

THE SALVATION ARMY  
CALIFORNIA SOUTH DIVISION



# 2018 ANNUAL REPORT



# LETTER FROM THE DIVISIONAL LEADER



Dear Friends,

California has long been a magnet for those seeking a better life and a new adventure. Little did we know that we would be numbered among this group when we were

informed by our Territorial Command that we would become the Divisional leaders for the reunited California South Division of The Salvation Army. For six years we were the Divisional Commanders of The Salvation Army's Hawaiian & Pacific Islands Division. Hawaii has a total population of about 1.5 million people. There are nearly 2 million people in the San Fernando Valley alone and we now find ourselves at the head of a Division that stretches from San Luis Obispo to the north to the Mexican border to the south.

To say this is a somewhat daunting undertaking would be an understatement. But as we have learned in our short time here, The Salvation Army's California South Division is filled with not only challenges but incredible Salvation Army officers, staff and volunteers who are meeting those challenges and providing tremendous services to those in need in communities that represent

dozens of cultures, even more languages and a microcosm of the American melting pot. Although diverse, many of their needs are the same and whether it be homelessness, hunger, the needs of veterans, the elderly or at-risk youth, you can be assured The Salvation Army's California South Division is fully engaged.

Service to others is what The Salvation Army has been doing in California since 1887 and with the generous support of individuals, organizations, foundations and corporate entities, The Salvation Army will continue to be that beacon of hope that is self-evident in the pages of this annual report. So, as the new Divisional Leaders in the newly reunited California South Division of The Salvation Army, we thank you for your support, your prayers and by the grace of God may we all continue the mission of The Salvation Army that is summed up by our motto...Doing the Most Good.

Gratefully,

  
Lt. Colonels John and Lani Chamness

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## MISSION STATEMENT

“Doing the Most Good.” In these four words, our mission – to feed, to clothe, to comfort, to care, to rebuild broken homes and broken lives. By walking with the addicted, we can lead them to recovery. By fighting hunger and poverty, we can feed and nurture the spirit. And, by living and sharing the Christian Gospel and meeting tangible needs, we give the world a lasting display of the love behind our beliefs.

The Salvation Army operates more than 50 social service agencies strategically placed throughout Southern California. Material and spiritual support is our standard - social services delivered with compassion is our model - anyone in need is our prerequisite. Our work is funded through kettle donations, corporate contributions, and the sale of goods donated to Salvation Army Family Stores. Eighty-seven cents of every dollar we raise supports our various programs across Southern California. We are a tax-exempt 501(c)(3) organization, and contributions are deductible for Federal Income Tax Purposes to the extent permitted under Section 170(b)(2) for corporations.

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.



# SERVICES PROVIDED

## HOUSING SERVICES

Cost-free, transitional and low-income housing for veterans, the homeless, persons recovering from substance abuse, families affected by HIV/AIDS; housing referrals and augmentation of foster care programs for teens and young adults.

## SENIOR SERVICES

Housing for low-income seniors; adult day care for those suffering from Alzheimer's or other forms of dementia, Parkinson's, depression, loneliness or other special needs. Programs and health education aimed at seniors.

## RELIGIOUS SERVICES

The Salvation Army Corps provide worship services and spiritual ministry throughout the week, which include music and praise ministries, as well as social service programs that reach out to those in need in their communities.

## DISASTER SERVICES

Immediate relief such as food service at evacuation shelters provided during wildfires, storms, earthquakes and other natural or man-made disasters - Long term relief such as recovery services and financial assistance to survivors.

## YOUTH SERVICES

Community centers and camps that provide at-risk children with academic, recreational and enrichment activities; gang prevention through sports leagues, music lessons, adult mentors and community involvement.

## FAMILY SERVICES

Clothing, food, lodging, transportation and seasonal assistance such as toys and holiday meals. Day care centers with specialized programming and education.

## RECOVERY SERVICES

Substance abuse recovery programs, spiritual care, life skills, job training classes and social support groups.

# LOS ANGELES METRO ADVISORY BOARD

## EXECUTIVE COMMITTEE

**John McRoskey, Chairperson**  
Jones Lang LaSalle, Managing Partner

**Steven Sletten, Vice Chairperson**  
Gibson Dunn & Crutcher, LLP, Partner

**Andrew Jameson, Secretary & Dev. Chair**  
Path Content Group, Partner

**Stephen Day, Treasurer & Finance Chair**  
Cohn Reznick, Retired Partner, Consultant

**Karen Bayz, Assistant Treasurer**  
Retired - CPA/CFO

**Robert E. Buce, Nominating Chair & Past Board Chair**  
Palisades Holdings

**Peggy York, Program Chair & Past Board Chair**  
Retired - LAPD

**Viktor Rzetelski, Property Chair & Past Board Chair**  
Retired - KPMG, Partner

**Tom Vozzo, Past Board Chair**  
Home Boy Industries, Inc, CEO

**Mike Birkholm, Past Board Chair**  
Birkholm Direct, President & CEO

**Steve Allen**  
Foothill Family Services, CEO

**Rick Dees**  
Dees Entertainment, Inc., President

**Jack Dell**  
American Alliance Capital Group, Partner

**Sandra Dyson**  
HR Consultant

**Dr. Lisa Chan Flagg**  
Dentistry by the Shore, DDS

**Lesley Green**  
Mediator, Benchmark Resolution Group

**Jim Brooks - Red Shield**  
Star Maintenance, CEO

**Kathleen Martin - Hollywood Campus**  
LA Opera, Retired

## BOARD MEMBERS

**Henry "Hank" Hilty, Jr**  
AF Gilmore, President

**Jonathan Hung**  
UOTC Barrage

**Michael Jansen**  
MEJansen Development Company

**Alonzo Jones**  
The Haven, Residential Coordinator

**Roger Martinez**  
Vasquez & Company, LLP, Partner

**Brian Matthews**  
Payden & Rygel, Managing Principal & CEO

**Kate McRoskey**  
First Republic Bank

**Mark Pender**  
Real Estate Development

**Honorable Dean Pregerson**  
U.S. District Court - 2nd District, Judge, Retired

**Councilman Curren Price, Jr**  
Los Angeles County City Council - 9th District

**David Rognlien**  
Cadna Automotive, Investor & Chairman

**Robert Wessling**  
Attorney, Retired

**Louise Oliver - Bell Shelter**  
Goodwill, Director, Contract Services & Regional Operations Officer

**Sharon Pregerson - Westwood Transitional Village**  
Private College Counselor & Educational Consultant

## ADVISORY COUNCIL CHAIRS

## LIFE MEMBERS

**Donald Clinton**  
Clifton's Cafeteria, Retired-Owner



# ORANGE COUNTY ADVISORY BOARD

## EXECUTIVE COMMITTEE

**Lydia Sarandan, Chair**

Retired - Presbyterian Pastor, St. Andrews

**Alyson Barker**

Chief Legal Officer and Corporate Secretary, Drybar Holdings LLC

**Don Cullen**

Retired - Managing Partner, Rogers Clem & Company

**Carol Kurimsky**

Retired - Marketing Executive

**Larry Buster**

Vice President, First American Title Company

**Robert Alvarado**

Senior VP Sales & Marketing, OC Soccer Club

**Debbie Bolar**

Partner, Bolar, Hirsch & Jennings LLP

**Erik Brown**

President, DMI Direct

**Wanda Castillo-Cou**

VP Commercial Lending, Pacific Western Bank

**Lolly Colombo**

VP Client Services, Brewer Direct Inc.

**Sue Faassen**

Educator & Community Leader, Retired

**Edward Freeman**

TRW, Retired

**Ruth Ann Moriarty**

Community Leader

## BOARD MEMBERS

**Jason Gajarsa, MD**

Cardiologist, Kaiser Permanente Medical Group

**Don Gilchrist**

Legislative Assistant, Retired

**Jonathan Hallstead**

Sales Manager, Bay Equity LLC

**Carolyn Hardy, MD**

Physician, Retired

**Doy Henley**

Business Executive

**Dr. Rocky Hewitt**

Assistant Orange County Sheriff, Retired

**David Melilli**

David Melilli Company

**Nate Merz**

Sales Manager, Enterprise Fleet Management

**Sharon Morrison**

CEO, Dynamic Air Engineering

**Richard Schmid**

Red Hill Enterprises

**Carol Springstead**

President, Springstead and Associates Inc.

**David Steinle**

Educator & Community Leader, Retired

**Nancy Thompson**

Senior VP, World Savings, Retired

**David Threshie**

Freedom Enterprises, Retired

## LIFE MEMBERS

**Betsy Tarbell**

Tarbell Realtors

**Joann Waldron**

Community Leader

# SAN DIEGO ADVISORY BOARD

## EXECUTIVE COMMITTEE

**Karin Donaldson, Chairperson**  
Community Volunteer, SA Women's Auxiliary Member

**Mike Matalon, Vice Chairperson**  
Architect, Matalon Architecture & Planning Inc

## BOARD MEMBERS

**Kevin Ahern**  
Ahern, CEO and Chairman

**Jason Belice**  
Attorney, Belice, Inc

**Judy Brucker**  
Community Volunteer, SA Women's Auxiliary Member

**Steven Dias**  
Senior VP/Private Client Advisor, US Trust/Bank of America NA

**Ernie Dronenburg**  
Assessor/Recorder/Clerk of San Diego

**Dorothy Epsten**  
Retired, Director of Corporate Education, UCSD

**Karen Forbes**  
Community Volunteer

**Douglas Gundermann**  
VP/US Bank Private Wealth Management

**Honorable David Gill**  
San Diego Superior Court Judge

**Dr. Anita Harbert**  
Retired - Director, School of Social Work, SDSU

**Nayda Locke**  
Community Volunteer

**Bud Nelson**  
Professor of Finance, Point Loma Nazarene University

**Steve Sefton**  
President & CEO, Endeavor Bank

**Kirk Walwick**  
CPA/Partner, Gatto, Pope & Walwick

**Colin Wied**  
Community Volunteer

**John Zygowicz**  
Retired - VP, US Bank

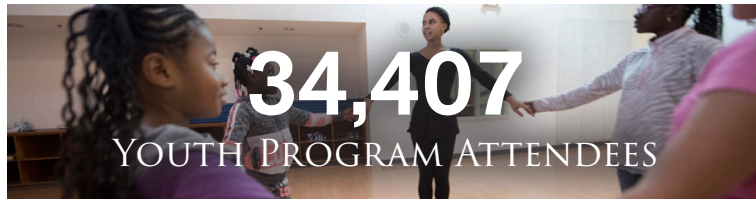
**Rosalie Gerevas**  
Women's Auxiliary President



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## A YEAR IN SERVICES

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# HOME AGAIN




In the Spring of 2017, The Salvation Army engaged Coles & Associates to conduct an extensive Community Needs Assessment and Planning Study of the Central Coast Region. After identifying the most pressing social services that The Salvation Army could impact, the *Home Again* campaign was created. It rests on three pillars to provide new programs and services to the Central Coast: Prevention, Intervention and Integration.

The campaign will boost homeless outreach programs in Ventura and Santa Barbara, provide meals and utility assistance, and provide case management for homeless adults and families. It expands county-wide adult, youth and family shelters and supports successful existing programs like Oxnard's free dental clinic. 



*from*  
**H O M E L E S S**  
*to*  
**H O M E**  
*Los Angeles*

From Homeless to Home is The Salvation Army's proposed campaign to greatly alleviate homelessness in Los Angeles County before the 2028 Olympic Games. As a proven and established leader in the fight against homelessness, The Salvation Army is uniquely qualified to respond to the needs of homeless persons, families, and veterans.

The proposal focuses on expansion of successful campaigns throughout the Los Angeles metro area, such as emergency overnight shelters in Koreatown and Inglewood, wraparound social services for individuals rehoused in local motels, new adult shelters, and additions to our skid row services. Bell Shelter, one of the largest shelters in the western United States, would be expanded with new shelter bays, a commercial kitchen, and a capacity increase that could admit hundreds of additional residents. 






# *Homeless to Home*

*San Diego*

In San Diego, The Salvation Army is embarking on an unprecedented \$80 million campaign to build and endow two new facilities with programs designed to shelter men, women and families in need. The campaign is being supported with a \$50 million gift from Ernest & Evelyn Rady, and the new facilities will be named in their honor: The Rady Residence at The Door of Hope and The Rady Center. Homeless to Home represents an opportunity to apply 130 years of experience in working on the issue of homelessness in San Diego at a greater scale than ever before.

The Salvation Army in San Diego has long been an institution in the fight against homelessness. The 7-acre Door of Hope Campus has been helping families turn over a new leaf since 1931 and today provides more than 140 residents with job search skills, financial education, and hope for a fresh start. This campaign allows The Salvation Army to set higher ambitions. It aims to provide holistic support in the form of character building programs for young people, home delivered meals for seniors, shelter for the unsheltered and homeless prevention for those most at risk. 



# CALIFORNIA SOUTH DIVISION

*San Luis Obispo to San Diego. 51 Corps. 5,400 Soldiers. 22 Million People.*

## CLIENT TESTIMONY

# NICOLE GENTILE

The Salvation Army was my safe haven at one of the most vulnerable moments in my life. At The Salvation Army, I met strangers, people who didn't know who I was, who genuinely wanted to love me and show me I had a future.

My name is Nicole Gentile and I was born and raised here in Southern California. My childhood was good at times, and other times not so good. My parents divorced when I was 6. I dealt with guilt, shame, fear, abandonment, poor self-esteem, you know, all the fun stuff. It consumed me so much that by the time I was 14, I was doing any drug I could get my hands on, and having sex with any guy who would pay attention to me.

I ended up pregnant at 17 with my daughter and thought this was going to be the change I needed. I was going to be the best mother. My intentions were good. My father died shortly after I gave birth. It was the day after Christmas.

I moved to Vegas and got my first job as a receptionist. I wasn't even 21 years old yet. It was a tough time. I had two young kids, I was a kid myself, I was trying to pay rent and





going through a divorce. Needless to say, life was getting the best of me.

The CEO of the company I worked for called me into his office, shut the door and invited me out for drinks that night. I accepted... and ended up in a hotel room sleeping with him. As I was getting dressed, he handed me an envelope full of cash and said, "This isn't for what we just did. This is to help you out".

In all my life, and as many times I had so carelessly given myself to another person, I had never put a dollar sign to it. At least, not until that point.

A few days later, the CEO called me into his office again and said "You know, sunshine, you should be a dancer, you'd make great money".

And, so it began...a 5-year stint of stripping, prostitution and meth. What started out as earning money to take care of my children, quickly became earning money to take care of my meth addiction. My children bounced around from my parents, to their father, to his parents, where they have been for the last 12 years.


I've always been a fighter, a survivor. But I didn't want to just survive anymore, I wanted to live and thrive. I thought about all the women who were coerced into selling themselves, for men they believed loved them. I thought about all the love I was lacking. I thought about my children and all the precious moments I was missing in their life. I was hopeless and empty. I felt like my soul had left my body and was

sitting on the sidewalk waiting for me to come to my senses.

Well in 2007 I finally did, but I had no idea how to get myself out of the mess I was in. I was pregnant with my third child, a little boy that was going to one day become a man. I knew that if I didn't change, I was going to end up dead, or in prison, and lead my son into the same life.

With the help of my parents, I checked into an intensive in-patient program where my son and I spent 12 months. Ten months into this program I started to prepare for my next chapter. Although I was drug free, now I had to think how I was going to be able to afford life...how I was going to afford to keep my son in a safe environment...how we were going to stay off the streets.


Then I crossed paths with The Salvation Army, Chester Street Apartments and my life changed. The Salvation Army gave me hope. They taught me how to save my money, and kept me off the streets, as each day passed I knew I got closer to becoming more independent. I got clean I got sober and I got my life back.

The majority of people I associate with today don't know where I have been. My son has been in cub scouts for 4 years, and would you believe I am a leader for his pack? I am dependable and trustworthy. I have integrity. I am proud of myself and the progress I have made. I can look at myself in the mirror today. I love myself and know my value and worth as a human being. Thank you, Salvation Army, for helping me to become the woman I am today. 

# EMERGENCY DISASTER SERVICES

The Salvation Army's ability to act as a national relief agency as well as a local disaster responder was fully on display last year: hurricanes struck Houston, Texas and Puerto Rico and the Thomas Fire in Ventura grew to become the largest wildfire in California history.

The California South Division played a major role during the Thomas Fire event, supplying more than 5,000 meals to fire survivors who had to take refuge in evacuation centers. Today, long after the fire has died down, The Salvation Army is still there continuing the work of disaster relief. The Salvation Army has distributed more than \$125,000 in assistance aimed at helping the residents of the Ventura County area rebuild their homes and their lives.

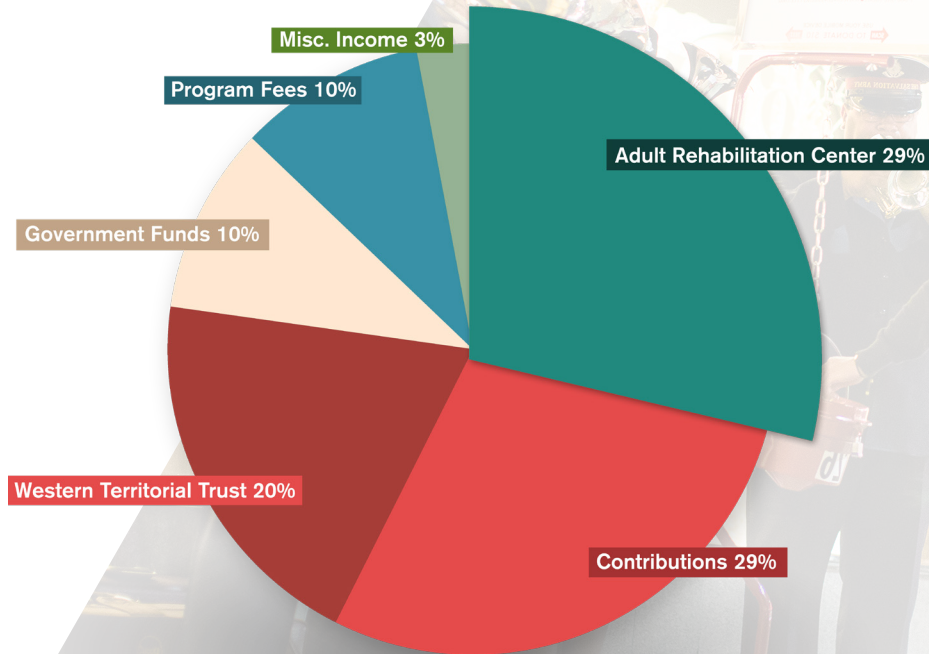
During the national calamities of Hurricane Harvey in Houston and Hurricane Maria in Puerto Rico, The Salvation Army in Southern California again played a vital role in responding to those in need, raising more than \$1 million for hurricane relief. 





# FINANCIAL HIGHLIGHTS

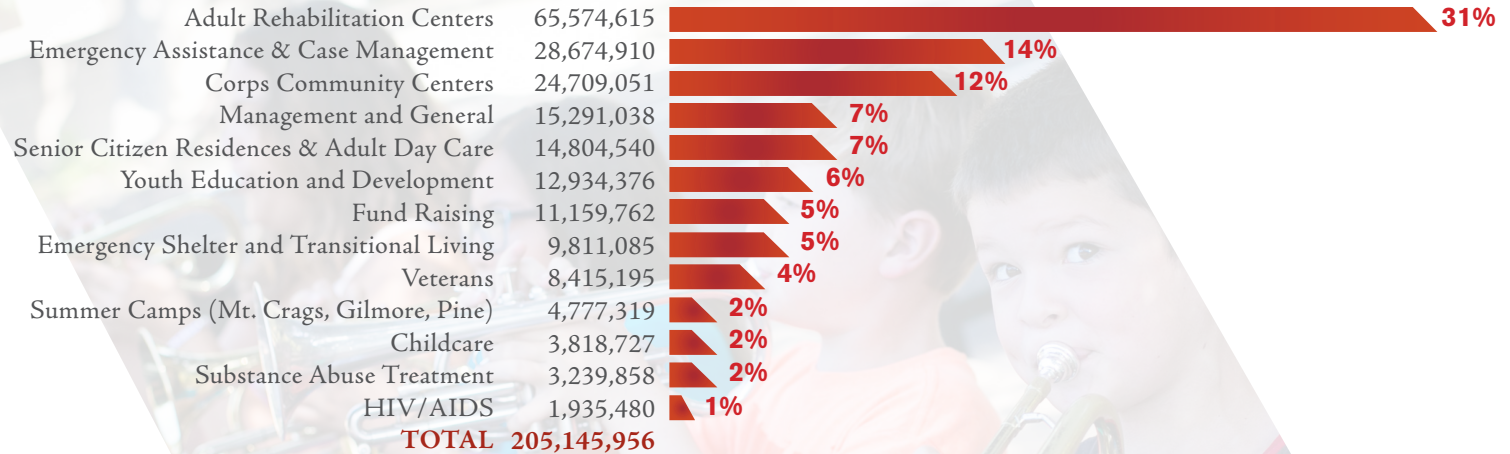
Report for Fiscal Year Ending September 30, 2017 for combined California South Division



## PUBLIC SUPPORT & REVENUE

Adult Rehabilitation Centers	65,574,615
Contributions	65,921,707
Western Territorial Trust	44,905,178
Government Funds	23,341,328
Program Fees	21,990,828
Misc. Income	5,934,012
<b>Total</b>	<b>227,667,668</b>

## EXPENSES



## WORTHY OF YOUR TRUST

87 ¢ of every dollar raised goes toward sustaining the life-changing programs of The Salvation Army California South.

**87% - Programs & Services**

**7% - Management & General**

**5% - Fund Raising**



# HOW TO GET INVOLVED

The Salvation Army California South Division provides hope to those in need, without discrimination, in the form of services, programs and resources. Each Corps focuses their work on the specific needs of their local community to foster trust, build relationships and directly impact the community. This important work is only possible through community support and volunteers. Here are some of the best ways you can be part of Doing the Most Good at your local Salvation Army Corps:

- **Stay informed.** Go to [calsouth.salvationarmy.org](https://calsouth.salvationarmy.org) for the latest news and Corps listings and follow us online at @SalArmyCalSouth.
- **Volunteer to tutor** a child in an after school program. Check with your local Corps to see what types of programs they offer for kids.
- **Donate non-perishable food items** to your local Salvation Army food pantry.
- **Hold a fundraiser** online or at an event for the programs that are changing lives in your community every day.
- **Donate toys** to your local toy giveaway during the holiday season.
- **Ring a bell during the holidays.** The red kettle is a Christmas icon and one of our most important fundraisers. Get in touch with your local Corps and sign up for a bell ringing shift around your schedule.





# THE SALVATION ARMY

## CALIFORNIA SOUTH DIVISION



[calsouth.salvationarmy.org](http://calsouth.salvationarmy.org)



@SalArmyCalSouth

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