

# THE ARMY OBSERVER

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## THE SALVATION ARMY MONITORING REPORT

For the week ending July 2, 2015

Prepared for National Headquarters by Richards Partners

### HIGHLIGHTS

#### **“Doing the Most Good”**

#### **ON 150TH ANNIVERSARY, STATS ON SALVATION ARMY’S IMPACT**

USA TODAY by Lindsay Deutsch and Veronica Bravo

July 2, 2015

<http://www.usatoday.com/story/news/nation-now/2015/07/02/salvation-army-150th-anniversary/29596003/>

For 150 years, the Salvation Army has been helping people in need. Recognized today by its 25,000 Christmastime charity bell-ringers and 1,232 thrift stores scattered across the country, the international charitable foundation celebrates its anniversary Thursday with a presence in 126 countries worldwide. Within the U.S., its services reach hundreds of thousands. Here are some philanthropic stats -- plus a few fun facts starring the Beatles and doughnuts.

#### **SALVATION ARMY TO LAUNCH PROGRAM TO ENCOURAGE EARLY ADOPTION OF ANGEL TREE ANGELS**

WAVE-TV (NBC) by Desirae Duncan

June 29, 2015

<http://www.wave3.com/story/29435559/salvation-army-to-launch-program-to-encourage-early-adoption-of-angel-tree-angels>

The Salvation Army is hoping to reduce the number of unadopted Angels during its yearly Angel Tree campaign. The organization is launching a month long "Christmas in July" campaign aimed at the early adoption of Angel Tree Angels by the business, church and civic communities called the Group Angel Adoption Program. The Salvation Army is hoping to encourage groups to commit to adopting at least 25 or more Angels so that there are fewer unadopted Angels near the end of the campaign in December. If companies adopt 25 or more Angels, The Salvation Army will drop them off in late October after registration occurs for families and pick them up in early December.

## THE SALVATION ARMY'S FASHION SHOW AND LUNCHEON RAISED MORE THAN \$600,000

THE DALLAS MORNING NEWS by Robert Miller

June 26, 2015

<http://www.dallasnews.com/business/columnists/robert-miller/20150625-the-salvation-armys-fashion-show-and-luncheon-raised-more-than-600000.ece>

Co-chairs Dixey Arterburn and Ginger Sager of this year's Salvation Army Women's Auxiliary Fashion Show and Luncheon have announced that it raised \$634,618. At the luncheon in May at Brook Hollow Golf Club, Margot Perot presented the Margot Perot Award to Gene Jones and Charlotte Jones Anderson. Honorary chairs of the luncheon were Marilyn Augur, Margaret Hancock, Elizabeth Taylor, Anne Hardaway, Sharon McCullough, Libby Hunt, Debbie Hayhurst, Terry McCullough and Lissie McCullough. The 25th anniversary luncheon will be May 2 of next year. Carmaleta Whiteley will chair the event, and Myrna Schlegel, Kimberly Schlegel Whitman, Krystal Schlegel and Kari Schlegel Kloewer will be the honorary chairs. [...] To learn more about the Salvation Army, go to [salvationarmydfw.org](http://salvationarmydfw.org). The Dallas Historical Society's exhibit of R.C. Hickman's photographs will be on display through Aug. 15.

### Philanthropy

## SOCIAL INNOVATION FUND REPORT FINDS SIGNS OF SUCCESS

THE CHRONICLE OF PHILANTHROPY by Alex Daniels

July 1, 2015

[https://philanthropy.com/article/Social-Innovation-Fund-Report/231305?cid=pt&utm\\_source=pt&utm\\_medium=en](https://philanthropy.com/article/Social-Innovation-Fund-Report/231305?cid=pt&utm_source=pt&utm_medium=en)

The federal Social Innovation Fund has shown early signs of progress in its attempt to reward nonprofits that use data to measure results, according to a study released Tuesday. But a few successes may not be enough to save the fund, which Republican lawmakers have proposed eliminating in the fiscal year that starts October 1. The fund, an Obama administration brainchild that is part of the Corporation for National and Community Service, was designed to support new approaches to solving social problems like reducing childhood obesity and improving financial literacy. Its grantees are required to undergo intense evaluations to determine their progress and their program's potential for expansion. Under the fund's guidelines, a sponsoring organization, usually a foundation, matches a federal grant, and in turn requires the nonprofit grant recipient to match that combined amount.

## HOW YOUNG PHILANTHROPISTS ARE EMBRACING AND CHANGING WARREN BUFFETT'S MODEL OF GIVING

THE HUFFINGTON POST by John G. Taft

June 30, 2015

[http://www.huffingtonpost.com/john-g-taft/how-young-philanthropists\\_b\\_7689868.html](http://www.huffingtonpost.com/john-g-taft/how-young-philanthropists_b_7689868.html)

Warren Buffett is admired for many reasons, but his commitment to giving most of his fortune away when he dies is high on that list. Buffett's approach to philanthropy is as old school as his investment style: make your money, then give it away. He shared that philosophy earlier this month at the Forbes 400 Philanthropy Summit in New York. The event, in its 4th year, brings together very wealthy people (many of them billionaires who have signed up through Buffett's "Giving Pledge") to hear how their peers around the world are approaching the challenge of effectively giving money away, so that they have a meaningful impact on the problems and issues they care about.

## U.S. GIVING ROARS BACK...BUT FOR ONE SECTOR IT'S MORE LIKE A MEOW

FORBES by Ryan Scott

June 29, 2015

<http://www.forbes.com/sites/causeintegration/2015/06/29/u-s-giving-roars-back-but-for-one-sector-its-more-like-a-meow/>

Giving USA recently released its report on philanthropy for 2014 and the news is encouraging; giving has increased five years in a row. According to the report, published by the Giving USA Foundation and researched and written by the Indiana University Lilly Family School of Philanthropy, Americans donated an estimated \$358 billion to charity in 2014, surpassing the pre-recession peak of \$355 billion. That's 7.1% higher than 2013, and a nice rebound from the dark days of the recession in 2009, when giving dropped 15% to \$303 billion.

## PROFIT MEETS PHILANTHROPY IN 'PAY-FOR-SUCCESS' INVESTMENTS – HORIZONS

THE WALL STREET JOURNAL by Michael J. Casey

June 29, 2015

<http://blogs.wsj.com/moneybeat/2015/06/29/profits-meets-philanthropy-in-pay-for-success-investments-horizons/>

Do you care about reducing the prison population? Want to create work opportunities for homeless people? Re-employ veterans? Well, a new model of investing allows you to fund such projects — and even take home a profit. It's called Pay for Success, a radical form of civic-minded financial engineering that effectively reverses a problematic paradigm that prevailed during the financial crisis. Unlike the dysfunctional situation of 2008, when giant bank bailouts amounted to "privatized profits and socialized losses," this model leaves private investors bearing the risk that a social program might fail but sharing the spoils with taxpayers

if they work, explains Tracy Palandjian, chief executive officer of Boston-based nonprofit and pay-for-success pioneer Social Finance.

## HOW DO COMPANIES GIVE TO CHARITY?

THE WALL STREET JOURNAL by Marcelo Prince and Erik Brynildsen

June 25, 2015

<http://blogs.wsj.com/corporate-intelligence/2015/06/25/how-do-companies-give-to-charity/>

Data reported by 271 corporations, from American Express to Verizon, provide insight into how the biggest U.S. businesses—and their employees—give back to their communities. The study, by the non-profit group CECP, reveals that the median amount of giving by these companies was \$18.5 million last year, while companies in the top quartile of the study gave a minimum of \$48.9 million in 2014. Much of the giving by financial services firms was cash, while communications and health care companies did more non-cash giving, such as offering products and pro bono services. Here's a chart with more details.

## Poverty

### IS HOMELESSNESS REALLY FALLING? PROBABLY NOT

THE HUFFINGTON POST by Kevin Corinth

July 2, 2015

[http://www.huffingtonpost.com/kevin-corinth/is-homelessness-really-fa\\_b\\_7657384.html](http://www.huffingtonpost.com/kevin-corinth/is-homelessness-really-fa_b_7657384.html)

According to government data, the number of homeless people sleeping on the streets has fallen by 32% since 2007. Officials have interpreted the downward trend as evidence that we have finally learned what it takes to solve homelessness. Are they right? Probably not. In a new study, I find that miscounting the homeless appears to play a major role in the reported decline. City ordinances that criminalize homelessness (such as restrictions on sharing food with the homeless or preventing them from lying down in public) may contribute to the decline as well. Meanwhile, policies focused on providing permanent housing for the homeless appear to play only a minor role. Given that the overall reduction in homelessness in recent years relies completely on the plummeting street counts, the administration's progress toward ending homelessness should be questioned.

### 3 WAYS TO IMPACT CHILDHOOD HUNGER IN THE UNITED STATES

CNN by Lauren Lee-Johnson

July 2, 2015

<http://www.cnn.com/2015/07/02/us/iyw-hunger-how-to-help/>

The number of hungry people in the world may have decreased, but in the United States, childhood hunger has reached a crisis level. According to the U.S. Department of Agriculture, 49 million people in the country are food insecure, and 16 million are children. Currently, 21.7 million American children receive free or reduced-price lunch during the school year, but during summer months, fewer than 4 million are fed through summer food programs by the USDA, proving summer to be the hungriest time of the year for some American children. Charitable organizations across the country are working to fill the gap, but they need your help.

### SARASOTA: A GLIMPSE INTO AMERICAN POVERTY'S FUTURE

FORTUNE by Amy Kaslow

June 29, 2015

<http://fortune.com/2015/06/29/sarasota-florida-poverty-employment/>

Curry and her three young daughters are one of 1.2 million American households living in the nation's public housing projects. Their Sarasota, Florida home is in the Newtown area, a strip of attached ground-level units connected by common walls and generations of families. Outside, residents sit on their front stoops. Beer cans and fast-food wrappers litter the shared yards, and battered cars fill the driveways. Clothing lines seem to be the liveliest outdoor elements, with garments flapping in the wind.

### AFFORDABLE HOUSING, RACIAL ISOLATION

THE NEW YORK TIMES by the Editorial Board

June 29, 2015

[http://www.nytimes.com/2015/06/29/opinion/affordable-housing-racial-isolation.html?\\_r=0](http://www.nytimes.com/2015/06/29/opinion/affordable-housing-racial-isolation.html?_r=0)

A Supreme Court ruling last week forcefully reminded state and local governments that the Fair Housing Act of 1968 forbids them from spending federal housing money in ways that perpetuate segregation. Communities across the country have been doing exactly that for decades. Instead of building subsidized housing in racially integrated areas that offer minority citizens access to jobs and good schools, local governments have often deepened racial isolation by placing such housing in existing ghettos. Justice Anthony Kennedy delivered this timely message in the majority opinion, ruling that the law allows plaintiffs to challenge housing policies that have a discriminatory effect — without having to prove that discrimination was intentional. He traces the problem of racial isolation back to the mid-20th century, when restrictive covenants, redlining and government-sponsored mortgage discrimination undercut black wealth creation, accelerated ghetto-ization and walled off black families in the urban communities that exploded in the riots of the 1960s.

## VA AIMS TO HELP HOMELESS, AT-RISK VETERANS FIND STABLE JOBS

THE NEW YORK TIMES by the Associated Press

June 28, 2015

<http://www.nytimes.com/aponline/2015/06/28/us/ap-us-homeless-veterans-jobs.html>

David Bowles is excitedly making plans to move from a homeless shelter to an apartment of his own in a few weeks, thanks to a new Department of Veterans Affairs program helping homeless veterans find long-term employment. "They saved me," said the 56-year-old former Marine, who got VA assistance in landing a job with a suburban Cincinnati company. Job-ready veterans exiting homelessness like Bowles and others on the brink of homelessness can now turn to the VA's Homeless Veterans Community Employment Services for individualized assistance in finding the types of stable jobs needed to sustain housing. The program officially launched this month uses 154 community employment coordinators at VA locations nationwide to help identify job-ready veterans and establish relationships with local employers. They also connect veterans with resources to help them succeed after finding work.

## HOW DOES THE 'TOXIC STRESS' OF POVERTY HURT THE DEVELOPING BRAIN?

PBS NEWSHOUR by Megan Thompson

June 27, 2015

<http://www.pbs.org/newshour/bb/toxic-stress-poverty-hurt-developing-brain/>

Megan Thompson: It's snack time at the home of Ruth Fajardo in Norwalk, Connecticut – an hour outside New York City. Ruth Fajardo: How was school? Kids: Good. Megan Thompson: Ruth – a 26-year-old immigrant from Honduras – checks in with her four young kids. A normal family scene. But four years ago, the family was in a different place. Ruth Fajardo: Everything was a disaster. Megan Thompson: Ruth was a stay-at-home mom, living alone with her kids in public housing. The children's father, a house painter who supported the family, had gone back to Honduras. One night, while the children were sleeping upstairs, bullets came flying through the windows and front door. Ruth Fajardo: Everything was breaking in the kitchen – the glass and the mirrors and everything. Everything was like a horror movie. Megan Thompson: It was a random, drive-by shooting. Ruth's children weren't physically hurt. But her older daughters Andrea and Michele can't shake the memory.

## THE MAJORITY OF AMERICA'S POOR ARE ACTUALLY IN WORK

FORBES BY TIM WORSTALL

June 27, 2015

<http://www.forbes.com/sites/timworstall/2015/06/27/the-majority-of-americas-poor-are-actually-in-work/2/>

Or alternatively we could call this a report into how if you can make up your own definitions then you can prove absolutely anything. For that's what this report has in fact done. The aim is to show that America still contains some very large amount of shaming and shameful poverty: in the richest by far large country in the world this is obviously not a highly likely outcome. And given that being on just the average food stamp payment of \$29 a week puts you into (yes, after accounting for different prices across countries) the top 50% of all income earners in the world it isn't in fact true that the United States contains that dreadful poverty. What the US does contain is distinct inequality of incomes and that is really what is being complained about. For there are those who think that inequality, in and of itself, is a bad thing. Perhaps morally: it's always difficult to know with these social justice warriors.

### Issues

## ARE THERE HUNDREDS OF THOUSANDS OF SEX-TRAFFICKED RUNAWAYS IN THE UNITED STATES?

THE WASHINGTON POST by Glenn Kessler

July 2, 2015

<http://www.washingtonpost.com/blogs/fact-checker/wp/2015/07/02/are-there-hundreds-of-thousands-of-sex-trafficked-runaways-in-the-united-states/>

[...] Defiance College, a liberal arts college in Ohio, recently announced that students had developed software using facial recognition technology to help identify missing children from images online. As part of the news release, the college strung together a bunch of statistics to illustrate the severity of the sex trafficking problem among runaways. Separately, the congressionally mandated National Center for Missing and Exploited Children (NCMEC) prominently displays on its Web site a separate set of statistics on sex trafficking among runaways. As we have demonstrated in recent months, statistics on human trafficking are often heedlessly repeated without much scrutiny. The implication in both statements is that hundreds of thousands of runaways were sex trafficking victims. What's the evidence to support that?

## **ECONOMY ADDS 223,000 JOBS IN JUNE; UNEMPLOYMENT RATE DROPS TO 5.3 PERCENT**

THE WASHINGTON POST by Chico Harlan

July 2, 2015

<http://www.washingtonpost.com/blogs/wonkblog/wp/2015/07/02/june-jobs-and-employment-report/>

The nation added a solid 223,000 jobs in June, according to government data released Thursday morning, but flat wages and an exodus of workers from the labor market suggest an economy that is still well short of a full recovery. The unemployment rate fell to 5.3 percent, the lowest mark in seven years, a decline that reflected a wave of Americans who either retired or abandoned their job hunts. The latest jobs data from the Department of Labor comes amid a spike in global economic volatility, the result of high-wire negotiations between a near-bankrupt Greece and its European creditors. Though the United States faces only modest risk from the chaos across the Atlantic, its own economy is fighting through a soft spot after an encouraging period of growth in 2014. Markets opened slightly up Thursday morning but had flattened before noon.

## **LOWERING UNEMPLOYMENT RATE IS A TOUGH JOB**

THE WALL STREET JOURNAL by Justin Lahart

July 1, 2015

<http://www.wsj.com/articles/lowering-unemployment-rate-is-a-tough-job-1435766148>

There are two big questions about the unemployment rate. One is how low it should go. The other is how long it will take to get there. Economists estimate that Thursday's jobs report will show U.S. payrolls grew by 233,000 in June, pushing the unemployment rate to 5.4% from 5.5% in May. And with the job market looking strong, unemployment seems poised to go lower still. Indeed, forecasters polled by The Wall Street Journal are looking for a jobless rate of 5.1% by year-end. That happens to be where Federal Reserve policy makers' projections of the nonaccelerating inflation rate of unemployment, or NAIRU, are centered on. NAIRU is the lowest level the unemployment rate can stay at without stoking too much inflation. Nobody knows exactly where it is—a lot of factors that go into estimating it are estimates themselves. So with inflation low, the Fed probably won't mind the unemployment rate bumping against 5.1%, or even falling through it, to see if its NAIRU estimate should be even lower.

## AFTER SUPREME COURT DECISION, WHAT'S NEXT FOR GAY RIGHTS GROUPS?

NPR by Tovia Smith

July 1, 2015

<http://www.npr.org/2015/07/01/418838989/after-supreme-court-decision-whats-next-for-gay-rights-groups>

Having clinched the long-sought prize of same-sex marriage in all 50 states, some long-time advocates are now waking up to the realization that they need to find a new job. At least one major same-sex marriage advocacy group is preparing to close down and other LGBT organizations are retooling. They have grown from a ragtag group with a radical idea into a massive multi-million dollar industry of slick and sophisticated sellers of a dream. Today, their very success has made their old jobs obsolete. "We could not be happier than to be able to say this campaign is done and the right thing to do is shut it down," says Evan Wolfson, founder and president of the advocacy group Freedom To Marry. It is closing up shop and Wolfson says that has been the tentative plan for months. But it's still a big adjustment for staff who've made same-sex marriage the cause of their lives and thought it would take a lifetime to achieve.

## CONSERVATIVE JUDGES NAMED TO PANEL WEIGHING IMMIGRATION ACTIONS

CNN by Ariane de Vogue

June 29, 2015

<http://www.cnn.com/2015/06/29/politics/obama-immigration-action-court-appeals/>

Even though the Obama administration got good news from the Supreme Court on the Affordable Care Act and same-sex marriage, on Monday it received very bad news regarding its immigration initiatives that are tied up in federal court. The Fifth Circuit Court of Appeals announced the identities of the three-judge panel who will hear the case next week, and it is made up of two of the same conservative appointees that refused to unblock the programs at the end of May. The Obama administration was holding out hope that it might draw some more friendly judges (even though this court is very conservative) but those hopes are now dashed. At the end of May, the appeals court denied a request from Justice Department lawyers to allow Obama's controversial immigration actions to go into effect pending appeal. The decision was a victory for Texas and 25 other states that are challenging the Obama administration's actions, which were blocked by a District Court judge in February.

## GAY AMERICANS CAN MARRY BUT STILL LACK THE NATIONWIDE RIGHT TO WORK

FORTUNE by Claire Zillman

June 26, 2015

<http://fortune.com/2015/06/26/gay-americans-can-marry-but-lack-workplace-protections/>

Justice Anthony Kennedy on Friday provided the final word on the question of gay marriage: Americans have a right to marry someone of the same sex everywhere in the nation. “[Gay and lesbian Americans] ask for equal dignity in the eyes of the law. The Constitution grants them that right,” he wrote. The right to same-sex marriage is now set in stone, but gay individuals’ right to employment is not nearly as concrete. Gay and lesbian Americans can now get married nationwide but they can still be fired for their sexual orientation in 28 states. According to the American Civil Liberties Union, 22 states and the District of Columbia have passed legislation that prevents workers from being fired because they are gay or lesbian. (Nineteen of those states and D.C. also include language protecting against gender identity bias.) Congress has failed to pass federal legislation that bans discrimination in the workplace based on sexual orientation and transgender identity outright.

### Public Policy

## IRS PLANS TO BEGIN RELEASING ELECTRONIC NONPROFIT TAX FORMS NEXT YEAR

THE CHRONICLE OF PHILANTHROPY by Suzanne Perry

June 30, 2015

<https://philanthropy.com/article/IRS-Plans-to-Begin-Releasing/231265>

The Internal Revenue Service said today it is working on a technology that should allow it to release electronic versions of Form 990 tax filings by early 2016, a move that would make it far easier for the public to search for information about nonprofit finances and operations. The announcement follows a court ruling that ordered the agency to produce nine nonprofit tax forms in machine-readable format in a legal battle with Public.Resource.Org, an open-records advocacy group headed by Carl Malamud. “The IRS has been actively considering how to incorporate new technology into its exempt-organization-return processing capabilities in order to better support the exempt organizations and those who use the Forms 990 data,” it said in a statement. It said the technology, which will make electronically filed forms available in machine-readable format, “will ensure that sensitive or personally identifiable information continues to be protected from public distribution.”