




2021

CALIFORNIA SOUTH ANNUAL REPORT



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

-Evangeline Booth



LETTER FROM OUR DIVISIONAL COMMANDERS

2021 was a challenging year. We saw the rise of a new strain of Covid as well as the fall of the economy and the loss of many beloved friends and relatives. Throughout it all, The Salvation Army stayed true to its mission to help those most vulnerable in our community.

We saw an increased need in the community for our services as you will see from the numbers in this Annual Report. We were not only able to serve those in immediate need but plan for the future with several new projects throughout Southern California.

We broke ground on new facilities in Pasadena and Anaheim that will offer permanent supportive housing and wrap-around services. We dedicated the beautiful Rady Residence in San Diego that will create a supportive environment and safe living for intact families as well as mothers and children experiencing homelessness.

We opened the Salvation Village, a tiny house community offering dignity and hope to the unhoused in the South Bay area of Los Angeles. In Whittier we opened the Navigation Center, a comprehensive service center offering wrap around services including case management, health and wellness resources, employment assistance and counseling.

We couldn't have done this without donors and partners, like you. As we look toward the future, we will need your help more than ever. Our work not only transforms lives but creates a brighter future for all in the Southern California area. Thank you again for your partnership in this important work.

John and Lani Chamness

Lieutenant Colonels John & Lani Chamness
Divisional Leaders
The Salvation Army
California South Division

WORKING TOGETHER IN 2021, WE CAN **RESTORE WHAT WAS LOST . . .**

SO MANY OF OUR NEIGHBORS ARE GOING THROUGH HARD TIMES AND NEED HELP GETTING BACK ON THEIR FEET. YOU ENABLE THE SALVATION ARMY TO PROVIDE:



HELP — Strengthening communities through ministry, youth programs, utility bill assistance, food pantries, and rapid rehousing.



HEALING — Providing essential services, such as emergency shelter and hot meals, transitional housing, medical services, drug and alcohol rehabilitation, and anti-human trafficking.



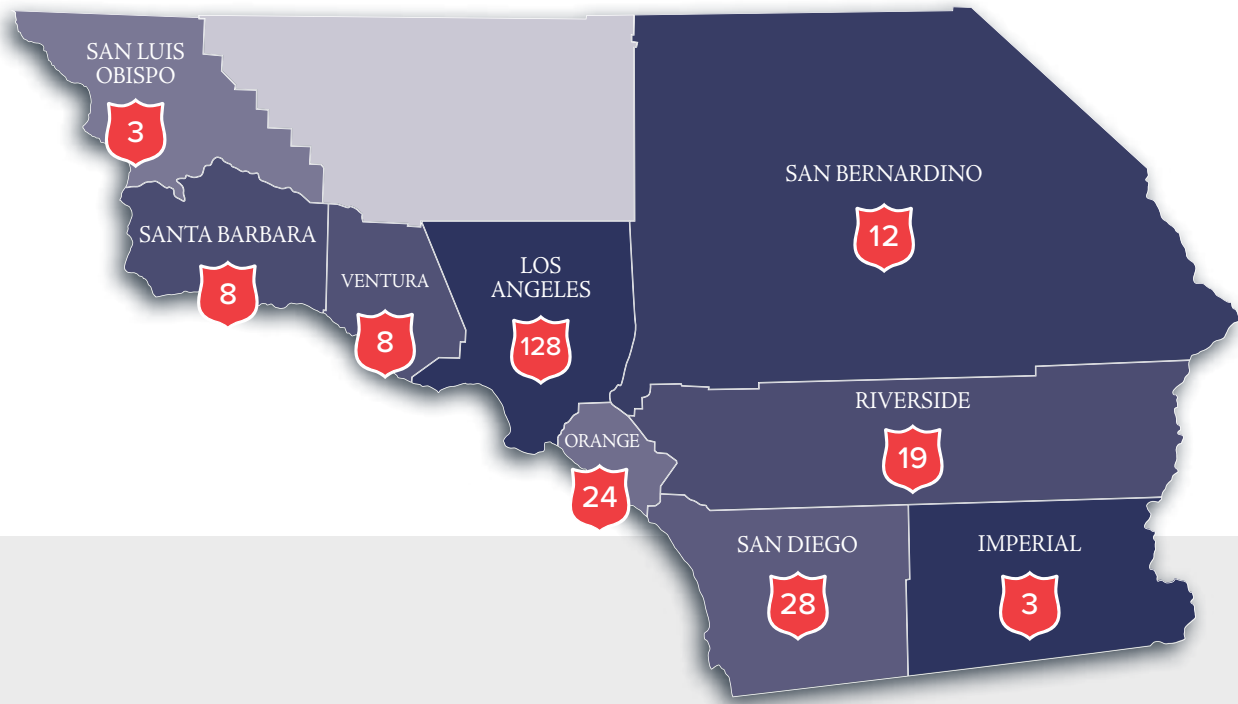
HOPE — Offering pathways to independence through veterans employment services, permanent supportive housing, meal delivery services, in-home case management, and senior services.



MISSION STATEMENT

An international movement, The Salvation Army is an evangelical arm of the universal Christian Church. Our message is based on the Bible, and our ministry is motivated by the love of God. We preach the Gospel of Jesus Christ and meet human needs in His name without discrimination.

OVER 200 PROGRAMS PROVIDING SERVICES IN SOUTHERN CALIFORNIA



“

*I would have
slowly disappeared from
my kids' lives if I hadn't
found God and the path
to recovery.*

— Paula



SERVICES PROVIDED



SPIRITUAL SERVICES

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



HOUSING SERVICES

Residential programs provide housing and supportive services to those facing homelessness across Southern California.



FOOD ASSISTANCE

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



SENIOR SERVICES

Include meal delivery, wellness services and social outlets for seniors across Southern California. More than 1,330 affordable housing units provide dignified living for seniors.



ADULT REHABILITATION

Eight Adult Rehabilitation Centers provide 6-month or longer residential treatment programs for those recovering from substance abuse.



DISASTER RESPONSE

Emergency Disaster Response Teams, staff and volunteers provide food, water, shelter, and critical supplies to those in immediate need at the site of a fire, hurricane, earthquake or other disaster.



ANTI-HUMAN TRAFFICKING

The Salvation Army provides safe shelter, food, clothing, counseling, and much more to trafficking victims so they can build new lives with dignity, purpose, and hope.



YOUTH PROGRAMS

Programs for children and teens to build character and faith including after-school programs, camp, daycare, scouting, music, and arts.



COMMUNITY CORPS

There are 43 locations throughout Southern California that provide underserved communities with family and social services in the form of food pantries, utility and rental assistance, and case management.

DID YOU KNOW IN 2021...



The Salvation Army was the nation's largest private provider of social services.



The Salvation Army was named one of America's favorite charities in 2021 by *Chronicle of Philanthropy*.



The Salvation Army was ranked 3rd by *Forbes* in the Top 100 Largest U.S. Charities in 2021.

A YEAR IN SERVICE

1,416,791
CLOTHING
DISTRIBUTED



176,045
GIFTS DISTRIBUTED



3,477,223
MEALS PROVIDED



301,095
VOLUNTEER HOURS



787,795
NIGHTS SHELTERED



52,562
YOUTH OUTREACH
ATTENDEES



134,089
FAMILY CASES



33,127
NIGHTS OF
SHELTER FOR
VETERANS

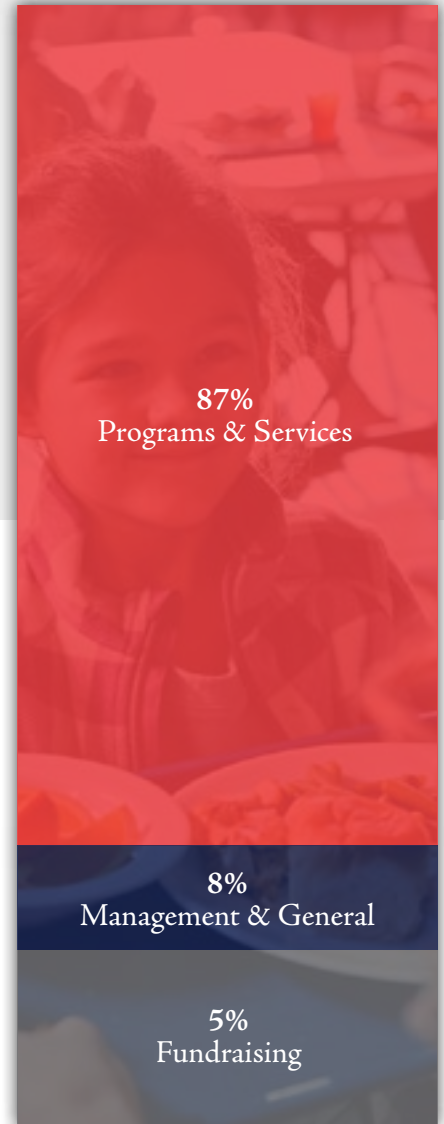




The Salvation Army received The Platinum Seal of Transparency rating on Guidestar.

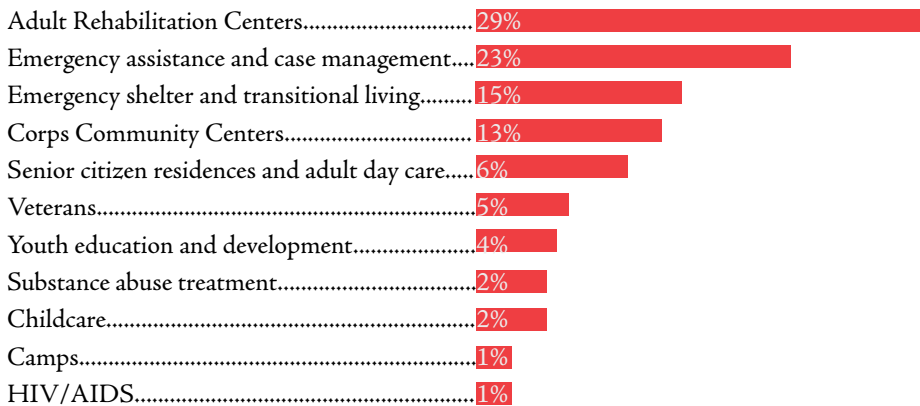


Approximately 87 cents of every donated dollar goes toward sustaining life-changing programs and services.

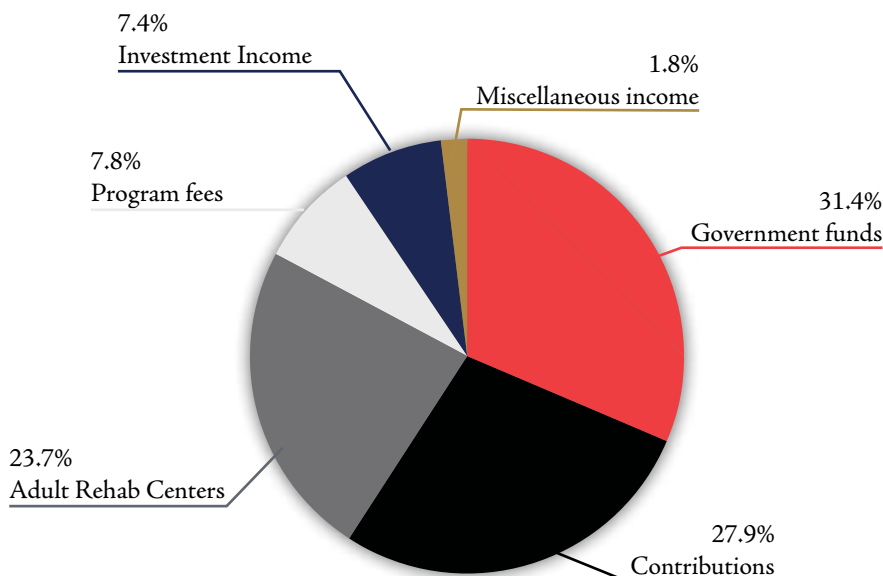


BUDGET

PROGRAMS & EXPENSES



Total: \$ 216,909,721



PUBLIC SUPPORT & REVENUE

Contributions	\$73,706,344
Adult Rehabilitation Centers	\$62,685,503
Government funds	\$82,986,021
Investment Income	\$20,475,429
Program fees	\$19,600,389
Miscellaneous income	\$4,674,076
Total:	\$264,127,762



FOREVER GRATEFUL FOR YOUR GENEROUS SUPPORT

Emiliano is grateful he has a bright future now, thanks to the services provided by The Salvation Army's Adult Rehabilitation Center. Emiliano has been clean and sober for two years, but his recovery journey has been a long, tough road.

He became homeless, was arrested by police, and on track to head back to prison – a place he felt comfortable because he had given up on himself. Emiliano soon found himself before the same judge who had sentenced him prior on similar charges, but this time things were very different. Emiliano says the compassionate judge gave him an ultimatum, “Either seven years (in prison) or a six-month outpatient program with three years of probation.” That tough love from the judge changed the

course of Emiliano's life, but only after he decided to embrace sobriety and believe in himself again.

Emiliano says it was the best decision he ever made – to bet on himself. “One thing that helped me with my journey through The Salvation Army's program was that I didn't have to be perfect,” says Emiliano. Emiliano is applying several of the life lessons he learned through recovery in his job as a Salvation Army Case Manager and as a new father of twin girls. Being a dad gives Emiliano the motivation to be the best person he can be each and every day. Amelia, the mother of his children, says he has been a blessing from God.

“Who is this amazing man? He's the last person to know how much he's changed. He's become an excellent role model for the community. People do change!” Emiliano is forever grateful for The Salvation Army and the programs it offers to those in need.

JESUS AND THE SALVATION ARMY HELPED MECHALE FIND PEACE

Mechale Murphy has been an elementary school principal for 16 years in San Diego. She is also a former foster child and three time camper at The Salvation Army's Camp Gilmore.

As a foster child Mechale felt different from other children. She wondered if she was not wanted. She remembers going to live with her aunt and cousins in a very difficult part of town outside of Los Angeles. There were challenges with poverty. It was a rough area. The Salvation Army used to visit their elementary school every year and invite students to go to camp. Mechale would beg to go. Finally she got her wish.

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 recently reconnected with The Salvation Army when she was looking for a camp for her students. After speaking 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 Gilmore and will never forget that experience."



REGIONAL HIGHLIGHTS

LOS ANGELES COUNTY

During 2021, The Salvation Army continued to offer Help, Healing and Hope with a wide variety of programs including transitional housing, job readiness, food pantries, after school programs, senior services and disaster relief across Los Angeles county.

In Pasadena, a ground-breaking was held to kick off the construction of a full-service shelter. The new structure will add 66 units of permanent supportive housing in the community. In Long Beach, a ribbon cutting was held at the Red Shield Community Center.

Collaborations with our generous partners and sponsors helped us extend additional care to families, seniors and youth in our local communities. In October, we worked with the Los Angeles Chargers to offer outreach efforts on Skid Row. Our Bessie Pregerson Child Development Center hosted a Harvest Festival Drive-thru. In November, we partnered with Nickelodeon to provide nutritious Thanksgiving meals to families in need. In December, the LA Metro Board hosted the 14th Annual Christmas Kettle luncheon and raised over \$830,000.



SAN DIEGO

We are working hard to break the cycle of homelessness here in San Diego. During the pandemic, many of us learned how fortunate we are. With a safe home, food on the table, and the ability to connect with family and friends via zoom, phone, etc., we were reminded how blessed we were during the nearly two-year, on again, off again, lock down.

We received an extraordinary gift of \$50M from Ernest and Evelyn Rady to help bring the Homeless to Home. And in October 2021, we hosted media & VIPs (including the Radys) for a ribbon cutting & ceremonial opening of the Rady Residence at the Door of Hope campus. A priority of the Radys was to include housing for homeless intact families, including fathers, mothers, and children. We now serve families, single women, and women with children. We are in the planning process of building the Rady Center to serve the Homeless in downtown San Diego.



INLAND EMPIRE

In the Inland Empire, The Salvation Army Hospitality House of San Bernardino provides emergency shelter and transitional housing for homeless single adult females, families with children up to 18 years of age, and pregnant women. One of these amazing women is Michelle.

When you first meet Michelle, you can't help but notice she is polished and confident. You would never guess that just a couple of years ago she ran for her life from a domestic violence situation. At the time her young daughters were ages one and three. Eventually, she found her way to The Salvation Army Hospitality House. There she found an ally that helped her every step of the way.

The staff helped Michelle get back on her feet with everything from counseling to shoes for her children. Michelle credits the staff with helping her oldest daughter get over her anxiety attacks. Today, Michelle has her own

home, a good job, and her children are stable and happy. "My girls are healthy... well adjusted. They'll never know or understand the reason we're ok now is because of The Salvation Army."



CENTRAL COAST

In the Central Coast region, you will find The Salvation Army Hospitality House which provides shelter, transitional housing, and sober living for men and women. The focus is in restoring lives, starting with safe, warm hospitality.

One such life is that of a veteran female client named Karen who came to The Salvation Army Hospitality House from Little Rock, Arkansas. Karen arrived to our transitional living program in November 2021. From the first day Karen arrived to the facility, she has been such a huge contribution to our program. She came with plenty of goals that she wanted to accomplish and knew that The Salvation Army Hospitality House was the perfect place to stabilize and accomplish these goals.

With the help of her case manager, Karen was able to sign up for film school in Los Angeles and acquire VASH (Veterans Affairs Supportive Housing) resources to receive housing through the Veterans programs. She was also able to sign up to see a licensed professional therapist to get help for her anxiety and mental health. Throughout all of this, Karen was able to find a job working as an extra in films and TV shows! She has been very successful in this program and has shown much gratitude towards The Salvation Army for being able to help her get back on her feet.

ORANGE COUNTY

In 2021, The Salvation Army Orange County continued to stand on the front line to serve the community with love and compassion, providing practical support and assistance to thousands of families. We provided rent and utility assistance to 2,711 families through our CARES (Coronavirus Aid, Relief, and Economic Security Act) and SAVES (Santa Ana Vital Eviction Services) programs, nourished over 2,800 families at our three food pantries, provided more than 1,550 hours of case management to sex and labor trafficking victims at our two safe houses, and provided 74,209 nights of shelter.

Our Night for Other's was one of the 2021's highlights, providing an entertainment filled evening on December 10th in Newport Beach. Comedian Jay Leno headlined the event, and personally raised \$60k by auctioning off personal tours of his "garage" and famous car collection. The evening met a million-dollar match, raising \$2.2 million, and served as the official unveiling of the Center of Hope.

The Center of Hope broke ground in 2021. It is a comprehensive solution that aims to combat the homelessness crisis. With a \$110 million public/private partnership, the Center of Hope will include a 325-bed low-barrier shelter and 72 permanent supportive housing units. Its comprehensive onsite wellness center will be built alongside our award-winning 175-bed drug and alcohol rehabilitation center and offer medical, dental, mental health, and pet care services. The Center of Hope will house the nation's first Center of Applied Research and Innovation, an incubator for innovative solutions to chronic homelessness.



ADVISORY BOARDS

We are so grateful for our Advisory Boards that oversee each area. Advisory Board members are community representatives who provide valuable assistance and advice in support of The Salvation Army's mission.

It is the purpose of the board to advise, support (both financially and with their time), as well as create key connections with external constituencies to open doors and advocate in an effort to further The Salvation Army's goals and objectives. We believe that each member has something special to offer in terms of resource development, key connections and life experience.

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