



2024 Annual Report





FROM THE DESK OF:

Majors Alan & Kim Hellstrom

Dear Friends,

In the days of the horse and buggy, the founder of The Salvation Army, William Booth, saw the plight of the poor and the needy. The people were living in poverty in the slums of London, and many were left to die, destitute on those streets. He believed humans were infinitely valuable and deserving of care. He noted that “When the cab horse is down, he is helped up; while he lives, he has food, shelter, and work. The men and women of the slums were not treated half as nice.” So, into action he went to help up those who were hungry, homeless, and overlooked by society.

The same actions taken by Booth in 1890, echo into the action we have taken since, including today. In 2024, The Salvation Army of La Crosse provides shelter for men, women, and children - we serve all - with compassion, expertise, professionalism, and purpose. Helping people move from homelessness into permanent housing is our goal. Additionally, our public lunch meal program doubles as a thermometer for public need, and, based on the steady growth of the free meals we provide, the need is increasing.

Homelessness is a complicated problem and is difficult to solve. There are those that have a myriad of obstacles to overcome, and we are blessed for the steady, hard work of our staff and of our volunteers. Innovation, problem solving, and grit are used to bring about the achievements by the individuals we care for each day.

We are blessed to partner with the City of La Crosse and La Crosse County for Pathways Home. The plan is ambitious and demonstrates the reality of poverty. We continue to work alongside our many partners to bring about the possibility of accomplishment. Our role is vital to the plan and will continue to serve those in crisis.

We are happy to present to you this annual report. Our dedication remains helping those in need, stewarding resources, promoting personal growth, and moving souls closer to relationship with God.

Majors Alan & Kim Hellstrom





FROM THE DESK OF:

Kael Clemmerson

After seeing all that has been accomplished by The Salvation Army of La Crosse in 2024, I am excited to see what will happen in 2025 and beyond.

There is much that can be said about our work in 2024. We saw greater than a 30% increase in the meals we serve to the public. To meet this need, we thank both the public and private organizations for their food donations. We continue to serve 64 individuals each day and each night. There has been a larger, more concerted effort to help those who come to stay at The Salvation Army, with far more than (just) shelter. We have expanded our offerings of classes, including Eight Dimensions of Wellness and Rent Smart. Additionally, there are weekly Bible Studies, Alcoholics Anonymous, and Narcotics Anonymous (AA/NA) meetings. 2024 has also been marked with an increase in partnerships. One example is the participation with Pathways Home, coordinated by the City of La Crosse and La Crosse County. In many ways, 2024 built upon 2023 and both were foundational building years for what is to come in 2025.

What will 2025 look like? A year of Doing the Most Good. This continues the call to action for the “Why” and the “How” to guide The Salvation Army of La Crosse, including the staff, the Advisory Board, and the volunteers, in its practice. Noting an increasing need, we are looking for community members to raise their hand and join us and speak into the decisions of The Salvation Army in La Crosse. We are looking for additional Advisory Board and Committee members who exemplify what it is to Do the Most Good for our neighbors in need. Our primary focus continues to shelter, even while looking at the gaps of need in our community and finding those who value collaboration. When compassion meets resources, we can fill the hearts of those who are in need.

Respectfully Submitted,

Kael Clemmerson
Chair of the Advisory Board



IMPACT REPORT



Angel Giving Tree *

Families
= 338
Children
= 734
Individuals
= 1,446

Meals **

Public
= 34,692
Shelter
= 55,465
Food Box Distributions
= 1,542

Outcomes **

Successfully Housed
= 73

Thrift Store Vouchers **

Individual
= 595
Total Value
= \$28,795.25

Volunteers **

Individuals
= 1,032
Hours
= 9,754

12-11-2024 *

10-1-2023 to 9-30-2024 **



Salvation Army of La Crosse County,

I am the trustee of my parent's trust.

My parents told me as a young married couple they had very little. They said the Salvation Army was so good to them, they wanted to express their gratitude with a percentage of their funds left after their death.

Thank you so much for all the good the organization does for the region.

Sincerely,

MFM

FINANCIAL STATEMENT



Balance Sheet

	Current Year	Prev. Year
<u>Assets</u>		
Cash	\$169,412.57	\$229,784.22
Reserves	\$271,021.48	\$672,527.76
Accounts Receivable	\$59,065.08	\$74,203.91
Prepaid Expense	\$6,591.28	\$11,577.03
Other Current Assets	\$0.00	\$0.00
Total Assets	\$506,090.41	\$988,092.92
<u>Liabilities</u>		
Accounts Payable	\$56,072.89	\$56,337.70
Accrued Expenses	\$57,128.00	\$44,167.17
Other Current Liabilities	\$4,946.56	\$4,981.02
Total Liabilities	\$118,147.45	\$105,485.89
<u>Net Assets</u>		
Total Net Assets	\$387,942.96	\$881,833.59
Total Liabilities & Net Assets	\$506,090.41	\$988,092.92

Income Statement

	Current Year	Prev. Year
Total Income	\$2,800,708.85	\$3,647,413.46
Total Expenses	\$3,278,154.43	\$3,094,134.24
Net Revenue or Expenses	-\$477,445.58	\$553,279.22

LEADERSHIP TEAM

Majors Alan & Kimberly Hellstrom
Corps Officers

Jeremiah Conca
Thrift Store Manager

Daina Dobbs
Director of Social Services

H. Joseph Duncan
Business Administrator

Michael Quam MBA MASL
Director of Development

THE SALVATION ARMY MISSION STATEMENT

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.

LEARN MORE, HERE:



ADVISORY BOARD



Chair: Kael Clemmerson
New Beginnings

Vice Chair: Aaron Engel, PhD
School District of La Crosse

Secretary: Jim Butterfield
Trane Technologies

Treasurer: Michael Hutson, Life Member
Retired, Thrivent

Past Chair: Chris Weeks
State Bank Financial

Sr. Georgia Christensen, PhD, Life Member
Franciscan Sisters of Perpetual Adoration

Jay Dalberg
First Supply LLC

Craig Harmes
Retired, Dairyland Power

Janet Holter, DSW, MSSW
Viterbo University

Honorable Scott Horne
La Crosse County Circuit Court in WI

Joe Ledvina
School District of La Crosse

Michelle Maland
HSR Associates, Inc

Captain Phil Martin
La Crosse Police Department

Sali Sheafor, CPA
TAP Consulting LLC

Jim Tempke
Retired, HSR Associates Inc

John Torrance
Torrance Casting