



THE SALVATION ARMY
SAN DIEGO COUNTY

IMPACT REPORT



2023

"Father to the fatherless, defender of widows...God places the lonely in families; He sets the prisoners free and gives them joy."

- Psalm 68:5-6

MESSAGE FROM LEADERSHIP



Dear Friends,

In 2023, The Salvation Army continues to march forward! By God's grace, we remain steadfast in our mission to guide our most vulnerable community members through the challenges they face every day.

Within these pages you'll find much to celebrate. We are excited about our future Downtown San Diego Rady Center, a multi-million-dollar project in partnership with Wakeland Housing and Development. This 200,000 square foot facility will give living space and supportive services to homeless individuals. Families are housed at the Door of Hope, where parents learn improved life skills. The Kroc Center celebrates its 21st year of providing a safe space for people to develop physically, artistically, socially and spiritually. Summer camp molds children into confident young people. And the list goes on!

We thank God for our many partners in serving this beautiful community. With God's guidance and your continued support, we will further fulfill the mission of The Salvation Army of "Doing the Most Good" in 2024 and beyond.

Major Amy Reardon
Divisional Secretary

Major Rob Reardon
Divisional Secretary



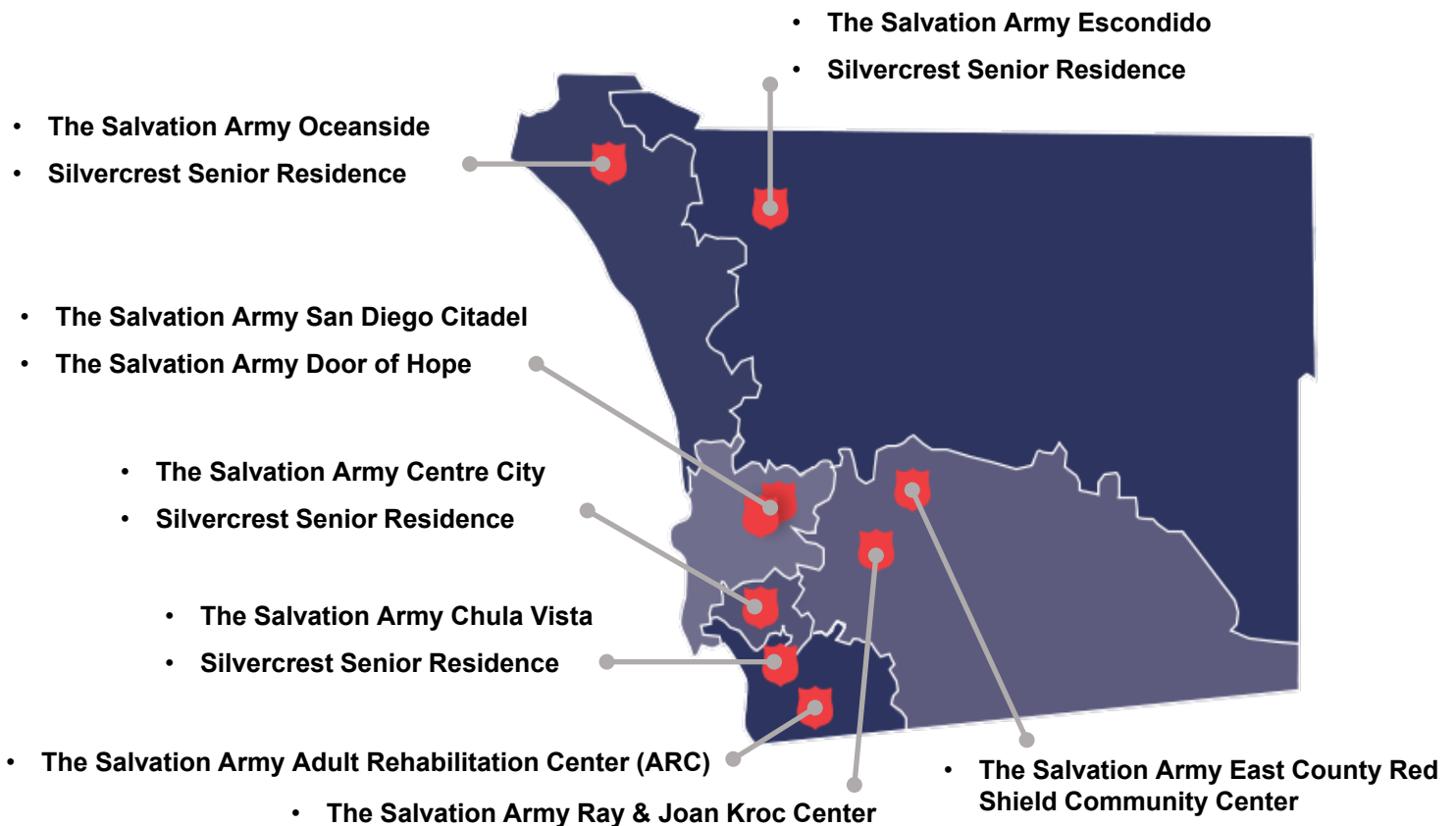
Mike Matalon
Chair

MESSAGE FROM ADVISORY BOARD CHAIR

I am proud to be associated with an organization that does so much good for our community of San Diego. As you will read in the following report. The Salvation Army has come to serve the needs of a wide diversity of individuals and groups; our youth, our seniors, families on the brink of homelessness and (what is most dear to me) supporting single mothers who have found the strength to escape abusive relationships. As well, every month, individuals gain sobriety, receive job training, and return as contributing participants in our county. The Salvation Army's work is nothing short of miraculous!

- Mike Matalon, Chair

LOCATIONS IN SAN DIEGO



CORPS COMMUNITY CENTERS

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
Rolando

The Salvation Army San Diego Citadel
Kearny Mesa

The Salvation Army East County Red Shield Community Center
El Cajon

TRANSITIONAL LIVING CENTERS

The Salvation Army Door of Hope
San Diego

The Salvation Army Centre City
Downtown

RECREATIONAL CENTERS

The Salvation Army Ray & Joan Kroc Center
Rolando

The Salvation Army East County Red Shield Community Center
El Cajon

REHABILITATION CENTERS

The Salvation Army Adult Rehabilitation Center (ARC)
Otay Mesa

AFFORDABLE SENIOR HOUSING

Silvercrest Senior Residence
Oceanside

Silvercrest Senior Residence
Escondido

Silvercrest Senior Residence
Downtown

Silvercrest Senior Residence
Chula Vista

Silvercrest Senior Residence
El Cajon

HOMELESS SERVICES

Homelessness in San Diego increased by at least 14% in 2022. The Annual Point-in-Time count supervised by the Regional Task Force on the Homeless indicates that 10,264 individuals are experiencing homelessness with 5,171 unsheltered San Diegans and 5,093 individuals in shelters and transitional housing.

The Salvation Army provides a wide range of homeless services to help people regain stability, access resources and ultimately transition out of homelessness. These services include: homeless outreach, prevention and diversion, interim shelter, transitional housing, case management, supportive services, employment and job training, education and life skills, and housing placement assistance.

Last year, our outreach and prevention programs assisted 209 individuals to prevent homelessness. Through The Salvation Army's housing programs, 405 clients (205 adults and 200 children) were served with an average of 75% exiting to permanent housing. Additionally, there were 311 clients (157 adults and 154 children) housed in apartments throughout San Diego through rapid rehousing funding from the Dept. of Housing and Urban Development (HUD) and Homeless Housing, Assistance and Prevention (HHAP). Of these clients, 78% successfully transitioned to permanent housing with continued support from The Salvation Army Homeless Services exited to permanent housing.

Outreach

- Providing case management, food, and other immediate assistance and referrals
- Prevention through Pathway of Hope program that assists families who regularly seek food assistance by offering a case manager to create a plan to avoid homelessness
- Diversion - diverting those already homeless by reunifying them with family or providing other assistance

The Salvation Army Centre City Corps (Downtown)

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

The Salvation Army Door of Hope

- Haven Program for single women and families (90 days)
- Transitional Living Center for families (12 months)
- Permanent Supporting Housing for families
- Rapid Rehousing for individuals and families



“ I have not felt this safe in many years... Door of Hope is a place where a family can get support no matter who they are – broken, hurt, abused, healing, or already found their strength.

- Alicia, Door of Hope Interim Housing Resident



716 People Housed in 2023

209 People helped with outreach prevention

119,436 Bed Nights in 2023

78% Transitioned to permanent housing

FOOD ASSISTANCE

Each of our Salvation Army Corps Community Centers is dedicated to addressing the specific needs of our local communities. Every day, The Salvation Army's food pantries in San Diego County distribute a variety of fresh produce, meats, and non-perishable food items to numerous individuals.

Our food pantries go beyond simply providing meals. Many of our locations offer aid to parents with infants by supplying baby formula and diapers. In some cases, we also offer provisions for pets. For those facing homelessness, additional resources are available at many of our centers, including clothing, shoes, hygiene products, and blankets.

Food Pantry Locations

Our food pantry locations can be found across San Diego County at our Corps Community Centers.

- The Salvation Army Oceanside
- The Salvation Army Escondido
- The Salvation Army Center City
- The Salvation Army Chula Vista
- The Salvation Army San Diego Citadel
- The Salvation Army East County Red Shield Community Center
- The Salvation Army Ray and Joan Kroc Center



1 in 4 People in San Diego face food insecurity

41,638 Total persons served in 2023

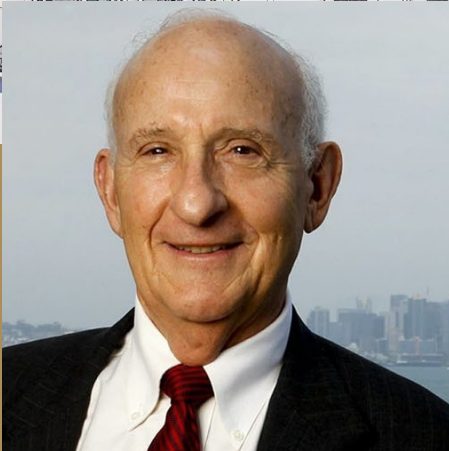
20,838 Persons served in 2023 (unduplicated)

426,820 Food boxes distributed from our food pantries in 2023

7,497 Prepared meals served in 2023



RADY CENTER - COMING SOON



THE SALVATION ARMY RADY CENTER CAMPUS *A Solution for Men and Women Experiencing Homelessness*

The Salvation Army has initiated the Homeless to Home capital campaign with the goal of raising \$30,000,000 from private philanthropy to facilitate the construction of The Rady Center. The Salvation Army's Rady Center, a \$100 million project in partnership with Wakeland Housing and Development, supported by Ernest and Evelyn Rady, will redefine homeless support and be a beacon of hope for those experiencing homelessness in San Diego. This transformative facility opens in 2027, and will offer comprehensive services including case management, a community health clinic, workforce development, and housing opportunities, providing a pathway to brighter futures. This \$100 million project will be financed through a combination of private philanthropy, tax credits, and government grants, capitalizing on the value of the land The Salvation Army owns.

“ I think it's a well-known organization, and it's one of the best in the country for sure. We don't describe it to anybody; we just say Salvation Army, and there's a Latin expression called 'res ipsa loquitur' - the matter speaks for itself... You guys don't need an explanation.”

- Ernest Rady

THE RADY CENTER TIMELINE



RADY CENTER - COMING SOON



JOIN US IN MAKING A LASTING IMPACT IN
REDUCING HOMELESSNESS IN SAN DIEGO

AS OF SEPTEMBER 2023

\$23.3M

TOTAL FUNDS RAISED
FOR THE RADY CENTER

MAKE A GIFT TO THE CAMPAIGN FOR THE RADY CENTER
AND HELP US REACH OUR \$30 MILLION GOAL

Your generous gift may be a pledge over several
years and will be matched by the Radys.

RADY CENTER SITE



To all our friends and family, we are immensely grateful for your support of The Salvation Army. For more information about our Homeless to Home capital campaign or if you would like to schedule a tour, please contact Michele Prosser.

Michele Prosser

Cell: (619) 446-0276

Email: michele.prosser@usw.salvationarmy.org

Ernest and Evelyn Rady have generously offered to match the impact of your campaign gift.

SUMMER CAMP

Because children living in stressful social and economic conditions have limited opportunity, resources and access to leisure activities, The Salvation Army's Camp programs provide special support these kids may not otherwise have which can significantly impact their lives through educational enrichment, skill development, personal growth, emotional wellbeing, and reducing achievement gaps.

Summer Day Camp

Summer Day Camp is offered at six Salvation Army corps sites: Chula Vista, San Diego Citadel, East County Red Shield Community Center, Escondido, the San Diego Ray and Joan Kroc Center. Additionally, the Ray and Joan Kroc Center offers Day Camp in the spring and fall seasons.

Residential Camp

At Pine Summit, The Salvation Army's camp located in Big Bear in the San Bernardino mountains, children can stay for a week exploring nature and participating in various activities like swimming, soccer, zip lining, hiking, archery and more.

1,734 Children attended day camp in 2023

413 Children attended Pine Summit in 2023

“My very first year of camp changed me. My new friends and camp counselors gave me the confidence to find my voice and helped me learn about God and how He can help you in any situation. Now, I have a lot of friends from all over that come to camp every year. I've known them for so long that I consider them family.

- Camper

Studies Show...

A camp experience provides:

- Social skills development
- Independence and self-confidence
- Physical activity and health
- Learning and skill development
- Exposure to diversity
- Leadership and responsibility
- Lifelong friendships
- Emotional growth
- Fun and enjoyment

And it's because of these positive impacts that camp has been part of The Salvation Army's youth programs for over 100 years. Camp is a classroom without walls – an expanded learning environment that plays a crucial role in the education and development of the whole child. The experience of camp provides a foundation for kids from diverse backgrounds to spend time together in a supportive environment participating in activities that provide for personal growth and a chance to create lasting memories and friendships.



SENIOR NUTRITION

The American Dietetic Association stresses the importance of food in quality of life. However, many seniors face challenges in obtaining food due to financial constraints or limited access. To address this need, The Salvation Army established its Senior Dining and Social Center in 1973, operating under the Older Americans Act. Our Senior Nutrition program offers not only nourishing meals but also emotional support to seniors aged 60+ in San Diego County.

From Monday to Friday, The Salvation Army provides meals at five locations in Chula Vista, Centre City (downtown San Diego), El Cajon, San Diego Citadel, and Oceanside. These meals not only nourish the body but also foster socialization, education, and activities that promote seniors' well-being and self-sufficiency.

Beyond meals, our Senior Nutrition program offers educational opportunities covering critical topics like health, nutrition, safety, housing, finances, and legal matters. Social and recreational activities provide opportunities for seniors to make new friends, learn new things, and have fun.

THE PROGRAM OFFERS SENIORS:

- Improved nutritional health and well-being
- Enhanced social connections
- Reduced feelings of isolation
- Empowerment through education
- Access to support services
- A sense of belonging and community engagement

58,438 Meals served
in 2023

698 Unduplicated
seniors a month

Providing meals to seniors is not just about meeting their nutritional requirements, it's a holistic approach to promoting their health, independence and overall well-being. Access to nutritious meals can help seniors live longer, healthier lives and remain engaged and connected with their communities. It is a crucial aspect of caring for an aging population and promoting healthy aging.



THE KROC CENTER



RAY & JOAN KROC COMMUNITY CENTER

After touring San Diego, Joan Kroc, wife of McDonald's owner, Ray Kroc, recognized a community that was in desperate need of a safe gathering place with facilities and trained professionals to nurture children's social skills, arts appreciation and athletic potential.

Mrs. Kroc donated \$87 million to The Salvation Army to build the first Kroc Center in San Diego which opened in 2002 and said, "We can help bring our city together by declaring our love to all of its children and showing them the faith we have in their future." She was so pleased with what was accomplished here that she left \$1.6 billion to The Salvation Army to build centers like this across the country. Today, there are 26 Kroc Centers nationwide.

The Kroc Center facilitates positive, life-changing experiences through art, athletics, personal development, spiritual discovery and community service. The 12-acre facility offers RJ's Preschool Academy, a Family Resource Center (social services), a gymnasium and fitness center, an aquatics center, an ice arena, and the Joan B. Kroc Theater. It offers a multitude of programs that bridge the gap between potential and opportunity for children and adults, strengthening individuals and families and enriching the lives of seniors.

The Kroc Center plays a significant role in the San Diego Community providing a safe and welcoming space for individuals and families to receive assistance, come together, stay active, learn new skills and build a sense of community.

There are over **6,000** members and annually over **5,000** adults and children are served by programs such as dance, music, Kroc Jr. Theater, arts, soccer, basketball, ice skating, hockey, fitness, swimming and more.

Additionally, last year the Kroc Family Resource Center served **16,442** individuals and distributed **1,710** food boxes to those in need.



HIGHLIGHTS OF 2023



NATIONAL DONUT DAY

Since 1938, The Salvation Army has celebrated National Donut Day on the first Friday of June, originally as a tribute to The Salvation Army's "Donut Lassies" who supported soldiers during World War I. Today, it's a way to honor our is veterans and create new traditions, one of which being our World Donut Eating Championship. This year, a new WORLD RECORD was set during the competition. Congratulations to our donut eating champion James Webb for setting the new WORLD RECORD by eating 59.5 donuts in 8 minutes.

AZTECS TEACH AT KROC SUMMER CAMP

SDSU's Aztecs Men's Basketball Team kicked off Kroc Center's Basketball Summer Camp. The NCAA National runners-up joined us, offering their expertise and training to inspire the next generation of athletes.



THE 57TH ANNUAL WOMEN OF DEDICATION

Each year, The Salvation Army's Women's Auxiliary acknowledges 12 influential women throughout San Diego for their substantial contributions in terms of time, skills, and resources. All proceeds received directly benefit The Salvation Army's programs and services. Thank you to everyone who joined us at The 57th Annual Women of Dedication! Your support and generosity made this event a huge success and will make a difference in the lives of many.

The date for the 58th Annual Women of Dedication has been scheduled for April 26, 2024. If you wish to attend, please visit <https://2024WOD.givesmart.com>



ADVISORY BOARD 2023



Mike Matalon
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Jason Belice
Vice Chair



Eunice Bragais
Treasurer



Rosalie Gerevas
Secretary

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Judge David Gill
Judge - San Diego Superior Court

Jason Belice, Vice Chair
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Eunice Bragais, Treasurer
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Nayda Locke
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Nancy Maldonado
Chief Diversity & Inclusion Officer - Rady's Children's Hospital

Judy Brucker
The Salvation Army Women's Auxiliary

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Community Volunteer
Community Impact Chair

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Partner - Steinberg Hart

David Deng
Vice President - JP Morgan Private Bank

Steve Sefton
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Finance Committee Chair

Karin Donaldson
Community Volunteer
The Salvation Army Women's Auxiliary

Maggie Watkins
PR Marketing Consultant
Business Development Consultant
The Salvation Army Women's Auxiliary

Ernie Dronenburg
Retired - Assessor/Recorder/Clerk of San Diego
Board Development/Nominating Committee

ACTING PRESIDENT OF THE SALVATION ARMY WOMEN'S AUXILIARY

Dorothy Epsten
Retired - Director of Corporate Education, UCSD

Dee Ammon
President - The Salvation Army Women's Auxiliary

WAYS TO GIVE

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

Your annual gifts help us do our work 365 days a year. We could not do it without you! 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.

CHARITABLE GIFT ANNUITY

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 6.0% and go as high 9.7% 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.

CHARITABLE ROLLOVER

If you are at least 70 ½ years old, you can make a contribution directly from your IRA to The Salvation Army, lowering your taxable income.

VOLUNTEER

This past year volunteers made an impact of over 24,500 hours of service that supported various programs throughout San Diego County. There are year-round and holiday volunteer opportunities available!
Contact: Adriana Thiele at (619) 446-0238 or at adriana.thiele@usw.salvationarmy.org



SAN DIEGO SALVATION ARMY CORPS COMMUNITY CENTER LEADERS



Captain Jeremy Alexander
The Salvation Army Center City
825 7th Avenue
San Diego, CA 92101



Captains Leah and Sam Fowler
The Salvation Army East County
Red Shield Community Center
1025 East Main Street
El Cajon, CA 92021



Lieutenant Cody Trimmer
The Salvation Army Oceanside
3935 Lake Boulevard
Oceanside, CA 92056



Majors Francisco and Irma Flores
The Salvation Army Chula Vista
648 3rd Avenue
Chula Vista, CA 91910



Lieutenants Denise and Mark Litreal
The Salvation Army Escondido
1301 Las Villas Way
Escondido, CA 92026



Majors Rob and Stacy Birks
The Salvation Army San Diego
Ray and Joan Kroc Center
6845 University Avenue
San Diego, CA 92115



Majors Dave and Regina Shull
The Salvation Army San Diego Citadel
2799 Health Center Drive
San Diego, CA 92123

THE SALVATION ARMY SAN DIEGO

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MAJORS AMY AND ROB REARDON
Divisional Secretaries
San Diego County