THE SALVATION ARMY
CALIFORNIA SOUTH DIVISION

2018 ANNUAL REPORT
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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“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.
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Path Content Group, Partner

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Dees Entertainment, Inc., President

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American Alliance Capital Group, Partner

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HR Consultant

Dr. Lisa Chan Flagg
Dentistry by the Shore, DDS

Lesley Green
Mediator, Benchmark Resolution Group

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
Paydin & Rygel, Managing Principal & CEO

Louise Oliver
Bell Shelter

Kate McRoskey
First Republic Bank

Mark Pender
Real Estate Development

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U.S. District Court - 2nd District, Judge, Retired

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

David Rognlien
Cedra Automotive, Investor & Chairman

Robert Wessling
Attorney, Retired

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Foothill Family Services, CEO

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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

Henry "Hank" Hilty, Jr
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Michael Jansen
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Los Angeles County City Council - 9th District

David Rognlien
Cedra Automotive, Investor & Chairman

Robert Wessling
Attorney, Retired

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Star Maintenance, CEO

Kathleen Martin - Hollywood Campus
LA Opera, Retired

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

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

LIFE MEMBERS

Donald Clinton
Clifton’s Cafeteria, Retired-Owner

LIFE MEMBERS

Donald Clinton
Clifton’s Cafeteria, Retired-Owner
Orange County Advisory Board

EXECUTIVE COMMITTEE
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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

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Partner, Bolar, Hirsch & Jennings LLP
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President, DMI Direct
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Lolly Colombo
VP Client Services, Brewer Direct Inc.
Sue Faassen
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Edward Freeman
TRW, Retired

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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 Melili
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 Steinele
Educator & Community Leader, Retired
Nancy Thompson
Senior VP, World Savings, Retired
David Threshie
Freedom Enterprises, Retired

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Community Leader
Betsy Tarbell
Tarbell Realtors

Nancy Thompson
Senior VP, World Savings, Retired
David Threshie
Freedom Enterprises, Retired

Joann Waldron
Community Leader
EXECUTIVE COMMITTEE
Karin Donaldson, Chairperson
Community Volunteer, SA Women’s Auxiliary Member

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

Karin Donaldson, Chairperson
Community Volunteer, SA Women’s Auxiliary Member

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

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

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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, Garro, Pope & Walwick

Colin Wied
Community Volunteer

John Zygowicz
Retired - VP, US Bank

Rosalie Gerevas
Women’s Auxiliary President
A Year in Services

1,350,415 Meals Provided

203,352 Sunday Worship Attendees

207,587 Gifts Distributed

4,313 Kids Sent to Summer Camp

418,962 Nights of Shelter

662,746 Volunteer Hours

34,407 Youth Program Attendees

79,404 Nights of Shelter for Veterans
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 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.
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 unsheletered and homeless prevention for those most at risk.
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
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.

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.
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
- Total: 227,667,668
Expenses

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<td>Adult Rehabilitation Centers</td>
<td>65,574,615</td>
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<tr>
<td>Emergency Assistance &amp; Case Management</td>
<td>28,674,910</td>
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<td>Corps Community Centers</td>
<td>24,709,051</td>
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<td>Management and General</td>
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<td>Senior Citizen Residences &amp; Adult Day Care</td>
<td>14,804,540</td>
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<td>Youth Education and Development</td>
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<td>Emergency Shelter and Transitional Living</td>
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<td>Veterans</td>
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<td>Summer Camps (Mt. Crags, Gilmore, Pine)</td>
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<td>Childcare</td>
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<td>Substance Abuse Treatment</td>
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<td>HIV/AIDS</td>
<td>1,935,480</td>
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<td>TOTAL</td>
<td>205,145,956</td>
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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
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 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.