



THE SALVATION ARMY
SAN DIEGO COUNTY

IMPACT REPORT 2022



Heart to God, Hand to Man

MESSAGE FROM LEADERSHIP



Dear Friends,

This year 2022 has truly been a year to celebrate and be thankful. By the grace of God, we were able to safely guide our most vulnerable community members through the pandemic. The Kroc Center celebrated its 20th year of serving the San Diego Community with positive life-changing programs that enrich their daily lives. We provided meals to an average of 625 seniors per month, over 1,843 kids were able to participate in camp programs and, locally, over \$165,000 was raised to assist the humanitarian crisis in Ukraine.

As you know, America's Finest City is experiencing a homeless crisis at a rate Southern California has never seen before. The Salvation Army has dynamic, life-changing programs in place to support the homeless population of San Diego as they rebuild their lives. But there is so much more we can do together.

And on that note, we're excited to announce our \$100 million capital campaign to build the Rady Center in downtown San Diego. This community friendly facility will not only provide shelter and support to help people off the streets and on a path to independent living, but will also be home to our Centre City Corps.

Thanks to Ernest and Evelyn Rady for generously providing an endowment to sustain this much-needed facility in the form of a match to kick off the fundraising. And thanks to Wakeland Housing for agreeing to partner with The Salvation Army to bring this project to fruition.

You will see in the pages to follow that we continue to provide crucial services like Senior Nutrition, drug and alcohol treatment through our Adult Rehabilitation Center (which just opened a new facility in January), homeless prevention and intervention, youth programs and Emergency Disaster Services.

We thank you for your support, your prayers and, by the grace of God, may we all continue to live by the motto adopted by The Salvation Army – *Doing the Most Good.*

A handwritten signature in black ink, consisting of a stylized 'L' followed by 'Lescano' and a long horizontal flourish extending to the right.

Lt. Col. Lee Lescano
Divisional Secretary
The Salvation Army
San Diego County

LOCATIONS SAN DIEGO

Meeting Human Needs for 157 Years

Established in 1865 by a young minister named William Booth who was inspired to deliver a message of hope and salvation for all, over the decades The Salvation Army has become an organization with a lineage of public service that has evolved over the decades into a social service provider with an unmatched scope and breadth.

Today The Salvation Army operates 15,409 corps, community centers, and service centers in 131 countries and territories. Across the globe, 26,409 officers and 108,786 employees work in support of the organization's mission "To preach the gospel of Jesus Christ and **to meet human needs In His name without discrimination.**"

The Salvation Army's doors are open for all across the Globe. When an individual approaches the Army, the only question we ask is "**How can we help you?**"

The Salvation Army Oceanside
Oceanside

The Salvation Army Escondido
Escondido

The Salvation Army Centre City
Downtown

The Salvation Army Chula Vista
Chula Vista

The Salvation Army Ray & Joan Kroc Center
San Diego

The Salvation Army San Diego Citadel
Clairemont

The Salvation Army Door of Hope
San Diego

The Salvation Army East County Red Shield Community Center
El Cajon

The Salvation Army Adult Rehabilitation Center (ARC)
Otay Mesa

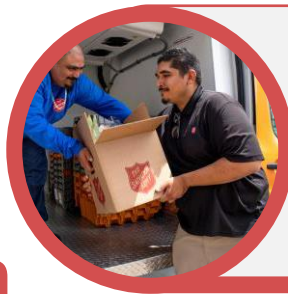


FOOD ASSISTANCE

At each of our Salvation Army's Corps locations, we serve the specific needs of our communities. Every day, The Salvation Army food pantries provide fresh produce, meats, and non-perishable foods to hundreds of people across San Diego county.

These food pantries provide more than just a meal. Many of our locations provide baby formula and diapers to parents who need help providing for infants. Some of our locations also provide food for pets. Those facing homelessness may need additional resources, so many of our locations also supply clothing, shoes, hygiene products, and blankets.

Food Rescue Program



RESOURCES COLLECTED LOCALLY

We receive produce, non-perishables and other resources from local grocery stores and restaurants. These salvaged goods would otherwise end up in landfills.



VOLUNTEERS MAKE A DIFFERENCE

Volunteers and staff prepare food boxes to distribute resources to those in need. At some of our locations, as many as 200 food boxes are prepared for each distribution day.



FEEDING THE COMMUNITY

Those facing food insecurities can come to The Salvation Army Corps location nearest them to receive the resources they need. Our food pantry is always free to those who are in need.



1 in 4

People in San Diego face food insecurity.



166,055

Food boxes distributed from our Food Pantries in 2022



278,000

Persons served in 2022



“ I don't have enough working hours. So, my paychecks can be very small, and this helps a lot.

Guadalupe Ramirez Chula Vista

Many seniors, like Guadalupe Ramirez, are struggling to pay bills while affording the basics like food and medicine.

With inflation, high gas prices and rent at all-time highs, having a place like The Salvation Army to rely on is something Guadalupe is truly grateful for, “I don't have enough working hours. So, my paychecks can be very small, and this helps a lot.”

Guadalupe says The Salvation Army has been an important part of her life as she navigated through COVID work setbacks the past two years. Guadalupe had to find other sources of income to stay off the streets due to fewer jobs and less hours.

Programs like the food pantry at The Salvation Army Corps in Chula Vista is one such place where people like Guadalupe can get the crucial resources and supplies needed for their day-to-day survival. Guadalupe says there's a good chance she'd be on the streets if it wasn't for the services provided by The Salvation Army, “I'd probably be homeless if it weren't for this. The money that I save here on the food, I save it for my rent. Thank God my car is paid off, but gas is so expensive right now too. I'm just thankful for The Salvation Army and the food here.”



Because of all the generosity Guadalupe has received, she loves to return the favor. Guadalupe helps with art classes and programs for kids who are on summer break. Something that makes her feel good, while filling her heart with joy, “I feel very happy helping others. I do it with love and I just like to help.”

HOMELESS SERVICES

It is no secret that homelessness is one of the biggest challenges facing San Diego and many major cities in the U.S. Homelessness takes a toll on the San Diego region's economy, environment, housing, health care and criminal justice systems. The problem is exacerbated by the high cost of housing.

San Diego has the fifth largest homeless population in the United States. On any given night, the county-wide homelessness population exceeds 8,000 men, women and children.

- The estimated cost of an individual who is homeless living on the street in San Diego County is \$38,146.
- The Salvation Army's estimated cost for an individual receiving housing and case management services is \$15,358.
- This represents an annual savings of 40% or \$22,788 per person.

Since 1887, The Salvation Army has been providing services and support in San Diego and has increased and refined its homeless services over the decades to currently include interim (90 day) and long-term (12 months) transitional housing for single men, single women and families as follows:

Centre City Corps (downtown San Diego)

- CARS (Coordinated Assistance to Residential Stability) Program for single men (90 days)
- STEPS (Shelter/Transitional Employment Program Services) for single men (12 months)

Door of Hope Campus

- Haven Program for single women (90 days)
- Transitional Living Center for women with children (up to 12 months)
- Permanent Supportive Housing for families

Last year our Homeless Services program served 477 clients at our Door of Hope and Centre City locations. Additionally, there were 392 clients (201 adults and 187 children) who were referred to available housing outside of Salvation Army housing through rapid rehousing funding from the Dept. of Housing.

Door of Hope Rady Residence



and Urban Development (HUD) and Homeless Housing, Assistance and Prevention (HHAP). These clients, although housed elsewhere, were still provided case management and support through Salvation Army Homeless Services.

Below are the numbers served as well as the success rate in helping clients achieve self-sufficiency.

A Total of 869 Clients Served

	Total People Served	Exits to Permanent Housing	Return to Homelessness
Families	419	87%	11%
Men	58	69%	6%
Rapid Rehousing	392	53%	10%

100,064 Shelter Nights Provided

“ I am so grateful for this place.



Just one year ago, Sandra was a pregnant mother of three, a victim of domestic violence and desperately in need of a safe place to stay. “I was pregnant and by myself,” Sandra said. By the grace of God, she found the Door of Hope, was given a room, and she slowly started putting her life back together.

“My water broke the first day I moved in. I was rushed to the hospital, and the very next day I came home with a baby.” The Salvation Army immediately stepped in to help

provide the additional resources Sandra would need for her family’s new addition. “They helped me with that car seat for her, and bassinet for her as well. All four of my kids have a bed.”

Basics like a safe place to stay and a warm meal go a long way for single parent Sandra and her four young children. Sandra takes comfort knowing she’s not alone. Sandra says The Salvation Army’s Door of Hope has been her family’s lifeline, “They’ve helped me with food. There’s always food on the table.”

Sandra is truly grateful for such love and generosity. “If I didn’t have this, I don’t know what I would do. So, I am very appreciative. Thank you!

CURRENT PROJECT

RADY CENTER

Now that the Rady Residence is open, the next step to increasing our impact even more is to redevelop a city block we own downtown with a transformational \$100 million facility to help women and men experiencing homelessness.

The new Rady Center is supported by a generous donation from Ernest & Evelyn Rady and a long-term innovative partnership with Wakeland Housing and Development Corporation catalyzing on the value of the land The Salvation Army owns downtown and replacing the current Centre City Corps with a nearly 200,000 square foot state of the art facility.

This new facility will expand community services already provided, such as food assistance and senior meals, and will more than triple shelter and support services to get men and women off the streets and on a path to successful independent living or into permanent supportive housing.

The Salvation Army has launched a capital fundraising campaign and upon raising \$30 million for this project, a matching pledge of \$30 million will be given by Ernest and Evelyn Rady, which will then trigger an additional \$5 million from the Radys. All \$35 million will be designated as a permanent endowment for The Salvation Army's homeless programs in San Diego anchored by the now open Rady Residence and the planned Rady Center.

A recent \$10 million lead gift from Margaret A. Cargill Philanthropies was received as a challenge to the community. With this gift, The Salvation Army has secured \$21 million in gifts and pledges of the \$30 million it is committed to raise for this important and critically needed project.

***The Salvation Army has been sheltering the homeless
and helping those in need in San Diego since 1887.***



THE RADY CENTER AT A GLANCE

- The Rady Center will offer a mix of interim, transitional, bridge, permanent supportive and low-income housing that will shelter 200 plus people experiencing homelessness.
- The Rady Center will also provide case management, job training program, entrepreneurship opportunities for the homeless and much more.
- **Cost:** \$100 million to be raised from private philanthropy, government support, tax credits and partnerships.
- **Location:** Downtown block at 7th and E streets owned by The Salvation Army.
- **Impact:** 7,100 homeless men and women over the next 10 years
- This project comes with a very generous 1:1 challenge grant of up to \$35 million, from Ernest and Evelyn Rady. The \$35 million will establish a permanent endowment to sustain the Rady Center and The Salvation Army's homeless programs for generations to come. Other major supporters are Margaret A. Cargill Philanthropies and the Conrad Prebys Foundation.



Timeline



Each gift made up to \$30 million will be generously matched by Ernest and Evelyn Rady.

Please reach out to Michele Prosser at michele.prosser@usw.salvationarmy.org should you be interested in getting more involved on this transformative project.

For more information, contact:

Michele Prosser, CFRE 619.446.0276 office
 Capital Campaign Director 619.846.8541 mobile
 The Salvation Army San Diego michele.prosser@usw.salvationarmy.org

SUMMER CAMP

Knowing the value of a quality camp experience, The Salvation Army has provided both day camp and residential camp programs for children, who might not otherwise be able to afford it, as an important part of youth development for over 100 years.

Summer Day camp is offered at six Salvation Army Corps located in San Diego: Chula Vista, Citadel (Clairemont area), El Cajon, Escondido, the Kroc Center, and Oceanside. The Kroc Center also offers day camp sessions in the spring and fall. Residential camp, where children in San Diego can stay for a week exploring nature and participating in other activities, is offered at Pine Summit in Big Bear Lake.

Camp gives kids freedom to learn about themselves, the chance to make friends, the opportunity to excel at something they might not have ever known they were good at. It's about being active, using their imaginations, and making mistakes in a safe environment. At camp, it doesn't matter if you're good at soccer, arts & crafts or swimming. What matters is that you're willing to cooperate in a group of your peers, find ways to have fun and solve problems and care about the people with whom you are interacting. When these are the things that matter, growth and genuine self-esteem follow.

Camp offers the most precious and promising elements of childhood: creativity and the joyful freedom to explore, experiment, stumble, recover and succeed on their own which opens a path to a world of possibilities.





Camp changed the trajectory of my life!

Mechale Murphy has been an elementary school principal for 17 years in San Diego. Before finding her success, she lived a much different lifestyle as a former foster child who grew up as an at-risk youth. Through The Salvation Army’s outreach efforts, Mechale had the opportunities to attend a Salvation Army camp three times in her youth. Her time spent at camp changed her life!



As a foster child, Mechale felt different from other children. She wondered if she was not wanted. She remembers growing up in a rough part of town where gang violence and drug use were rampant. There were challenges with poverty within her own household. “Had I not gone to camp, I know I would have gotten caught up in my community”.

As a part of a community outreach program, The Salvation Army used to visit her elementary school every year and invite students to go to camp. Mechale was one of the children who got the opportunity to attend. It was during Mechale’s third year of camp where she met the camp counselor that changed her life. Her camp counselor “began to tell me about Jesus and how he cared for me and for some reason in that moment I could feel His presence. I had never felt that before. There was just such a peace.”

Mechale credits her time at camp as having opened her eyes to possibilities beyond her community. She found the value of education, graduated college, and now helps young students who may be facing some of the same circumstances she faced as a child in her role as an elementary school principal.

Mechale recently reconnected with The Salvation Army when she was looking for a camp for her students. After sharing her motivational story at the Kroc Center, 100 scholarships were made available for children from her school to go to camp. When Mechale looks back on her life, she knows that Jesus and The Salvation Army helped her find that peace. She is “forever grateful to camp and will never forget the experience.”



1,405

Children who attended Day Camp



438

Children who attended Pine Summit Camp



\$550

Average cost to send a child to Camp.

SENIOR NUTRITION

Understanding that nutritional well-being plays a vital role in the overall quality of life for seniors, TSA opened its first Senior Dining and Social Center in San Diego in 1973 to ensure that one of the most vulnerable populations in our community, the elderly, receive the help they need to remain healthy and independent. We operate under the Older Americans Act, following federal guidelines for eligibility. Seniors who benefit from The Salvation Army's Senior Nutrition program are typically low income and live alone. There is never a charge for the meal but seniors are asked to make a donation if possible.

Club 60 provides nourishment to seniors (60+) not only physically, but emotionally as well. Hot meals with a salad bar are offered daily at five congregate sites throughout San Diego County and meals are delivered to seniors who are truly homebound. On a monthly basis, fresh produce is provided for seniors to take home. But *Club 60* offers more than a meal. Educational opportunities are provided to keep seniors informed on the issues that most affect them, including health, nutrition, safety, housing, financial and legal matters. Social activities offer seniors a chance to meet new people and make new friends. And, volunteer opportunities make it possible for seniors to get involved and find meaningful ways to make a contribution to the community reinforcing their sense of self-worth.



24%

Of persons experiencing homelessness are seniors



54,184

Meals served to seniors onsite in 2022



625

Seniors served monthly

“ All of the time I’ve been at home, they’ve been faithful to bring me meals.



Joleen Gonser Clairemont

The pandemic was a difficult time for all of us to endure. And being on lockdown was especially tough on seniors like 81-year-old Joleen Gonser.

Joleen was homebound during the pandemic and couldn’t drive anywhere due to health issues, which included a mastectomy and part of her lung removed. Joleen needed help and The Salvation Army came through in a big way for her.

“I had to learn how to walk again. And through it all, The Salvation Army has brought me meals and even worked with my sister when she was here. So, she got to be friends with them too,” Joleen said with a smile.



Joleen has been coming to The Salvation Army for the past five years for help with groceries and an occasional ride. As a senior, she loves how easy it is to fix one of the nutritious meals provided by The Salvation Army.

“The Senior Nutrition meals help me financially, but more it’s the convenience of it. Their meals are perfect because they are so easy. I take it out, I put it in the refrigerator and then I pop it in the microwave for about two minutes. That’s my kind of cooking,” Joleen said.

But Joleen says the secret to The Salvation Army’s success is that they care deeply about everyone.

“The Salvation Army has many great programs, and the senior plus food program is one of the best especially for seniors in need of fellowship and help with meals. The Salvation Army is really really good. The people care and no matter how they feel they will still be there. Because they care.”

HIGHLIGHTS OF 2022



National Donut Day

We celebrated National Donut Day on the USS Midway Museum for the first time since 2019 with our friends at BakeMark and Major League Eating. A national donut eating contest was held aboard the flight deck where World Donut Eating Champion Miki Sudo took first place with 39.5 donuts eaten in 8 minutes. Local San Diegan donut shops were stationed to provide free donuts to all the attendants.

Kroc Center's 20th Anniversary

The Salvation Army Ray and Joan Kroc Corps Community Center recognized a 20-year milestone of serving the San Diego community. Joan Kroc's faith in The Salvation Army has provided an expression of our mission and ministry through programs and services that encourage positive living, offer life-changing experiences for children and adults, strengthen families and enrich the lives of seniors, with the goal of uplifting individuals and benefiting the needs of the community. This center continues to provide opportunities for everyone to get involved no matter their age, interests or abilities, realizing Joan Kroc's dream for all people to have recreational, educational and cultural arts opportunities.



UKRAINE CRISIS

In response to the crisis in Ukraine, The Salvation Army embraced displaced residents and refugees with dignity, believing no one should be defined by their challenges or circumstances. In doing so, programs and facilities pivoted to provide food, clothes, blankets, and emotional and spiritual care from locations around the world. From neighboring countries including Moldova, Romania and Poland, to locations across seas such as Japan and the United States, Salvationists are working together to achieve a common goal during this turmoil; *to meet human needs in His name without discrimination.*



Help From San Diego



COLLABORATIVE LOCAL EFFORTS

Here in San Diego, we joined efforts with local leaders and organizations to raise over \$165,000 to assist the humanitarian crisis in Ukraine.



PRAYERS FOR PEACE

Major Robert Birks led prayers at The Salvation Army Kroc Center. All who gathered prayed for peace in Ukraine and for those affected by the conflict.



WAYS TO GIVE

You Can Make a Difference With Your Continued Generous Support to The Salvation Army!

To ensure we do not have to turn anyone away, we hope you will renew your support by making the most generous financial gift possible before the year end. In addition to an outright monetary gift, there are many others way you can give.

We remain deeply committed to using your gifts wisely and continuing to be the nation's and San Diego's most efficient and best-run provider of social services to those in need.

STOCKS

Make a gift of appreciated stock which may help you avoid paying capital gains tax.

ENDOWMENT FUND

Make a bequest or establish an endowment fund for your favorite Salvation Army program.

CASH ASSETS

Use cash or an asset such as a vacation home, stock or mutual fund shares to fund a Charitable Gift Annuity (CGA) and receive guaranteed income for life along with a tax-deduction. Depending on your age, payouts from a CGA with The Salvation Army start at 4.8% and go as high 9.1% offering a highly secure fixed return at a rate that exceed CDs or bonds. Or use these assets or real estate to fund a Charitable Remainder Trust.

IRA

If you are at least 72 years old (70 ½ if you reached 70 ½ before Jan. 1, 2020), you can make a contribution directly from your IRA to The Salvation Army, lowering your taxable income.



The Salvation Army San Diego

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