



DOING THE  
MOST GOOD®

SAN DIEGO COUNTY

# IMPACT REPORT 2024



*"Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up."*

*- Galatians 6:9*

# MESSAGE FROM LEADERSHIP

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Dear Friends,

As we look back and reflect on the year that has passed, 2024, we can see a myriad of touchpoints that show us how community is supposed to work. We started the year by responding to the historic floods that ravaged areas of San Diego. The Salvation Army immediately mobilized teams of volunteers and staff to address the needs of those who were most affected. At the same time, with the help of our media partners, we asked our friends to help us meet those needs, and we banded together to make sure our neighbors had the support they needed.

Throughout the year we realized that we were supported by thousands in our community who trusted us with their resources so that others could be lifted up. In the Bible, we are exhorted to look beyond ourselves so that others can be cared for. We read in Philippians 2:4, to "look out for one another..."; and that's exactly what happened throughout San Diego County in 2024.

In this Impact Report, you will see just how The Salvation Army impacted others all year long. With your help, we reached so many people who otherwise may not have been noticed. We are thankful for a productive year in 2024 and are looking forward to even more in 2025.

Thank you, and may God bless you as you bless others.

Amy Reardon  
**Major Amy Reardon**  
Divisional Secretary

Rob Reardon  
**Major Rob Reardon**  
Divisional Secretary



## MISSION STATEMENT

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

# ADVISORY BOARD 2024

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**Jason Belice**  
Chair



**Steve Sefton**  
Vice Chair

## MESSAGE FROM ADVISORY BOARD CHAIR

I am honored to be a part of such an admired and dedicated organization like The Salvation Army, which plays a vital role in San Diego by providing essential services to those in need. The Salvation Army focuses on addressing homelessness, poverty, and addiction by offering a range of programs that help individuals and families regain stability, sobriety, faith, and independence. The Salvation Army provides hope and support for vulnerable populations, thereby making the community of San Diego better.

*-Jason Belice, Chair*

## ACTIVE MEMBERS

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### **Jason Belice, Chair**

Attorney & Managing Partner, Belice, Inc.

### **Steve Sefton, Vice Chair**

President & CEO, Endeavor Bank

### **Eunice Bragais**

VP Senior Relationship Advisor, Northern Trust

### **Kristie Bruce-Lane**

President/CEO, Charitable Foundation

### **Judy Brucker**

Community Volunteer, SA Women's Auxiliary Member

### **Susan Callahan**

Community Volunteer

### **David Deng**

VP, JP Morgan Private Bank

### **Karin Donaldson**

Community Volunteer, SA Women's Auxiliary Member

### **Jovan Hollins**

VP of Operations, AccentCare

### **Nayda Locke**

Community Volunteer, SA Women's Auxiliary Member

### **Nancy Maldonado**

Chief Diversity & Inclusion Officer, Rady's Children's Hospital

### **Mike Matalon**

Architect, Matalon Architecture & Planning, Inc.

### **Noel Musicha**

Pastor, Ebenezer Church Linda Vista

### **Bernie Porter Jr.**

Community Volunteer

### **James Robbins**

Partner, Steinberg Hart

### **Rachelle Tubongbanua**

Senior Vice President/Wealth Management US Bank

### **Maggie Watkins**

Marketing and Business Development Consultant,  
SA Women's Auxiliary Member

## LIFETIME AND EMERITUS MEMBERS

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### **Ernie Dronenburg**

Retired - Assessor/Recorder/Clerk of San Diego

### **Honorable David Gill**

Retired - Judge, San Diego Superior Court

### **Dr. Anita Harbert**

Retired - Director, School of Social Work, SDSU

### **Kirk Walwick, CPA**

Tax Partner, GPW Certified Public Accountants

### **John Zygowicz**

Retired - Senior Vice President, US Bank

## WOMEN'S AUXILIARY


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### **Ferol Henkels**

President of The Salvation Army Women's Auxiliary



# LOCATIONS IN SAN DIEGO

- The Salvation Army Oceanside
  - Silvercrest Senior Residence
    - The Salvation Army Escondido
    - Silvercrest Senior Residence
  - The Salvation Army San Diego Citadel
  - The Salvation Army Door of Hope
    - The Salvation Army Centre City
    - Silvercrest Senior Residence
  - The Salvation Army Chula Vista
    - Silvercrest Senior Residence
  - The Salvation Army Adult Rehabilitation Center (ARC)
    - The Salvation Army Ray & Joan Kroc Center
  - The Salvation Army East County Red Shield Community Center
    - Silvercrest Senior Residence
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## FAMILY RESOURCE CENTERS

**The Salvation Army Oceanside**  
Oceanside

**The Salvation Army Escondido**  
Escondido

**The Salvation Army Centre City**  
Downtown

**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

**The Salvation Army Chula Vista**  
Chula Vista

## TRANSITIONAL LIVING CENTERS

**The Salvation Army Door of Hope**  
Kearny Mesa

**The Salvation Army Centre City**  
Downtown

**The Salvation Army Adult Rehabilitation Center (ARC)**  
Otay Mesa

## RECREATIONAL CENTERS

**The Salvation Army Ray & Joan Kroc Center**  
Rolando

**The Salvation Army East County Red Shield Community Center**  
El Cajon

## 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

## REHABILITATION CENTERS

**The Salvation Army Adult Rehabilitation Center (ARC)**  
Otay Mesa



# OUR SERVICES

The Salvation Army offers various services to meet the diverse needs of individuals and communities. Through compassionate support, we strive to provide hope and resources to those in need.



## SPIRITUAL SERVICES

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

**48,094**

**PERSONS ASSISTED**



## SENIOR NUTRITION

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

**8,703**

**SENIORS SERVED MEALS**



## DISASTER RELIEF

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

**888**

**HOUSEHOLDS ASSISTED**



## FOOD ASSISTANCE

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

**31,349**

**PERSONS ASSISTED**



## YOUTH PROGRAMS

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

**3,262**

**CHILDREN AND TEENS**



## HOLIDAY SUPPORT

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

**5,163**

**KIDS RECEIVED GIFTS**



## HOMELESS SERVICES

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

**84,585**

**NIGHTS OF SHELTER**



## RECREATION CENTERS

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

**32,511**

**PARTICIPANTS**



## ADULT REHABILITATION

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

**402**

**BENEFICIARIES**

# YEAR IN REVIEW

## JANUARY



### EMERGENCY DISTASTER SERVICES

On January 22nd, San Diego faced unprecedented floods that devastated homes, displaced families, and left many struggling to recover. Amid this crisis, The Salvation Army's Emergency Disaster Services (EDS) mobilized quickly, providing essential aid to those hardest hit.

Our teams comprised of staff and volunteers, provided immediate aid by distributing food, water, clothing, and emergency supplies. We also offered shelter and emotional support, ensuring flood victims had the essentials and care they needed during the crisis.



### TELETHON FOR GOOD

Thanks to our media partner CBS 8, who hosted a dedicated telethon, we raised over \$160,000 from compassionate neighbors across the region. These funds have been vital in sustaining recovery efforts, allowing us to assist families in rebuilding their lives.



### DISASTER RELIEF

Provided support to those in immediate need, bringing vital necessities and hope.

**888 HOUSEHOLDS ASSISTED**

### REBUILDING HOPE

Through immediate relief and long-term recovery efforts, The Salvation Army has been a source of hope for flood survivors. We've provided financial assistance, gift cards, mattresses, clothing vouchers, and essential supplies, ensuring families have the support they need after suffering such unprecedented losses from the floods.

We remain committed to helping communities in their recovery process, rebuilding with strength and resilience.



# FEBRUARY



## LOVE BEYOND PRAYER BREAKFAST

### LOVE THY NEIGHBOR

In February, The Salvation Army partnered with La Jolla Presbyterian Church to host the first-ever Love Beyond Prayer Breakfast. This meaningful event gathered members of the faith community to reflect and pray about some of the most pressing social issues impacting San Diego County, including homelessness, hunger, addiction, and poverty.

The morning was a powerful reminder of the strength found in faith and collective action. As we united in prayer, we reaffirmed our shared commitment to addressing the challenges facing our neighbors in need. Through honest reflection and heartfelt prayer, attendees left inspired to make a tangible difference in their communities.

### A MISSION OF HOPE AND HEALING

The Salvation Army's mission extends far beyond this event, providing spiritual care and services year-round to individuals and families experiencing hardship. From spiritual support and worship services to one-on-one counseling and pastoral care, we strive to meet the holistic needs of those we serve.





# MARCH

## HUNGER AWARENESS CAMPAIGN

This year, we expanded our focus on hunger through a four-part Hunger Awareness Campaign in partnership with the San Diego Hunger Coalition. These enlightening luncheons engaged community members, businesses, and leaders in meaningful conversations about the pressing issue of hunger in our region. Together, we explored ways to acknowledge and combat this challenge, while emphasizing the importance of collaboration in creating solutions.



### COLLABORATION IS KEY

Our commitment to fighting hunger extends beyond this campaign, continuing year-round through vital food programs and services. By strengthening partnerships with organizations like the San Diego Hunger Coalition, we ensure consistent access to nutritious meals for those in need. By working together, we can maximize resources, expand our reach, and create lasting solutions to food insecurity in our community.



#### SENIOR NUTRITION

Our Senior Nutrition program ensures seniors receive nutritious meals and vital support

**61,089 SENIOR MEALS**



#### FOOD ASSISTANCE

We combat hunger through food pantries and meal programs ensuring no one in-need goes hungry.

**73,784 FOOD BOXES**



APRIL

# WOMEN OF DEDICATION



In April, The Salvation Army Women's Auxiliary (SAWA) celebrated its 58th annual Women of Dedication (WOD) luncheon, themed "Dedicated Hearts, Devoted to Service." This signature fundraiser honored twelve remarkable volunteers whose time, talent, and spirit have made a lasting impact on the community, and raised over \$250,000 for Salvation Army programs. The event also recognized Mr. and Mrs. Ernest Rady with the prestigious Peggy Matthews Legacy Award for their extraordinary contributions.

Founded in the 1950s, SAWA supports The Salvation Army's social service programs through fundraising, donations, and hands-on volunteerism. Each spring, the Women of Dedication luncheon gathers over 700 attendees to celebrate San Diego's most devoted community leaders. As the Auxiliary's largest fundraiser, all proceeds stay local, benefiting The Salvation Army's programs that provide essential services to those in need. With Ferol Henkels as the new SAWA President, this year's luncheon reflected a legacy of compassion and commitment that continues to transform lives.

## REGISTER NOW FOR WOMEN OF DEDICATION 2025



### JOIN US!

**MARCH 28, 2025**

Celebrate 12 inspiring women, enjoy boutique shopping, a silent auction, live music, and a delicious meal—all while supporting vital Salvation Army programs helping those in need. Don't miss this unforgettable event!

### REGISTER NOW



[2025WOD.GIVESMART.COM](https://2025WOD.GIVESMART.COM)

MAY



# REVITALIZING ECHELON

This year marks an exciting new chapter for Echelon in San Diego! Relaunched with a fresh vision, Echelon brings together young professionals eager to make a difference through networking, fundraising, and hands-on volunteer opportunities.



## CONNECTING PASSION WITH PURPOSE

Echelon offers a dynamic platform for emerging leaders to grow professionally while creating a meaningful impact in their community. With a renewed focus on community development and advocacy, this initiative reflects The Salvation Army's commitment to engaging the next generation of changemakers.

## EMPOWERING YOUNG PROFESSIONALS



SERVICE



FUNDRAISING



NETWORKING



ADVOCACY

## OUR NEW PRESIDENT

We're proud to introduce Ian Lino as the acting President of San Diego Echelon. Ian, a Business Development Manager at Citrin Cooperman, holds a Master's in Business Administration from the University of Central Florida. With Ian's leadership, we look forward to empowering young professionals and creating lasting change together.



*"Echelon has truly illuminated the profound impact one single individual can have by supporting the community while having a chance to witness this first-hand"*

- Ian Lino, MBA

## JOIN US!

Contact: Adriana Thiele  
[adriana.thiele@usw.salvationarmy.org](mailto:adriana.thiele@usw.salvationarmy.org)



JUNE

# INTRODUCING THE 1ST ANNUAL DONUT FESTIVAL



In previous years, Donut Day was marked by an exciting National Donut Eating Contest featuring the nation's top professional eaters. However, in 2024, we took a fresh approach to celebrating our favorite sweet treat. This year, we hosted the 1st Annual Donut Festival aboard the iconic U.S.S. Midway, proudly sponsored by BakeMark. Hundreds of locals gathered to indulge in delectable donuts from some of San Diego's finest donut shops while enjoying the unique experience of being on the flight deck of the historic U.S.S. Midway Museum.



## THE SALVATION ARMY AND BAKEMARK

The Salvation Army San Diego and BakeMark have enjoyed years of partnership, working together to support those in need. At this year's Donut Festival, BakeMark proudly presented a \$10,000 check to The Salvation Army, furthering their commitment to serving the community.







JULY



## SUMMER CAMP AT PINE SUMMIT

The Salvation Army's summer and music camps at Pine Summit, located in Big Bear, California, offer transformative experiences for children and youth. Set in a beautiful outdoor environment, these camps combine adventure, creative expression, and spiritual growth to help the young participants build confidence, form friendships, and create lasting memories.

Thanks to the generous financial support from Margaret A. Cargill Philanthropies (MACP), these life-changing opportunities remain accessible to families in-need, ensuring more children can experience the joy and enrichment of camp.

## DAY CAMP

### SUMMER COMMUNITY YOUTH PROGRAMS

The Salvation Army San Diego's day camps, hosted at several of our Corps Community Centers throughout the county, provide children with a safe and enriching environment. These camps offer a blend of fun activities, creative expression, and character-building experiences, helping kids develop socially, emotionally, and spiritually while fostering a strong sense of community.



### SUMMER CAMPS

Summer camps provide children from low-income families with a safe, fun, and enriching experience.

**252 PINE SUMMIT CAMPERS**

**3,116 DAY CAMPERS**





# AUGUST

## BACK TO SCHOOL



### EQUIPING THE NEXT GENERATION

The Salvation Army is committed to ensuring every child has the tools they need to succeed. Through our Back-to-School assistance programs, we provided meals for children and distributed hundreds of backpacks filled with essential school supplies to families in need.

A heartwarming highlight this year came from the residents of our Silvercrest senior housing community, who pooled their own funds to purchase and assemble dozens of backpacks for children in Chula Vista. This act of kindness beautifully illustrates how the wisdom and compassion of our seniors can help pave the way for a brighter future for today's youth.



#### SCHOOL SUPPLIES

We provide essential school supplies to children in-need, ensuring they have the tools necessary to succeed academically.

**453 CHILDREN RECEIVED SUPPLIES**

### NEW LEADERSHIP AT DOOR OF HOPE

At Door of Hope, which supports families transitioning from homelessness, we welcomed new Director Susan Fleming. Her leadership is enhancing our efforts to empower families toward stability and independence.

**Susan Fleming**

Door of Hope  
Director





# SEPTEMBER

## COMMUNITY COMMITMENT



### METRO ADVISORY BOARD: NEW LEADERSHIP

In September, The Salvation Army held its Metro Advisory Board retreat at the Chula Vista Yacht Club, marking a significant milestone as Jason Belice assumed the role of Board Chair, succeeding Mike Matalon. Jason brings a dynamic vision to elevate The Salvation Army's programs and services across San Diego County.



**Jason Belice**  
Metropolitan Advisory Board  
President



### DETOX INITIATIVE

A key focus under Jason's leadership is the new Detox Committee, co-led with Vice Chair Steve Sefton, aiming to secure more detox beds for individuals overcoming addiction. This initiative supports transitions into our life-changing Adult Rehabilitation Center (ARC), funded entirely by our thrift stores.



#### REHABILITATION CENTER

We provide vital support to individuals overcoming substance abuse, guiding them toward recovery and renewed purpose.

## 60 PROGRAM GRADUATES





OCTOBER

Rady Center

THE SALVATION ARMY

DESIGN SUBJECT TO CHANGE

# BUILDING HOPE

## THE RADY CENTER PROJECT

The Salvation Army's Rady Center Project marks a groundbreaking initiative in the fight against homelessness in San Diego. This ambitious project represents a significant expansion of services for the most vulnerable in our community.

### EXPANDING SUPPORT & SERVICES

The new Downtown Rady Center will dramatically increase capacity, expanding from **36 to 220 beds**. Beyond just providing shelter, the facility will offer a holistic approach to recovery and stability, featuring:

- A **health clinic** offering essential medical care
- **Drug and alcohol counseling** to aid in recovery
- **Behavioral health services** to support mental wellness



### THE GENEROSITY OF OUR COMMUNITY



This transformation is made possible through the generosity of Ernest and Evelyn Rady, who were honored at a special event at the Door of Hope on October 21st for their commitment to helping San Diego's unhoused population.



#### HOMELESS SERVICES

Shelters offer a safe place to stay for individuals experiencing homelessness, providing them with the stability needed to begin rebuilding their lives.

**4,189** PEOPLE PROVIDED SHELTER





**NOVEMBER**

# SERVING HOPE THIS THANKSGIVING

This Thanksgiving, The Salvation Army provided thousands of warm, nutritious meals to unsheltered neighbors across San Diego County, fostering community and care during the holiday season.

At our Centre City location, nearly 500 locals enjoyed a festive meal served by community leaders, including Mayor Todd Gloria, Police Chief Scott Wahl, and Fire Chief Robert Logan.

Their presence emphasized the importance of collaboration in addressing homelessness and hunger. Together, we strive to make San Diego a place where everyone feels valued and supported—year-round.



## HOLIDAY MEALS

We serve meals to those in-need, ensuring that everyone can experience the warmth and joy of a festive meal during the holiday season.

**2,000 HOLIDAY MEALS SERVED**





# DECEMBER

## SPREADING CHEER ACROSS SAN DIEGO

Our talented Youth Band proudly marched in the annual Holiday Bowl Parade on December 27, sharing the joy of the season with the San Diego community.



### ANGEL TREE PROGRAM

We provide Christmas gifts to children and families in-need each Christmas through our Angel Tree program.

**5,163 CHILDREN RECEIVED GIFTS**



December is the busiest month of the year for The Salvation Army, and this year was no exception. From bell ringing at new locations like San Diego International Airport, Coastal Christmas at the Del Mar Fairgrounds, Bates Nut Farm, and Belmont Park, our iconic red kettles could be found across the county spreading holiday cheer and raising crucial funds not only for our holiday efforts, but for our year-round services.



### THINKING OUTSIDE OF THE (DONUT) BOX

One special holiday partnership was with Peterson's Donut Corner in Escondido who created a custom donut featuring The Salvation Army's iconic red shield logo. This was a delicious way to raise money towards our holiday efforts.





# SAN DIEGO SALVATION ARMY CORPS COMMUNITY CENTER LEADERS



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



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



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



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



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



**Lieutenant Jordan Sargent**  
The Salvation Army San Diego Citadel  
2799 Health Center Drive  
San Diego, CA 92123



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

**The Salvation Army San Diego Regional Office**  
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San Diego, California 92115

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@salvationarmysd



**Majors Amy and Rob Reardon**  
Divisional Secretaries  
San Diego County