- Dr. Faith Freeman
- Eric Anthony
- Greg Williams
- Hugh Williams
- John Hatcher
- Kevin Ortiz
- O’Brien (OB) Phillips
- Ras Fenger
- Sherrell Newman
- Troy Hopkins

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“The greatness of a man’s power is the measure of his surrender.”

~ William Booth

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**BGC Council**

- Tom Sullivan - Chairman
- Adam Good
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- Dr. Edna Tan
- Dr. Faith Freeman
- Eric Anthony
- Greg Williams
- Hugh Williams
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