



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



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



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

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

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

Ferd 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

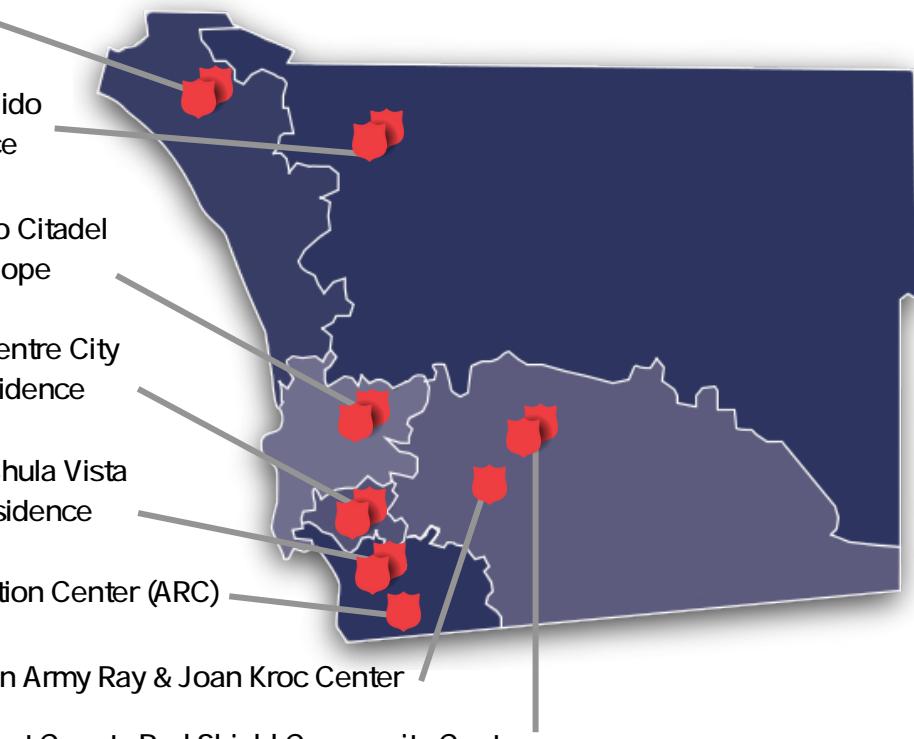
- The Salvation Army Centre City
- Silvercrest Senior Residence

- 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



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

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

JOIN US!

Contact: Adriana Thiele
adriana.thiele@usw.salvationarmy.org

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 firsthand."

- Ian Lino, MBA

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.



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



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.



AUGUST

BACK TO SCHOOL



EQUIPPING 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



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



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



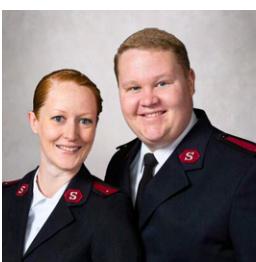
Captain Jeremy Alexander
The Salvation Army Centre City
825 7th Avenue
San Diego, CA 92101



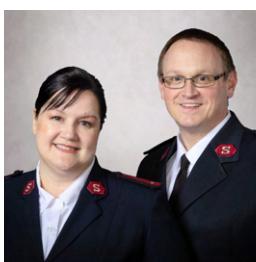
Majors Rob and Stacy Birks
The Salvation Army San Diego
Ray and Joan Kroc Center
6845 University Avenue
San Diego, CA 92115



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
6605 University Avenue
San Diego, California 92115

Phone 619-231-6000
Email infosd@usw.salvationarmy.org
Web sandiego.salvationarmy.org



Majors Amy and Rob Reardon
Divisional Secretaries
San Diego County