

Through Crisis, Opening Hearts to Hope



Covid-19 has wrought devastating impacts on our society. It has claimed many loved ones, left families grieving,

closed businesses, put employees out of work, forced people from their homes, kept kids out of school, overwhelmed hospitals, caused burnout among frontline healthcare workers, fueled political divisions – and the list goes on.

Indeed, the virus has created many challenges for The Dayton Salvation Army, our programs and operations. But it has also provided a new opportunity to spread our much-needed message of hope.

We are one of five organizations invited by Montgomery County to help distribute \$1.8 million in federal CARES Act rent-assistance funds. Over the past several months, we've helped some 525 Dayton area families avoid eviction while also making many landlords whole.

Despite the enormous, emotionally exhausting workload this ministry has brought, our staff has embraced it as an opportunity to bring The Salvation Army's mission to life in a most practical way.



"It's heartbreaking to hear the anxiety and hopelessness in people's voices when they fear losing the roof over their heads. They've lost jobs and owe thousands of dollars in rent. They see no way out,"

said Major Gayle Senak. "Landlords and their families are struggling too."

Yet as we come alongside these people, we do so much more than provide the rent payments they need: We offer empathy, encouragement and a path forward. Every day, we are opening their hearts to hope and bearing witness to the faithfulness of Jesus Christ.

A Message from the Majors

For the past two years, our world has been walking through this journey called Covid 19. Each experience has been different. There are those that have experienced unbearable grief, life-altering illness, anxiety of provision, isolation and much more. Life has changed. Our world has changed, never to be the same.



Majors Stanley and Gayle Senak

Hebrews 13:8 provides us the reassuring reminder that Jesus Christ is the same yesterday, today and forever. As we navigate such fragile times, and daily cope with so many uncertainties, the reality of Jesus, his constancy and who He is, brings HOPE.

The Salvation Army mission is always “to meet human need,” but during Covid, our staff has had to be agile, thinking outside-the-box to determine how that mission would meet those needs. The restart of in-person day camp this past summer provided much-needed socialization for children and peace of mind for parents. Weekly Prime Time for Seniors, along with our concert series, brought much laughter, music and lots of dancing.

Daily conversations with distressed individuals who are facing eviction from their homes and listening to their anxiety across the phone presents opportunities to remind people, “Just breathe. You will persevere. We are here for you.”

HOPE incarnate!

Our goal is that, as you read the fall newsletter, you will visualize the heart of Jesus through the stories and pictures on these pages. Our message to all is “Hope marches on!”

Spreading Christmas Love

The recent surge in Covid-19 cases is requiring Christmas program adjustments to keep our volunteers and guests safe. As this newsletter goes to press, some decisions have been made while others are in process. We ask that you call the phone number provided for updates on volunteering.

Christmas Food Assistance – We will again this holiday season provide turkeys and grocery gift cards to struggling families. Last year, we fed some 3,500 local families.

Volunteers will be needed to help with application intake on Monday, Nov. 1, from 5-7 p.m., and Tuesday, Nov. 2 through Friday, Nov. 5 from 9 a.m. to 1 p.m. Volunteer training takes place one hour before the intake sessions begin.



Red Kettle Bell Ringers

– As a Red Kettle Ringer, you connect donors to The Salvation Army's work. Volunteer dates are Friday, Nov. 27 to Thursday, Dec. 24.

Christmas for Seniors – Last year, our Christmas for Seniors program delivered 3,300 gifts to 35 area nursing homes. Volunteers helped pack and deliver the gifts, but because of concerns over Covid 19, in-person visits with residents weren't possible. Decisions are currently being made about engaging volunteers.



For the most up-to-date information about volunteering...

Please call
Kip Moore at
937-528-5211.



Kids Get School Wardrobe Refresh



There's something about wearing new clothing that gives a girl or boy an extra measure of confidence. They sit up taller and hold their heads higher.

But many families don't have the means to continually refresh the wardrobes of growing youngsters.

With this in mind, the Kroc Center staff reached out to two nearby schools with the idea of launching school-clothing initiatives.

"We wanted to do something special for the Dayton Public School kids in our neighborhood," said Major Gayle Senak. "Every child likes something new."

In each case – at Kiser Elementary, where students don't wear uniforms, and E.J. Brown Middle School, where they do – the school has happily accepted the offer and adapted it to their students' needs.

Kiser Clothing Closet

It's a fact of life: Kids sometimes need to change clothes over the course of a day. In the past, Kiser students could go to the school's clothing closet for replacements, but what they found was worn, dated and too big or too small.

Now, thanks to The Salvation Army, they can go to the stocked closet and have their choice of new shirts, pants, shorts, socks and undergarments that are on trend and in their size. And the Army has committed to keeping the closet stocked as items need to be replaced. "The teachers are really excited about this partnership," said Kiser Principal Alex Robertson. "We know the kids are ecstatic and appreciative."

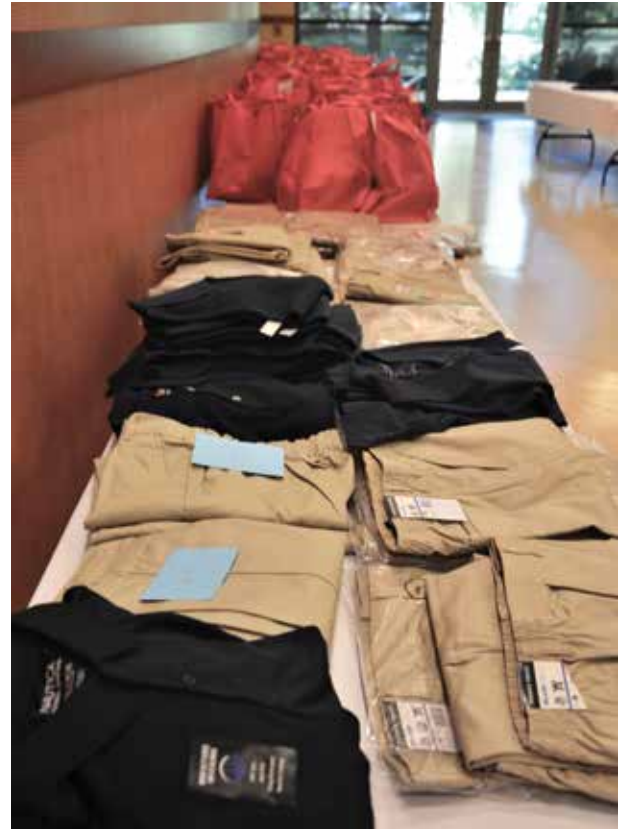
E.J. Brown Uniforms

Uniforms are a great solution to a family's daily "what to wear to school today" hassles. They also ensure that students' outfit choices aren't a distraction from learning.

But many kids at Dayton Public School E.J. Brown have only one uniform. And when that uniform needs to be washed several times a week, it wears out quickly.

That's why school administrators welcomed The Salvation Army's offer of outfitting each child with multiple uniform pieces, including khaki pants and shorts and navy collared shirts. Parents have been invited to order the items from a designated website and then pick them up at the Kroc Center.

"I think it's wonderful," said Principal Shawna Welch. "The kids get to wear something new and not a hand-me-down – and it's in their size."



A Summer to Celebrate Being Together Again

What a summer it was here at the Kroc and Kroc Park – full of opportunities for play, recreation, learning, sports, entertainment, dancing and spirituality. It brought many reasons to smile and a welcome sense of hope after a season of isolation and fear. Our campus was once again alive with energy, joy and love.

Kroc Day Camps

Kroc staff welcomed kids back to campus for in-person day camps. The weeks were jam-packed with indoor programs and outdoor activities organized around themes such as “safari” and “superhero.” Energetic campers made the most of our newest facilities, Kroc Park and Splash Park. Even travel time to field-trip destinations like the Cincinnati Zoo, COSI, Kettering Reef Adventure Park and Young’s Dairy wasn’t wasted, but put to use for “devotions on wheels.”



Parents gave Camp Kroc high marks:

The summer camp experience my children had at the Kroc Center was excellent! After being cooped up at home for most of the year due to

the pandemic, having a safe, engaging, interactive, and in-person camp to send my children to was truly a blessing.

~ Father of Soraya and Malik

The best part for my girls were the field trips. Without this opportunity, they could never go to those places because they are too expensive for our family. It was a blessing to receive a scholarship, because without this, my girls would have been at home and bored.

~ Mother of Reniya and Jon’Nay



Jesus Theater

Jesus Theater is a performing arts presentation of the gospel of Jesus Christ. The Army’s Eastern Territory changes the presentation every year, and performers from the various corps train for it in New York.

This year’s performance by Dayton Corps members at the July 3rd Block Party was met with joy and appreciation. Major Stan Senak’s post-performance “altar call” invited the audience to accept Jesus, an emotional and spiritually moving experience for many.

What will they think of next?

This summer, staff launched two weeks of Mini Kroc, a program for children aged 3 to 5. It was full of enriching activities for the preschoolers and a welcome break for their parents and caregivers.

And for kids aged 13 to 15, staff offered a babysitting course that taught age-appropriate play, discipline, nutrition, emergency response and more.





Read and Feed

Summer Mondays brought 40 or more kids, parents and caregivers to Stuart-Patterson Park for story reading, a wholesome lunch and a brand-new book for each child to add to a home library. Guest readers included a Dayton firefighter; County Commissioner Carolyn Rice; and Dr. Tom Traynor, Dean of the Soin College of Business at Wright State.

One mother enjoyed the program so much, she regularly brought her family from Troy.

I love the Read and Feed program. The books have been perfect!

~ Mother of Read and Feed participants



July 3rd Block Party

It was a neighborhood celebration like no other to celebrate America's Independence Day. The July 3rd Block Party at the Kroc brought 900 people to the Kroc Center parking lot for food, music and entertainment by Jesus Theater. A DJ played favorite tunes and music for line dancing up until dark, when it was time to "oooo" and "ahhhh" over Dayton's fireworks display.



Back-to-School Distribution

Some 787 area youngsters launched into the school year with brand new bookbags and grade-appropriate school supplies they'd need to get their learning started. Having devised a streamlined and safe drive-through distribution system last year, Kroc Center staff and volunteers repeated the process – and received high marks for efficiency.



Summer Concerts on the Plaza

Energy levels at the weekly Prime Time for Seniors program kicked up a notch with summer concerts on the Plaza. Seniors toe-tapped – and even danced – to R&B, guitar music, karaoke and more.

Kroc Carnival

The Kroc Carnival was billed as a "fun evening for families," and it lived up to the claim. Some 700 individuals spent time together closing out the summer. They played carnival games, romped in the oversized blowups, frolicked at the Splash Park and filled up on hot dogs and ice cream.



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Meet Our Advisory Board

Robert Easterling

From a stellar business career, to impactful philanthropy, and even on-trend fitness pursuits, opportunities have had a way of finding Robert Easterling. And he's made the most of them, growing those opportunities into outstanding achievements.



Robert Easterling

At age 27 and already a U.S. Navy veteran, Rob was working as a photographer when he learned a friend's neighbor was looking to hire a salesman. That neighbor was Iams pet food company executive and eventual owner, Clay Mathile. Rob went to work in 1976 as the Iams Company's tenth employee. By the time he retired in 2003 (Iams had been sold to Procter and Gamble in 1999), the once-tiny pet-food company employed 3,000 people.

Over the course of his career, Rob was named Director of Brand Sales and Marketing for North America and then was offered the opportunity to take the position of Managing Director in Europe. He launched Iams' successful foray into the European market. The growth of the business warranted building a factory in the Netherlands, where he lived with his wife for six years.

Once back in the U.S., the Middletown, Ohio, native accepted an invitation to visit The Salvation Army with his friend, Jeff Ireland, whose family were longstanding supporters of the Dayton Corps. Before long, Rob joined the Advisory Board and was serving as chairman when the Kroc Center opened in 2010.

He now chairs the Program Committee advising on Celebrate Christmas, summer camps, Back 2 School Distribution, the school-clothing programs and many others.

"The Salvation Army is a good organization that truly wants to meet the needs of people and do it with the Lord as part of the process," Rob said.

Since retiring, Rob has stayed busy with The Salvation Army work and other philanthropy, although he still finds time for pickleball three times a week.

"I appreciate Rob's genuine big heart and warm welcomes," said Kroc Center Business Administrator Tim Erlandson. "He has a never-ending desire to see people in the community positively impacted."

Join Us for Family Fun

KROCTOBER *Family Treating Night*



Kroctober: It's for kids of all ages

Fall is in the air! Come celebrate this beautiful season with family and friends at Kroctober, a safe, Halloween-themed outdoor festival. Kids are welcome to dress in costume and take part in collecting treats, bouncing in bouncy houses, competing in games and hamming it up with family members in the photo booth.

Join us at the Kroc on Saturday, October 30, from 1 – 4 p.m.



Let's kick off Red Kettle season

On your marks. Get set. GO!

The 2021 giving season will be off to the races with the semiannual Red Kettle Kickoff 5K Run on November 6, starting at 9 a.m. sharp. Rain or shine, runners and walkers will follow a course that starts at Kroc Park and winds through the campus. The \$25 registration benefits The Red Kettle program and comes with a long-sleeved tee shirt.

After the race, the public is invited to Kroc Park for a Family Fun Event featuring vendors, bounce houses and youth runs – including a 15-foot diaper dash for the youngest racers.

Sign up by November 5 on the Kroc Center Dayton website.



Celebrate Christmas

It will be our traditional Christmas celebration, with a twist. Kroc Center leadership and staff reimagined the event to keep it Covid-safe. Guests will enjoy the beautiful lights, music, a live nativity scene, selfie opportunities and hanging out with RJ Kroc and Friends – all outdoors. And no one will go home empty-handed: Each guest will receive a goodie gift bag. Mark your calendar for Saturday, December 4, from 5:30 to 8 p.m.

Camp Opportunity a God-Send

After months of learning from home, Jaffeth Saucedo was thrilled last summer to enjoy the fun-filled days at Kroc Camp. For him and his parents, the opportunity was a God-send made possible by generous local donors.

Always quick with a smile, Jaffeth is no ordinary camper. Since last fall, he's been recovering from surgery on his legs, so he wasn't yet strong enough for full participation in summer camp. But with his dad's help, a new ramp and a few other accommodations by staff, Jaffeth enjoyed the camp experience.

Donors don't always have the opportunity to see the direct impact of their gifts to The Salvation Army. Those contributions are helping...

- Youngsters like Jaffeth enjoy the camp experience, despite physical challenges
- Kids to become better readers
- Struggling families to get their lives on track
- Motivated people of all ages to get fit with exercise
- 3,500 families in need to enjoy a plentiful Christmas meal
- Young athletes to improve their sports skills
- Kids to complete their homework
- Students to feel confident about their school clothing
- People in need to keep their heat on
- Unemployed workers to pay their rent



- Kids to find enrichment at summer camp
- Generous people to support people in need at Christmas
- Working parents to keep their children safe after school
- After-school kids to receive homework help and a meal
- All God's children to find spiritual nourishment
- Students to be energized for school with new supplies
- Seniors to enjoy stimulating programming in a safe environment

With your continued support, we can continue this ministry for years to come.

You Can Leave a Legacy of Hope!

Why an Endowment?

When you create an endowment, you establish a permanent fund that supplies resources in perpetuity for what matters most to you. You may direct it to a specific need, or make an unrestricted gift.

Virtually any asset can be used to start an endowment, including cash, real estate, stocks, mutual funds or IRAs, life insurance policies and many others.

We invite you or your financial advisor to call Tim Erlandson, Business Administrator, at 937-528-5205, or send in this form to learn more.



The Salvation Army
1000 N. Keowee St.
Dayton OH 45404

Yes, I would like to learn more about the Hometown Endowment.

☐ Please contact me by phone.
My phone number is _____

☐ Please contact me by email.
My email address is _____

Name _____

Address _____

City _____ State _____ Zip _____