



# **THE SALVATION ARMY ADVISORY BOARD PROSPECT PACKET**

**June 2015**

Thank you for your interest in learning more about joining The Salvation Army Advisory Board! The overall time commitment ranges between 1-3 hours per month, depending on the event schedule. The Advisory Board currently meets at noon, the third Wednesday of the month.

## **Corps Officers**

Captains Daren and Roxanne Spencer

## **Advisory Board**

Gordon Cornwell - Chairman  
Peggy Cunningham – Vice Chairman  
Liz Hughes  
Paul Furlong  
Val Stone

If you are interested in joining the Advisory Board or would like to learn more, please contact:

Ruth Blick, Director of Community Resource Development

Phone: 231.946.4644 ext. 314

Email: [ruth\\_blick@usc.salvationarmy.org](mailto:ruth_blick@usc.salvationarmy.org)

Captain Daren Spencer

Phone: 231.946.4644 ext. 301

Email: [daren\\_spencer@usc.salvationarmy.org](mailto:daren_spencer@usc.salvationarmy.org)

For additional information visit our website at <http://satraversecity.org/>

## **The Salvation Army Corps, Traverse City**

1239 Barlow St., Traverse City, MI 49686 PO Box 5228, Traverse City, MI 49696-5228

Phone: 231.946.4644 Fax: 231.946.4822



## **KNOWING THE SALVATION ARMY**

Partners in Mission – A board member should support the mission of The Salvation Army. The Salvation Army's motivation is spiritual, and its goal is to minister to the whole person – body and spirit.

### **Our Mission**

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.

### **History**

#### **The Salvation Army International - 2015 marks the 150th anniversary of The Salvation Army.**

The Salvation Army movement began in 1865 when William Booth was invited to hold a series of evangelistic meetings in the East End of London. He set up a tent in a Quaker graveyard on July 2, and his services became an instant success. This is seen as the official start of The Salvation Army and proved to be the end of Booth's wanderings as an independent travelling speaker. His renown as a religious leader spread throughout London.

Booth continued giving his new converts spiritual direction; challenging them to save others like themselves. Soon, they too were preaching, and singing in the streets. A radical, William Booth believed that charity demeaned the individual and people should be offered a 'hand up' and not a 'hand out' to get them back on their feet.

Today, The Salvation Army is active in 126 countries. Each location has different challenges, but the adaptive, people-led approach is remarkably similar to that of early-day pioneers.

The Salvation Army also celebrates 135 years in the United States.

## **The Salvation Army, Traverse City**

### **Serving Grand Traverse and Leelanau Counties since 1894**

In April of 1894, the Traverse City Salvation Army was founded. The work began here in the charge of Capt. Smith and Lt. Phillips, two sweet faced, unassuming young women, who had been with the Salvation Army for three years.

Upon their arrival, they immediately secured Novotny's Hall, (above the old Dill's Old Towne Saloon). Between 1894 and 1937 the Army called twenty one different locations home. In 1937 the Community Center moved to Washington St., and provided outreach programs there for almost fifty years before moving to the current Barlow location.

Now, as it was 121 years ago, The Salvation Army is extended in service to our neighbors in need and will continue as long as there is a need!

### **Impact**

**Global Impact:** Every year, The Salvation Army helps nearly 30 million people, roughly one person per second. Donations help provide more than 10 million nights of shelter, roughly 58 million meals, and after-school and substance abuse programs.

During the holiday season, nearly 4.2 million people rely on The Salvation Army to provide their families with warm meals on Christmas Day or toys for their children. Through The Salvation Army's Angel Tree program, more than 1 million children receive necessities and toys.

**Local Impact:** Through the generous support of the community 56,216 services were provided to 19,033 individuals and families. (*Statistics represent Fiscal Year 2014*)

### **Structured for Efficiency**

The Salvation Army was designed on a military pattern for effectiveness and efficiency. The Army is an international movement in over 126 countries around the world. International Headquarters is in London, England and is commanded by the General.

In the United States, The Salvation Army is divided into four territories. The operations of the four territories are coordinated nationally by National Headquarters in Alexandria, Virginia.

The Salvation Army, Traverse City Corps is part of the Central Territory which incorporates 11 Midwestern states. These include Michigan, Indiana, Illinois, Iowa, North Dakota, South Dakota, Wisconsin, Minnesota, Missouri, Nebraska and Kansas.

We are part of the WMNI Division (Western Michigan & Northern Indiana) headquarters is based in Grand Rapids. Presently, 25 individual corps exists in the Division.

### **Corps Leadership**

Captains Daren and Roxanne Spencer are our ministerial and operations leaders. They are members of The Salvation Army who have committed their life to doing God's will and serving others.



## **IMPORTANCE OF ADVISORY BOARD**

Our Advisory Board members are volunteer leaders of The Salvation Army who are passionate about giving back to their communities, and are creative in finding ways to serve their neighbors in need.

Few organizations are more dependent on their boards or advisory organizations than The Salvation Army. Our advisory board is absolutely essential in the work and acceptance of The Salvation Army in Grand Traverse and Leelanau Counties.

### **Why are the members of The Salvation Army Advisory Board so critical?**

- The Advisory Board is a stabilizing unit and a significant element of continuity for the Army in a community.
- Advisory Board members play a leading role in fund and resource development along with fiscal accountability. Since each local Salvation Army Corps unit must stand on its own financially, the Advisory Board must be involved in this process to help ensure a solid financial operation and appropriate accountability to the community.
- Advisory Board members are a liaison role between The Salvation Army and the community. They are critical in increasing the visibility of the organization and its interaction within the community.
- Advisory Board members interpret the community to The Salvation Army so as to understand its pulse, character and needs. This assists in providing a better understanding for developing appropriate programs, partnerships and funding resources.
- Advisory Board members are instrumental in developing goals and a strategic plan of action to achieve those goals. Advisory Board members are doers.

### **Advisory Board Members are “Doing The Most Good”!**

“Doing the Most Good” is not a logo. It is not a tag line. It is not a slogan. It is not to be passed off as just another public relations campaign. These words were spoken in 1919 by Evangeline Booth, daughter of Salvation Army founders William and Catherine Booth.

*“There is no reward equal to that of doing the most good  
to the most people in the most need.”*



## THE ROLE OF AN ADVISORY BOARD MEMBER

Our Advisory Boards members are community representatives including a variety of active professionals and retired individuals who remain actively involved in their community. Representatives of different age groups, races, religions, interests, and expertise are sought.

Each board member agrees -

- To help Corps Officers perform their duties, serving in an **advisory** rather than **governing** capacity.
- Recognizing that Corps Officers may be transferred at the discretion of Territorial and Divisional Leadership, Advisory Board members agree to support changes in corps leadership, helping to provide continuity during the transition period.
- To provide feedback from the community to help DHQ/TSA officers and staff improve their efforts to meet human needs without discrimination.
- To act as an ambassador or emissary, providing influence and recognition on behalf of The Salvation Army throughout the community by sharing good news about the work of the Army.
- To provide expertise in the following fields:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Finance                           | <input type="checkbox"/> Technology             | <input type="checkbox"/> Religious Groups                        |
| <input type="checkbox"/> Business Planning                 | <input type="checkbox"/> Crime Prevention       | <input type="checkbox"/> Event Planning                          |
| <input type="checkbox"/> Public Relations                  | <input type="checkbox"/> Community Groups       | <input type="checkbox"/> Law                                     |
| <input type="checkbox"/> Personnel Management              | <input type="checkbox"/> Purchasing             | <input type="checkbox"/> Foundations                             |
| <input type="checkbox"/> Property Maintenance & Management | <input type="checkbox"/> Agriculture            | <input type="checkbox"/> Volunteerism                            |
| <input type="checkbox"/> Real Estate                       | <input type="checkbox"/> Membership Development | <input type="checkbox"/> Community Outreach                      |
| <input type="checkbox"/> Non-profit organizations          | <input type="checkbox"/> Communications         | <input type="checkbox"/> Marketing                               |
| <input type="checkbox"/> Medical                           | <input type="checkbox"/> Social Services        | <input type="checkbox"/> Spouse of Corporate or Community Leader |
| <input type="checkbox"/> Other _____                       | <input type="checkbox"/> Sports                 |  |
|  | <input type="checkbox"/> Local Government       |  |

- To attend a minimum of 75% of Board meetings and/or participate in committee meetings as needed, either in person or via telecom or e-meeting
- To provide Time, Talent and Treasure for The Salvation Army's Traverse City Corps.  
The "Treasure" can be provided in many ways, including but not limited to the following forms of revenue from the board member or his/her contacts:

- |   |  |
|---|--|
| <input type="checkbox"/> Corporate sponsorships of events or programs               | <input type="checkbox"/> Individual sponsorships |
| <input type="checkbox"/> Charitable gift annuities / Planned giving                 | <input type="checkbox"/> Foundation grants       |
| <input type="checkbox"/> Monthly, quarterly or annual cash or credit card donations |  |

- To help attract community support for The Salvation Army's fundraising efforts.
- To serve on an Advisory Board Committee – and work toward its goals as a team player on that committee.
- To make recommendations to the Nominating/Board Development Committee and to help recruit the best possible community/corporate leadership to serve as Advisory Board members and to mentor them.



## **Advisory Board Committees**

The following represents our current committee structure

### **Executive Committee**

Along with the Advisory Board Chair and the Past Chair, Chairs for each committee serve as Members of the Executive Committee

### **Development & Community Relations**

- Publicity
- Capital Projects
- Long Range Planning
- Corporate

### **Fundraising event committees**

- Thanksgiving
- Christmas (To help Corps Officers coordinate all Christmas programs)
- Volunteers – for Pantry, Red Kettle, Food Box assistance, Community Meals, Christmas program, etc.
- Bequest Endowment/Planned Giving
- Major Gifts

### **Nominating Committee**

### **Finance Committee**

### **Property Committee**

### **Program Committee**

Representing each of the local programs, such as Camp, Youth Development, Pathway to Hope, Social Services, Christmas, Emergency Disaster, Feeding programs, etc.

*Ad Hoc committees may be formed as needed, such as part of Strategic Planning*

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The Salvation Army  
Traverse City  
*Board Application Form*

Date \_\_\_\_\_ Nominator (if any) \_\_\_\_\_

Name \_\_\_\_\_

Phone \_\_\_\_\_ Alt Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

Profession \_\_\_\_\_ Employer \_\_\_\_\_

Relevant experience and/or employment (attach a resume if relevant) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Why are you interested in our organization? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Area(s) of expertise/contribution you feel you can make \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other volunteer commitments \_\_\_\_\_

\_\_\_\_\_

Fax application attention Ruth Blick to 231.946.4822 or email to [ruth\\_blick@usc.salvationarmy.org](mailto:ruth_blick@usc.salvationarmy.org)  
Thank you for completing this application for board membership. We will be in touch with you shortly.

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