



THE SALVATION ARMY
SAN DIEGO COUNTY

IMPACT REPORT

2021



Message From Leadership



Dear Friends,

In 2021, The Salvation Army opened its doors and its heart to provide much-needed hope to hundreds of thousands throughout San Diego County.

We fed children, provided shelter and treatment to those suffering from addiction, offered rich programming and opportunities for young people and so much more.

Our work is made possible by the generosity and commitment of donors and supporters. Selfless people like you who support our programs year after year and those who remember our tireless work in their estate planning. The simple gesture to lend a helping hand is paramount to what we do and who we serve.

A handwritten signature in black ink, appearing to read 'Lee Lescano', with a long horizontal line extending to the right.

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

The Salvation Army's mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

This year may have been another difficult year for all of us, but together we stepped up to assist our neighbors find solutions to homelessness, food insecurity and addiction. We provide wrap-around services that address the root causes of those in need by focusing on Prevention, Intervention and Integration.

The Salvation Army thanks you for your continued support. While we celebrate our successes of 2021 as the new year approaches, we look forward with confidence in our ability to continue to *Do The Most Good* in our communities thanks to your big hearts and endless generosity.

A Second Chance

Seven years in jail or six months in a drug rehabilitation center. That was the choice a judge gave to Emiliano when he stood in front of him *again*. “I chose the seven years in jail.” Emiliano says. “I knew how to do that. I knew how to do time.”

Emiliano had spent much of his young life addicted to heroin and living on the streets. By his early 20’s, he had been in and out of jail several times.

The judge saw something in him and refused to send him back to prison. Instead, he gave him another chance. It was at The Salvation Army’s Adult Rehabilitation Centre where Emiliano changed his life. Once he completed the program he was offered a starting job at The Salvation Army Centre City Corps, rescuing food from local grocery stores to help feed people facing hunger in San Diego County that would otherwise go to waste. He is now employed full time at The Salvation Army Centre City Corps as a Case Manager where he is able to give back to his community by helping those struggling with life the way he did. He tells them, “I never knew the freedom I have today from no more using and being a part of something that’s greater than me.”

Thanks to The Salvation Army, Emiliano has a new outlook on life and is using it to make a difference in his community.



“This is a life I could have never imagined was possible. Every single day I am grateful.”

-Emiliano

Community Impact

PERSONS SERVED

267,000



PREPARED MEALS SERVED

600,000



FOOD BOXES

157,165



NIGHTS OF SHELTER

90,736



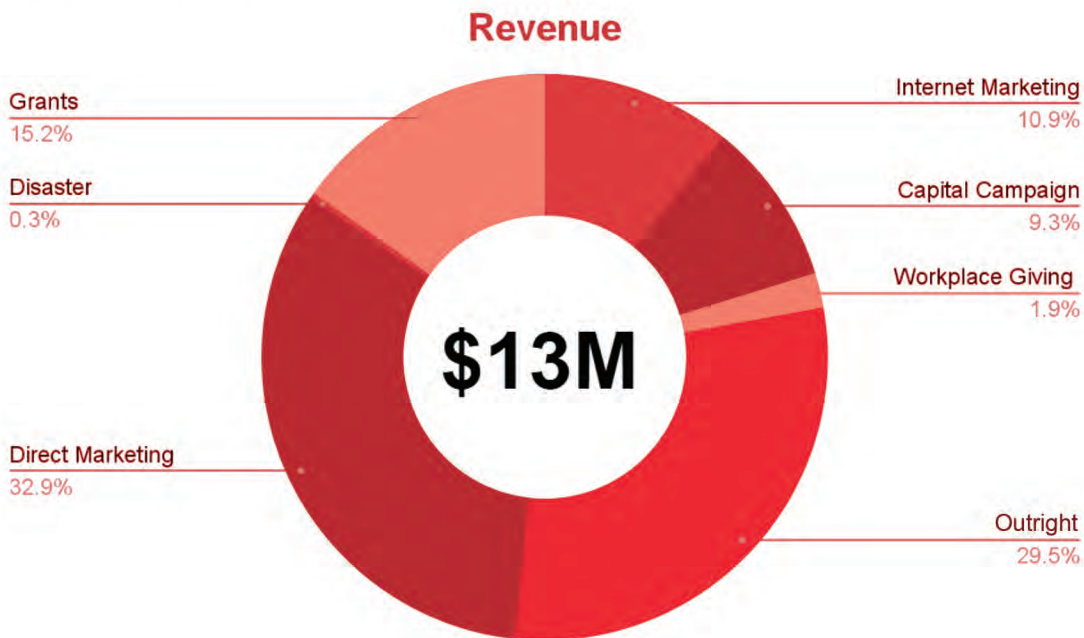
SENIOR MEALS

154,459



The Salvation Army San Diego 2021

The San Diego Regional Office raised these funds to provide critical support needed by our community. This successful effort was the result of the service and support of our board members, generous donors, Salvation Army Officers and the staff of The Salvation Army. Thank you for supporting The Salvation Army.



Where The Money Goes

Eighty-two cents of every dollar raised is used to sustain life-changing programs that bring hope to those in need.

\$0.82 Programs & Services
\$0.13 Management & General
\$0.05 Fundraising
 *National average

Revenue	
Direct Marketing	\$4,337,283
Outright (inc Major Gifts)	\$3,884,719
Grants	\$2,003,480
Internet	\$1,431,173
Capital Campaign Capital Gifts	\$1,231,188
Workplace Giving/Kettle Check/Events	\$256,474
Disaster	\$36,672
Total Income	\$13,180,991

* The fiscal year runs from October 1 - September 30.
 * Planned gifts are not included in these totals because those funds may not be available for many years.

List of Services

The Salvation Army San Diego is a social service provider of unmatched scope and breadth, delivering assistance to those in need without discrimination at our several Corps Community Centers located throughout the greater San Diego area.



Spiritual Services

Salvation Army Officers are pastors who can help with spiritual guidance and healing.



Food Assistance

Provide food and meals while helping those in need maintain their independence and dignity.



Homeless Services

Provide housing and supportive services to those facing homelessness in San Diego County.



Senior Nutrition

Provide nutritious meals, wellness services, and social outlets for seniors across San Diego County.



Youth Programs

Programs for children and teens to build character and faith. After-school programs, camp, scouting and more.



Recreation Centers

Facilities and programs that encourage positive, life-changing experiences and personal development.



Disaster Response

Staff and volunteers provide food, water and shelter to those in immediate need at the site of a disaster.



Holiday Support

Provide underserved children with toys and clothing for Christmas. Holiday meals are served at several locations.



Adult Rehabilitation

Residential treatment program serving those making an effort to recover from substance abuse.

Locations

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 Citadel
Clairemont Mesa

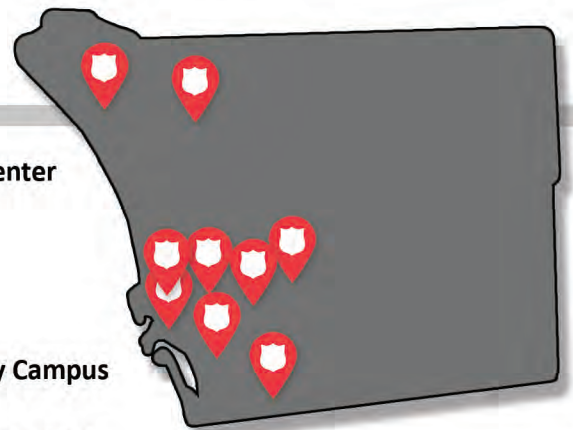
The Salvation Army Ray & Joan Kroc Center
La Mesa

The Salvation Army East County
Red Shield Community Center
El Cajon

The Salvation Army Door of Hope Rady Campus
Birdland

The Salvation Army Adult Rehabilitation Center
Otay Mesa

The Salvation Army Pine Summit Christian Camp
Big Bear Lake



Highlights of 2021

Kids Summer Camp June - July

For over 100 years, Overnight and Day Camp Programs have been an integral part of programs offered by The Salvation Army because of the difference they can make in a child's life. Research shows quality camp programs help children develop their strengths and learn the necessary social skills to make positive choices and thrive. Because of the pandemic, Overnight Camp at Pine Summit, our Big Bear facility, was not able to be held. However, Day Camps were provided locally at six of our Corps Community Centers offering **894 children** a variety of experiences to help build character and enhance leadership skills.



Women of Dedication September 17



Now in its fifty-sixth year, Women of Dedication is one of San Diego's longest-running charity events. Each spring, The Salvation Army Women's Auxiliary usually hosts a festive luncheon where twelve of the community's most dedicated volunteers are honored and thanked for their gifts of time, talent and spirit. After three postponements and a year and a half of zoom meetings, the auxiliary ladies were excited to dust off their fancy attire and finally celebrate the 2020/2021 Women of Dedication honorees. This year, the auxiliary **raised over \$430,000** in ticket sales, sponsorships, donations and live

auction bids which goes to support The Salvation Army programs. With over 650 guests in attendance, all were happy to be out and about, seeing their friends and sharing special moments.

Rady Residence Dedication October 1

On October 1st, it was a pleasure at long-last to welcome friends and supporters in-person for the dedication ceremony of The Rady Residence on the Rady Door of Hope Campus. It was a beautiful day to welcome and thank nearly 100 friends and supporters, including Ernest and Evelyn Rady. This groundbreaking facility adds **136 beds** and **32 new** units for families experiencing homelessness, bringing the total number of beds at the Door of Hope Campus to **240**. If you have not already had the opportunity to see the Rady Residence in-person, we would love to set up a time for you to take a tour of the facility. Visit this link for more coverage from the event: <https://salarmy.us/rr>



Upcoming Projects

The Rady Center

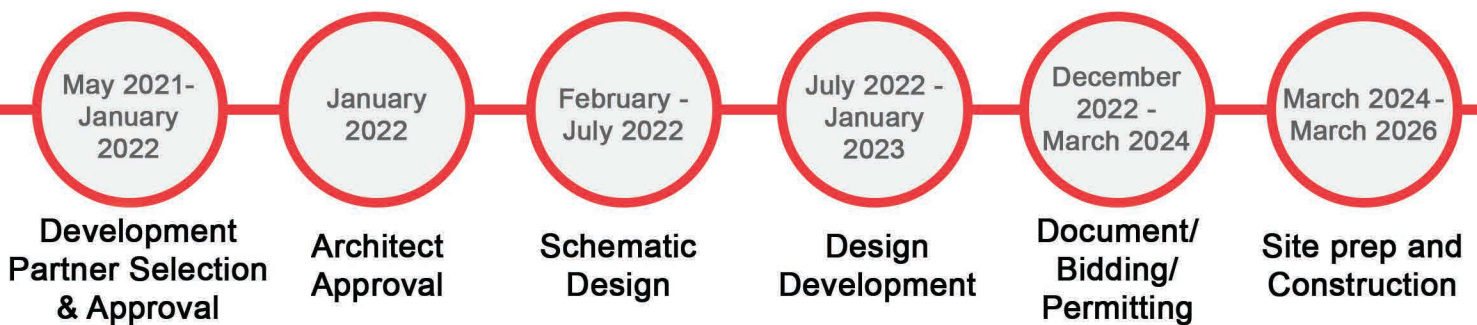


The Rady Center will help an estimated 5,600 unduplicated individuals and 37,250 touch points to those in need annually by providing shelter and a variety of community support services. To increase our impact, our vision is to redevelop a city block we own downtown with a transformational \$100 million facility to help women and men experiencing homelessness, **The Rady Center**.



With a mix of interim, transitional, bridge, permanent supportive and low-income housing, the new Rady Center will shelter 200 plus people experiencing homelessness. Residents will have full access to The Salvation Army's job training programs, mentorship, rehab facilities, job placement programs and a housing specialist.

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.

Diversity & Inclusion

For more than 150 years, The Salvation Army has been committed to loving and serving members of our community without discrimination.

This follows the commandment found in Mark 12:31 to “Love your neighbor as yourself.”

Both here in San Diego County and nationally, we care for anyone in need regardless of race, gender, sexual orientation, ethnicity or gender orientation.

Our services are available to anyone. Any person who walks through our doors will receive assistance based on their need and our capacity to help. We welcome all to utilize our services including our social (mental health), educational and spiritual services.

The Salvation Army is a safe place for anyone in need. We take pride in showing Christ’s love for everyone through the amazing programs and services we provide.

If you would like more information about our non-discriminatory services, please visit. [Salvationarmytruth.org](https://salvationarmytruth.org).

“ Our God-given mission is to preach the gospel of Jesus and meet human needs in His name without discrimination... This is about boldly reflecting the Christ-like love that is at the heart of The Salvation Army. It’s about reaffirming who we are, what we strive for, what we say, and what we do. It’s about becoming more and more like Jesus. May God bless you as we, together, seek to Do The Most Good for all of God’s children.

-Commissioner Kenneth G. Hodder, National Commander





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DOING
THE MOST
GOOD®

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