

THE SALVATION ARMY  
SOUTHERN CALIFORNIA DIVISION

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2017 ANNUAL REPORT



# LETTER FROM THE DIVISIONAL LEADERS

Dear Friends,

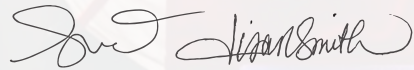
There is a plaque on the corner of Broadway and Temple in downtown Los Angeles with a very simple message which reads: *"The First Meeting of The Salvation Army was Held on this Spot May 8, 1887 to the Honor of God For the Service of Humanity."*

Though much has changed in our society and our technology in the ensuing 130 years, some things have remained the same. Men, women and children hunger today as they did in 1887, and many still find themselves homeless as they did in 1887. Because of those hard realities and the fact people still seek hope and salvation, The Salvation Army remains as relevant in 2017 as it was on that day in May 130 years ago on the corner of Broadway and Temple.

The Salvation Army in Southern California has grown into a major social service provider with locations throughout Southern California assisting veterans, at-risk youth, the hungry and the homeless. Within the covers of this annual report you will see the breadth and scope of our work. If it seems expansive, it is because of the dedicated commitment of so many generous friends, without whom our work would not be possible. For all the support of the general public, corporations, foundations and men and women who donate their time and treasure to our work, The Salvation Army is deeply grateful.

Together, we become a powerful force for good, those words etched on a plaque in downtown Los Angeles come alive in the form of material and spiritual assistance to hundreds of thousands of our neighbors every year. The future will have its challenges, but together and by God's grace, we are convinced The Salvation Army will continue to lead Southern California and, as that weathered plaque states, exist to the honor of God and for the service of humanity.

Gratefully,



Lt. Colonels Kyle and Lisa Smith



# TABLE OF CONTENTS

ABOUT US	3
SERVICES PROVIDED	4
LEADERSHIP	5
SERVICES AT A GLANCE	6
PAST	7
PRESENT	8
FUTURE	9
FINANCIALS	11
COMMUNITY SPOTLIGHT	12
PERSPECTIVE	13
DONOR SPOTLIGHT	14



# ABOUT THE SALVATION ARMY

“Doing The Most Good.” In these four words, our mission – to feed, to clothe, to comfort, to care, 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 56 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 the prerequisite. Our work is funded through kettle donations, corporate contributions, and the sale of goods donated to our Salvation Army Family Stores. Eighty-seven cents of every dollar we spend supports our various missions 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 dementia, Parkinson's, depression, loneliness, or other special needs

## 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

## RECOVERY SERVICES

Substance abuse recovery programs, counseling, spiritual care, life skills and job readiness classes

## DISASTER SERVICES

Immediate relief provided during wildfires, storms, earthquakes and other natural or man-made disasters

## YOUTH SERVICES

Day care centers, youth/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



# LOS ANGELES METRO ADVISORY BOARD

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Jones Lang LaSalle, Managing Partner

**Steven Sletten, Vice Chairperson**  
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Chelsea Management Group, VP, Treasurer

**Jason Belice, Asst. Secretary**  
Belice, Inc., Managing Partner

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

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

**Karen Bayz, Assistant Treasurer**  
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Retired - LAPD

**Viktor Rzetelski, Property Chair**  
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UOTC Barrage

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First Republic Bank

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

**Honorable Harry Pregerson**  
U.S. Court of Appeals - 9th Circuit, Judge

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Los Angeles County City Council - 9th District

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LJR Global Cinema Productions, LLC, CEO

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Carol Fine Jewelry, Fine Jeweler

**Tom Vozzo**  
Home Boy Industries, Inc, CEO

**James Wallace**  
Attorney, Retired

**Robert Wessling**  
Attorney, Retired

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Star Maintenance, CEO

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

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

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

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

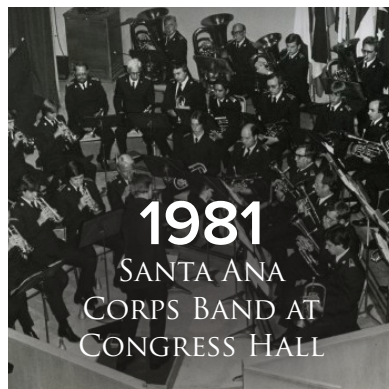
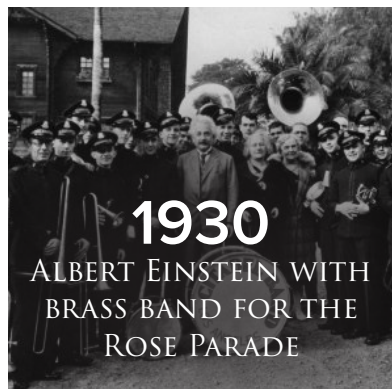
## LIFE MEMBERS

**Peter Ulrich**  
Retired Commercial, Mortgage Consultant

# SERVICES AT A GLANCE



# 130<sup>TH</sup> ANNIVERSARY IN LOS ANGELES



# THE STORY (ONGOING) OF MIKE ANDERSON

Mike Anderson's life has been a lot like the epic Christian song, *"Amazing Grace."* He was "lost" and, thanks to his life intersecting with The Salvation Army, he was "found." Mike grew up in Toledo, Ohio as the adopted son in a family where the discipline was harsh and relations with his adoptive mother and father strained at best. When he became a teen, he rebelled and his life soon began to unravel. Drugs and alcohol had taken hold of him and soon he found himself looking for a way to escape.

He thought a move to the West Coast was the answer, but upon arrival in Los Angeles he almost instantaneously returned to drug use which in turn made him homeless, desperate, and hungry. Looking for help, he entered a downtown Los Angeles homeless outreach program. They would help him but it would cost money. The price? Exactly what Mike had left in his pocket.

With his time at this program soon to expire, Mike and his counselor knew he needed more work...But where could he go with zero resources? His counselor suggested The Salvation Army's Adult Rehabilitation Center (ARC) in Long Beach. Mike balked. He didn't want to go there. He had heard stories. *"They make you make your bed, they make you go to meetings, they put you to work...they pray for you."*

Out of options, Mike reluctantly entered The Salvation Army's ARC in Long Beach. Responding to the love, discipline and spiritual guidance provided, he didn't even mind making his bed every day. He graduated from the program clean and sober and was hired by The Salvation Army's Inglewood Corps where he works today as a youth counselor. Every Christmas season when Mike Anderson hears The Salvation Army Bell Ringers standing beside their red kettles he smiles a little inside. That sound is like music to Mike. *"It is the sound of my sobriety."*



# LOOKING FORWARD

With its eyes fixed on the future, The Salvation Army's Southern California Division is engaged in critical capital development projects in the communities of Bell, Downtown Los Angeles and Long Beach. These "building blocks" for a better future will provide a safety net of hope for thousands.



## DONALD & PRISCILLA HUNT APARTMENTS

The Salvation Army Donald & Priscilla Hunt Apartments at Bell Oasis Complex is the largest single homeless initiative of The Salvation Army in Los Angeles this decade. Located in the City of Bell, Bell Oasis is a new construction project that will create 65 affordable and permanent supportive housing units by May 2018. These units will provide extensive supportive services for homeless adults, a majority of which will be veterans.



## RED SHIELD YOUTH COMMUNITY CENTER

For more than eighty years, the Red Shield Youth and Community Center has been a safe haven for families in the Pico-Union neighborhood of Los Angeles. Pico-Union is a densely populated area just blocks from L.A. Live. Approximately thirty-five percent of Pico-Union residents live below the poverty line.

# AND TILLY SINNETT COMMUNITY CENTER

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Much needed renovations of the Red Shield Center will expand its after school programs of art, dance, computer, sports, and summer programs by twenty percent.

## DONALD & PRISCILLA HUNT RED SHIELD COMMUNITY CENTER

The Salvation Army has been providing services to veterans and families in Long Beach, Signal Hill, Lakewood and Hawaiian Gardens for 110 years. A recent community needs assessment determined The Salvation Army's Community Center in Long Beach could expand its services to at-risk youth, families, seniors, and veterans via a major building campaign. The plan includes a new gymnasium, outdoor soccer field, classrooms for after school programming as well as an auditorium, which will be a beacon of hope for low-income families and seniors.

## JOIN US

You can be part of these life altering capital campaign projects when you participate financially in them. To find out more about them, contact Robin Dunn at (562) 264-3829 or email her at [Robin.Dunn@usw.salvationarmy.org](mailto:Robin.Dunn@usw.salvationarmy.org)

# FINANCIAL HIGHLIGHTS

Reporting on Fiscal Year Ending September 30, 2016

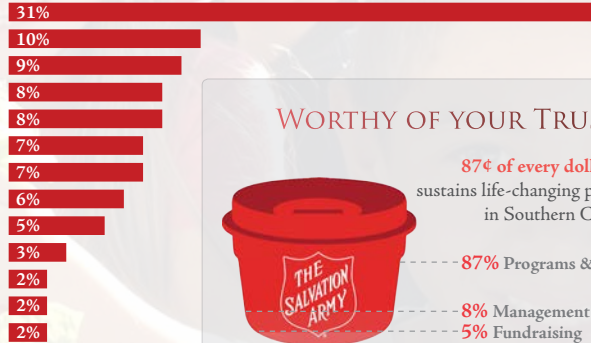
## PUBLIC SUPPORT & REVENUE



Adult Rehabilitation Centers	39,667,978
Contributions	30,272,798
Government Funds	20,513,956
Western Territory HQ Income	19,422,898
Programs Fees	14,739,007
Miscellaneous Income	3,053,030
<b>TOTAL</b>	<b>127,669,667</b>

## EXPENSES

Adult Rehabilitation Centers	39,667,978
Corps Community Centers	12,844,872
Emergency Assistance/Case Management	11,675,072
Senior Residences and Adult Day Care	10,423,974
Management & General	9,579,640
Youth Education/Development	8,739,835
Veterans	8,684,586
Emergency Shelter/Transitional Living	7,624,163
Fundraising	6,157,935
Childcare	3,528,419
Substance Abuse Treatment	2,916,690
Camps Mt. Crags and Gilmore	2,664,789
HIV/AIDS	1,932,466
<b>TOTAL</b>	<b>126,440,419</b>



## WORTHY OF YOUR TRUST



**87¢ of every dollar** spent sustains life-changing programs in Southern California

--- 87% Programs & Services

--- 8% Management & General

--- 5% Fundraising

*\*Percentage & dollar amounts in rounded numbers*



# nickelodeon

## NICKELODEON'S FEAST OF SHARING



For four years now, entertainment giant Nickelodeon has supported one of The Salvation Army's largest sit-down holiday meal events in downtown Los Angeles. Nickelodeon executives, staff and on-air talent have served as waiters and table bussers. Nickelodeon Studios provided that extra sparkle to this event with autograph signings and appearances from some of Nickelodeon's

biggest stars like the Teenage Mutant Ninja Turtles, Sponge Bob Square Pants and Dora the Explorer.

In 2015, Nickelodeon decided to go "all in" with The Salvation Army Southern California Division as the sole sponsor for the event by providing the venue, a beautiful sit-down holiday meal with all the fixings and entertainment for the entire family. The Feast of Sharing continues to grow and encompass more and more families in love each holiday season, thanks to Nickelodeon.



# HOME DEPOT

## TEAM DEPOT



On April 17, 2017, construction kicked off on significant improvements at The Salvation Army's Hope Harbor, thanks to a \$246,000 grant from The Home Depot Foundation. Hope Harbor, located near downtown Los Angeles, provides much needed help to veterans affected by substance abuse and mental health issues.

The Home Depot grant ensured that residents and clients would be able to dig in deep to their recovery, while living in an environment of peace, beauty and dignity. Thanks to The Home Depot, residents will have central air conditioning during the hot summer months, and will enjoy beautiful new flooring and paint in their living areas. This large grant is just one example of The Home Depot's ongoing partnership. Their associate-led volunteer force, Team Depot has completed several key projects benefiting veterans at Salvation Army programs in Bell and West Los Angeles as well. Team Depot's "Commitment to Community" is evident their dedication to helping people in need firsthand. They truly put their hard work, hammers and paint brushes where their hearts are.

## WE WORK IN PARTNERSHIP WITH



# THE SALLY AWARDS 60TH ANNIVERSARY

Honoring Entertainment & Business Leaders  
Dedicated to Doing the Most Good

2017 HONOREES

**Grant & Lysa Heslov**

HOST

**Ben Mankiewicz**

PERFORMANCE

**Maya Heslov**

Saturday, September 16, 2017  
JW Marriott Los Angeles L.A. LIVE

Learn more at [TheSallyAwards.org](http://TheSallyAwards.org)

## 60th Annual Christmas Kettle Luncheon

Don't just count your blessings, share them.

2017 HONOREE

**Fritz Coleman**

KNBC-TV Weathercaster & Comedian

Wednesday, December 6th at 11:30am  
Millennium Biltmore Hotel  
Downtown Los Angeles

Learn more at [ChristmasKettleLuncheon.org](http://ChristmasKettleLuncheon.org)

# THE SALVATION ARMY'S ONENIGHT To Be a Hero for the Homeless

More than 30,000 homeless youth in the  
greater Los Angeles area is a problem.

**If you could trade One Night, would you?**

When you participate in **One Night** you become part  
of the solution and show your support by raising  
awareness and funds to this critical issue impacting  
the lives of young people in our communities.

Learn more at [OneNight.SalvationArmySoCal.org](http://OneNight.SalvationArmySoCal.org)

## #RED KETTLE REASON

Create your own #RedKettleReason fundraiser.

Choose your community. Raise funds. Change lives.

Learn more at [RedKettleReason.org](http://RedKettleReason.org)

# DONALD & PRISCILLA HUNT



Many years ago Donald Hunt's parents served as Salvation Army officers in Michigan. He knew first-hand how The Salvation Army took the statement "*Doing the Most Good*" to heart. That's why this Los Angeles real estate entrepreneur, and his wife Priscilla, created a legacy through a donation from their estate.

A professional singer in the Philippines, Priscilla shared Donald's values and love of the arts, especially music, and of course, the work of The Salvation Army. When Priscilla visited The Salvation Army's Torrance Corps, she was so impressed with the vision to create a state-of-the-art music and performance academy she and Donald donated \$3 million to the project. Soon, The Donald and Priscilla Hunt Performing Arts Academy will open doors for people of all ages to have access to music instruction (instrument and vocal) in a facility that includes a recording studio and performance auditorium large enough to accommodate a full-sized orchestra.

When Donald's health began to fail, Priscilla continued the family's philanthropic efforts with The Salvation Army affirming an additional \$8 million in support of capital campaigns at The Salvation Army's Long Beach Corps and Community Center, Bell Oasis Apartments and The Way In Oxford Apartments in Hollywood.

This year Donald Hunt went home to be with God. But despite the loss, Priscilla is determined Donald's memory and their shared philanthropic vision will continue as their gifts to The Salvation Army become the hope and success of so many in the diverse communities their generosity will serve. The Salvation Army is humbled by the Hunt family's love, not only for one another, but for those in need, and is dedicated to the stewardship of "*Doing the Most Good*" with their generous gift.

Thank You!  
+  
God bless  
You!



# THE SALVATION ARMY SOUTHERN CALIFORNIA DIVISION



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