



LA CROSSE COUNTY 2017 ANNUAL REPORT



For the fiscal year October 1, 2016—September 30, 2017

LEADERSHIP AND ADVISORY BOARD

ORGANIZATION LEADERSHIP

International

Andre Cox, General

Central Territory

Brad Bailey, Territorial Commander

Wisconsin & Upper Michigan Division

Major Steven Merritt, Divisional Commander

La Crosse Corps Officers

Majors Jeff and Deb Richardson

International Mission Statement

The Salvation Army, an international movement, is an evangelical part of 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.

La Crosse Vision

To be a Christ-centered environment which equips and empowers people to find a pathway where they want to be free from hurts, habits, and hang-ups.

La Crosse Core Values

Salvation—Holiness—Intimacy with God
Respect—Integrity—Compassion—Excellence
Relevance—Cooperation—Celebration

BOARD LEADERSHIP

Chair

Dale Walter

Bremer Bank

Vice Chair

Jay Jaehnke

Stifel

Treasurer, Finance & Thrift Store Chair

Mike Hutson

Retired, Thrivent Financial

Secretary

Sandi Trocinske

FSPA

Program Chair

Ed Kondracki

Retired, La Crosse Police Dept.

Development Chair

Larry Dittman

Retired, UW-L

Property Chair

Michelle Wanders

Three Sixty Real Estate Solutions

Nominating Chair

Steve Tanke

Mid-City Steel

BOARD

Sr. Georgia Christensen

FSPA

Ryan Geister

Trane

Lee Goodhart

Retired, UW-L

Jan Hutchens

Retired, Mayo Health System

John Katsma

TRICOR Insurance

Amy Noel

Mayo Health System

Kurt Schuldes

Kaplan

Jason Stefferud

DBS Group

Jim Tempke

Retired, HSR Associates

Kim Valiquette

Retired, Centurylink

Tom Walsh

La Crosse Police Dept.

Chris Weeks

State Bank Financial

REFLECTIONS FROM BOARD CHAIR

Dear Friends and Supporters of The Salvation Army,

Thank you for your continued support of The Salvation Army. Your time, talent and contributions, coupled with the tireless efforts of the Corps staff, are moving the organization toward a Pathway of Hope for those it serves. The organization continues to provide a helpful hand for those less fortunate, a meal for the hungry, and shelter for the homeless in our area.

During the past year, Majors Jeff and Deb Richardson have added key staff members to the team, further strengthening the Community Relations, Volunteer Coordination, Development and Finance areas. The impact has expanded the capabilities and improved the effectiveness of the local Corps. In addition, a third party assessment of the organization was completed to further guide future programming and space needs. We look forward to sharing the results along with developing an action plan in the coming months.

We have been blessed by adequate funding to cover near term needs, but continue to be challenged with increased demand for services. We would ask for your continued prayers for our ability to meet the needs going forward.

Blessings,



Dale Walter
Advisory Board Chair
The Salvation Army La Crosse County



ANNUAL FINANCIAL STATEMENT

Income	2017	2016
Contributions	\$1,485,840.00	\$1,350,281.00
Donations in Kind	\$602,726.00	\$726,617.00
Special Events	\$29,315.00	\$62,820.00
United Way	\$113,326.00	\$122,684.00
Fees/Grants from Gov't Agencies	\$232,790.00	\$276,241.00
Internal Support	\$513,948.00	\$710,342.00
TOTAL INCOME	\$2,977,945.00	\$3,248,985.00

Expenses	2017	2016
Corps Community Center	\$1,455,448.00	\$1,595,855.00
Social Services	\$857,381.00	\$1,009,900.00
Thrift Store	\$344,272.00	\$310,466.00
Management & General	\$224,581.00	\$250,942.00
Fundraising	\$78,062.00	\$74,898.00
TOTAL EXPENSE	\$2,959,744.00	\$3,242,061.00

	2017	2016
Revenue over Expenses	\$18,201.00	\$6,924.00

Numbers reported fall within fiscal year of October 1 through September 30

WHAT WE DID IN 2017



- * 85,567 meals were served through the meal program (breakfast, lunch, and dinner, 365 days a year)
- * 1,254 people received groceries through the food pantry
- * 15,194 free lunches were provided to children during the summer through the Feed the Kids program
- * 416 food baskets were given to needy families and 984 children were given presents during the Christmas season to help them enjoy the spirit of the holiday
- * 18,675 nights of shelter were provided to 670 men, women, and children
- * 64% of people that stayed at the Emergency Shelter moved on to permanent housing
- * 1,229 individuals were provided with clothing, furniture, and household goods at no cost through the Thrift Store
- * 817 children were given brand new outfits and a pair of shoes for the first day of school through the Back 2 School program and 60 were provided with haircuts
- * 22 households were provided with rental assistance and 14 households with energy assistance
- * 1,275 volunteers provided 12,948 hours of service in the Thrift Store, Emergency Shelter, Meal Program, the supply warehouse, Food Pantry, in the client services office, and the Emergency Canteen
- * 2,485 volunteers or groups completed 6,249 hours of bell ringing



CONTACT US

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608-784-1421

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