I remember needing my first pair of glasses. I was 25 years old and things at a distance had become blurry: the stars, street signs, billboards, bowling pins, and particularly the chalkboards in the classrooms at The Salvation Army School for Officer Training.

The optometrist I visited was an elderly gentleman, and his equipment seemed just as old. Nevertheless, his methods were precise and meticulous, and after a long process of exchanging various lenses in front of my eyes and asking me which was sharper and clearer, he wrote a prescription for my very first pair of glasses.

Putting on my glasses for the first time was an amazing experience! All of a sudden my entire world seemed brighter, sharper, clearer, more focused and better defined! Until that moment, I hadn’t been aware of what I was missing.

With this annual report, there is the hope that you will see The Salvation Army like you’ve never seen us before — that you will be amazed by what we do, how we serve, how we love!

But more than that, we pray you will also be challenged to see your world in a different way...through the eyes of those in need. Or, perhaps, even through the eyes of Christ.

1 Samuel 16:7 says, “People look at the outward appearance, but the Lord looks at the heart.” (NIV)
She is so sad all the time. SO ALONE. If only she had a place to CONNECT WITH OTHER KIDS and have some fun.

Look at that smile! SHE'S MADE FRIENDS and loves coming here to play. I AM SO GRATEFUL FOR THE JOY IN HER EYES.
I've finally escaped. I'm starting to move forward and heal. I never thought I'd see beauty again.

I want to leave, but I don't know how. When will this nightmare end?
2013 IMPACT

The Salvation Army of Wake County 2013 Annual Report

PROGRAMS

SOCIAL MINISTRIES
WITHIN THE JUDY D. ZELNAK CENTER OF HOPE
Barbara L. Goodmon Women & Children’s Shelter
Daily Soup Line
Food, Clothing, Financial Assistance
Counseling, Casework & Self-improvement Services
Life Skills & Parenting Course
Circle of Parents Support Group
Project FIGHT
Project CATCH
Wake County SmartStart Programs

COMMUNITY CENTER
After-school Programs (Youth ages 5-12)
Year-round School Track-out Programs (Youth ages 5-12)
Summer Day Camp Programs (Youth ages 5-12)
Camp Walter Johnson (Overnight Camp)
Instructional Athletics Program (Youth ages 4-12)

EMERGENCY DISASTER SERVICES
Equipped Disaster Service Vehicle & Trained Personnel on 24-hour Alert
Food, Clothing, Shelter & Other Basics of Survival for Victims
Clean-up and Restoration Services & Supplies
Casework & Counseling Services

RALEIGH CORPS PROGRAMS
Sunday and Wednesday Worship Services
Character Development Activities for Youth & Adults
Community Care Ministries — Home & Institution Visitation
Senior Adult Activities
Music & Arts Development
Summer Camp Activities

SEASONAL ASSISTANCE PROGRAMS
WRAL-TVs Coats for the Children
Christmas Cheer Assistance (Stockings & Toys)
Angel Tree
Capital City Clauses’ Jingle Ball
Triangle Spokes Group (New Bicycles & Helmets)
WNCN-NBC 17 Stock the Shed
Subway Angel Tree

62,360
new toys given

116,481
individuals served

55,285
volunteer hours worked

4,956
seniors visited by Community Care Ministries

1,807
individuals trained on human trafficking by Project FIGHT

367
homeless children referrals made by Project CATCH

582
professions of faith

46,364
meals served

10,987
nights of shelter

$339,067.81
Red Kettle Funds raised

The Salvation Army of Wake County 2013 Annual Report
A NEW PERSPECTIVE
I DID IT!
I just needed a little help — someone to show me how. I CAN’T WAIT TO SHOW MY DAD!

WHY IS THIS SO HARD? I’ll never be good at reading and writing. WHY DO I EVEN BOTHER TRYING?
Look at all these groceries! I CAN MAKE A REAL DINNER FOR MY FAMILY.
And we can go to bed WITHOUT A GROWLING STOMACH.

What am I going to do? MY KIDS ARE SO HUNGRY…I’m so hungry.
But it was either rent or food.
2013 REVENUE
Public Support $ 3,339,240
Other Revenues 246,059
Government Grants 203,746
Allocated by federal fundraising organizations 9,346
Gifts-In-Kind 1,466,972
Family Store 1,900,341
Total 6,136,634

2013 EXPENSES
Management & General $ 149,040
Program Services 5,610,586
Fundraising 357,995
Total 6,117,721

2013 NET ASSETS
Increase (decrease in Net Assets) $ 18,913
Net Assets at Beginning of Year 473,187
Net Assets at End of Year 492,100

Our pledge is to maintain the highest standards of financial accountability. Salvation Army centers are audited by independent certified public accountants in accordance with generally accepted accounting principles. Year Ended September 30, 2013. Accounting by Williams Overman Pierce, LLP

Figures presented are draft only.

ADVISORY BOARD
OFFICERS: 2012-2014
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Jimmy Goodmon, First Chair
Mike Carlton, Treasurer
Judy Stephenson, Secretary

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Gary Ashworth, Lynn’s & Daphne’s Hallmark Shops
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Tom Campbell, Carolina Broadcasting Systems, Inc.
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Judy Stephenson, Community Leader
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Jason York, BB&T

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Lt. Colonel Willie Howell, Divisional Commander, The Salvation Army

EMERITUS MEMBERS
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James Crockett, Crown marking Associates
William E. Graham, University of North Carolina at Chapel Hill
Kathy Brady, Community Leader

LIFE MEMBER
Fred Baker, Community Leader

JUNIOR ADVISORY BOARD
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Alex Arroll, The Hope Center at Pullen
Branden Banks, Shaw University Undergraduate Student
Delita Buck, Workplace Options
Nicole Caramaras, William Peace University Undergraduate Student
Andrew Celkus, NC State University Undergraduate Student
Je’Toya Robinson, Telamon Corporation Crosby Head Start

The Salvation Army of Wake County 2013 Annual Report
A NEW PERSPECTIVE
WE HAVE A PLACE TO STAY, a place we’re welcomed. WE’re SAFE... and I can rest.

IMMEDIATELY?! I have to find a bed for my baby! WHERE CAN WE GO?
“Let me ring these up for you — they are beautiful. And **YOUR PURCHASE GOES TO SUPPORT OUR MANY SERVICES** at The Salvation Army...thank you!”

“Thank you for your donation. **THIS WILL BE A TRUE BLESSING TO ANOTHER FAMILY.**”