

The Kroc Center Report

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The Love Started with a Single Kettle

When in 1891, a big-hearted Salvation Army captain made it his mission to feed 1,000 of San Francisco's poorest at Christmas, he could never have predicted his compassion would transform lives for generations.

Captain Joseph McFee borrowed a fundraising technique he had witnessed during his sailor days in Liverpool, England. He set out one humble kettle at a busy ferry landing and placed beside it a sign that read, "Keep the pot boiling."

Passersby would drop in a coin or two, and before long, he had collected enough money to feed San Francisco's needy. In the process, he ignited a spark of love that burns brightly in the world today.

Red Kettle donors empower the Army to support, comfort and love so many, in so many ways. To the homeless, Red Kettle donations represent safe shelter. To the hungry, they promise a warm meal. To a disaster victim, they offer relief. To the child of a needy family, they introduce new interests at summer camp. To a lonely senior, they enrich life with much-needed fellowship.

Donors to Captain McFee's kettle couldn't have known the coins they tossed into his pot would become the catalyst for 131 years of giving. Their love lives on through The Salvation Army.



Message from the Majors

Love doesn't discriminate. It doesn't pick and choose. Love isn't pro this or pro that, but proactive and protective. When there's so much to fight against, love fights for. When others flee, love runs toward. And when darkness prevails, love remembers its strength.



Majors Stanley and Gayle Senak

These words make The Salvation Army's message clear. Our donors bring them to life.

When we say, "love does not discriminate," it reminds us that, although God created us in His image, each person is a unique addition to our richly diverse society. And each person copes differently in difficult times. The Covid 19 pandemic offers a good example. Some have been able to slip right back into their pre-pandemic lifestyles. Others are still struggling or have friends and family members who continue to deal with its impacts.

Now, more than ever, we take to heart the words of Chicago Bears football great, Walter Payton: "We are stronger together than we are alone."

The Dayton Kroc Center is that welcoming place where all people can come for hope, connection and help with their pressing needs. Here, we catch glimpses of what could be. Children of all races and ethnic backgrounds, playing, laughing and learning together. Volunteers reaching out to help provide a hot meal on a cold night. Seniors enjoying each other's company.

With our donors standing alongside us, we are able to say, "Love remembers it is strength." Through their generosity, The Salvation Army can show love as our superpower every day, all year long.

Generosity Spans Generations

The Salvation Army is blessed with donors of all ages. One of them is 100-year-old **Marjorie Hargreaves**, a Red Kettle donor for decades, and now a 10-year Red Kettle Club member. Marjorie explains her reasons for giving:



"Years ago, as a volunteer, I was talking with Sister Miriam Thompson (the first head of Hope Emergency Program in Brown County). She told me that of all the charities, she thought The Salvation Army did the best job in helping individuals. This appealed to me, as generally, 'one size does NOT fit ALL.' It's nice to know that The Salvation Army does a good job in meeting individual needs."

At the other end of the age spectrum is 28-year-old **Katie Shaw**. She recently donated 560 volunteer hours with Prime Time seniors, developing a fall-prevention program to complete her doctorate of occupational therapy. Why did she choose The Salvation Army?

"A professor recommended the Kroc Center to me. When I first went, I wanted to help with everything, but found working with older people most fulfilling. I created this program because my 99-year-old grandmother recently died in her home as the result of a fall. She meant so much to me."



Look What You've Done

If you're a Salvation Army donor, your gifts shower thousands of Kroc program participants with love all year long. But don't take our word for it. Here's what they've had to say, in their own words:



Gift of Power

Helped 453 households pay utility bills in 2021 through the Gift of Power program.

"Thank you, thank you, thank you for helping me in my time of need. With my husband of 35 years recently passing from Covid, I didn't know what I was going to do. I am so grateful for your help."



Back-to-School Distribution

Prepared 800 kids for school last year with new backpacks and school supplies.

"School supplies are so expensive, and the backpacks are the

priciest. Thanks to the Army, all we have to buy this year is tissues."



Camp Kroc

Provided day camp scholarships for 506 children in 2021.

"The best part of camp for my daughters was the field trips. Without this opportunity, they would never have been able to

go to those places because they are too expensive for my family to afford."

Rent Assistance

Facilitated the distribution of federal rent assistance to 532 households.

During COVID, I missed a lot of work and then had to quit my job in healthcare to care for my daughter, who has a chronic illness. I'm a widow, and at times, we had no income. Thank you so much for the CARES assistance to pay three months' rent.



Mobile Canteen

Served 3,138 nutritious meals to hungry people in 2021.

"We're not homeless, but a lot of us in this neighborhood still need help. It means a lot knowing there are people who care enough to do this for us."



Prime Time for Seniors

Brings 60-70 seniors to the Kroc every week for fitness, entertainment, food and fellowship.

"The Kroc Center – what a hidden gem! I come twice a week and get my exercise, entertainment and a lunch. Thank you all for what you do at the Kroc Center."



SK2 After-School Program

Helping 71 kids after school with homework and a nutritious snack.

"It is the best. They help my child with homework while sharing God's love."

Our Donors on Why They Spread the Love



“Supporting the efforts of The Salvation Army has been more than just donating to a great organization. When you experience the scope of support The Salvation Army provides – spiritual, physical, financial and educational – it is rewarding to be part of this effort. While contributing to this organization, as well as involving my family in their efforts, I feel we have received more through the experience than we would through any traditional charity.”

Kevin Hurst, *Advisory Board Member*

“As a couple we have always shared positive feelings about The Salvation Army and their mission. We have donated to the store, rung the bell at the Red Kettle several years and contributed to special fund raisers. However, we had never actually seen the workings that go on, until we recently visited the Kroc Center and were given a great tour by (Business Administrator) Tim Erlandson.”

“I can honestly say we were truly amazed at what is available for people to use because of contributions from people like us. During this time of Covid, we decided to become a monthly donor, and, after the time spent at the actual facility, will certainly continue with that in the future.

“We trust this non-profit to use money in an honest and careful way to the best advantage possible. Being a donor works for us!”

Gary and Rilla Pezzopane,
Salvation Army Donors



The strong emphasis on God as part of The Salvation Army’s mission has always been important to me. The Army is a church with many extensions, and all of them are doing good in the Dayton community and around the world. The programs at the Kroc Center are a significant source of aid and comfort. I am excited about what they provide and that I have the opportunity to support all the Army’s programs.”

Paul Anderson,
Advisory Board Member

“I have served on The Salvation Army Board since 1989. I support The Salvation Army because I know they do a wonderful job supporting people in need throughout our community, because I can trust them to stay true to what they believe and because they are a well-run organization.”

Maryann Bausman, *Advisory Board Member*





"My husband and I support The Salvation because of their mission to transform the community. We have witnessed many examples of transformation when people are given hope and a sense of belonging through the Army's various ministries. The Salvation Army helps people find freedom and discover their purpose and allows them to make a difference in their own lives and in the lives of others. We love that they assist hurting people by coming alongside in tangible ways and then challenging them to learn, grow and overcome obstacles."

Melanie R. Henness,
Advisory Board Member



"I support The Salvation Army because of the greater good they provide to all people. The Salvation Army has a program that benefits folks from every walk of life. They give and ask for nothing in return. To put a smile on a face who may be in need is priceless."

Doug Kash, *Advisory Board Member*

"The Salvation Army works tirelessly to be the hands and feet of Jesus. I've been fortunate enough to be able to assist the past two years in the Christmas Food Assistance program, which is minimal compared to all of the things The Salvation Army does for the Greater Dayton-Miami Valley community."

"While I serve on quite a few boards, this one is nearest to my heart."

Honorable Judge Gerald Parker, Jr.,
Advisory Board Member



"The Salvation Army has saved my life. I have been on this board for over 40 years, and I am impressed as to how they have served this community. They are the most selfless people I know. Not a single penny is ever wasted."

Wendy Scholl, *Advisory Board Member*



Dayton Salvation Army Advisory Board

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Majors Stanley W. & Gayle Senak,
Dayton Kroc Center Administrators
Tim Erlandson, Business Administrator



Board Members Kevin Washington (left) and Barry Mancz

Meet Our Advisory Board

Board Members Trust Army to Do the Right Things

From the most junior member of The Dayton Salvation Army Advisory Board to the most veteran, all offer their service and financial support because of an abiding love of humanity and trust in the Army to do the right things.

A new Board member, **Kevin Washington**, and his wife of 25 years, Karen, have long supported The Salvation Army with monetary gifts and donations of clothing outgrown by their three children.

As vice president of APG Office Furnishings' Dayton office since 1996, Kevin is a business associate of Board Chair Mark Fornes and didn't hesitate when the latter asked him to serve.

"We've been blessed by God with financial resources," Kevin said. "And we feel obligated to give back."

Barry Mancz has been on the Board since 1986. He was inspired to serve by his Uncle Robert's stories of being served hot cocoa and coffee from a Salvation Army canteen in the South Pacific while in the military during World War II.

An attorney, Barry represented the Army during the contracting phase of the Kroc Center's construction. He also regularly taught money management classes at the Adult Rehabilitation Center and makes a point of helping every year with the Christmas food distribution.

"I'm truly honored to serve on the Board," he said. "It's made me a better person."



THANK YOU

Thanks to your generosity, the Red Kettle Campaign generated \$1,232,643 in donations this Christmas Season. Your donations fund our Christmas assistance and programs throughout the year.



Volunteers visited 34 nursing homes, and distributed 3,251 gifts.

Some 3,000 families received Christmas food assistance.

Aided 2,271 households with direct assistance, issuing over \$301,000.

105,315 individuals participated in 3,147 character-building and recreational programs.

and much, much more...



God Bless You



Now More Than Ever, Kids Need Camp

The Covid-19 pandemic has taken so much from today's kids: in-person learning, time with friends, interactions with extended family, team sports, youth groups – and even stability at home.

But at last, life is getting back to normal.

For The Dayton Salvation Army, “normal” means once again providing kids fun and enriching summer camp experiences.

Our Camp Kroc day camps offer all the activities kids – and their parents – love: games, arts and crafts, sports, outdoor science, water fun, devotionals and exciting field trips.

And after a two-year hiatus, overnight Camp SWONEKY will again offer campers good times as they try rock climbing, horseback riding, swimming, archery, s'mores around the campfire and more.



Unfortunately, camp is out of reach for some families

Although lockdowns and isolation are over, the pandemic's impacts linger for many families. Parents lost jobs and household finances did not recover.

Imagine wanting to give your child the experience of camp, but having to say “no” because you can't afford the fees.

You can make a difference for those kids

We are once again relying on generous donors like you to make summer camp a reality our youngsters. Your donations will make it possible for us to provide scholarships for hundreds of Dayton-area's needy children to attend our camps.

Please, won't you help send a child to camp?

Your gift is an investment in the future of our community. To make your tax-deductible donation, please make your check to The Salvation Army Kroc Center and mail it to

The Salvation Army
1000 N. Keowee St., Dayton OH 45404-1520

If you have questions, please contact Tim Erlandson, Business Administrator, at 937-528-5205.

**With pleasure, I accept the invitation to
help send a youngster to day camp!**



A Ministry of The Salvation Army

- ☐ \$800 or more to send two children to Camp SWONEKY for a week
- ☐ \$400 to send one child to Camp SWONEKY for a week
- ☐ \$200 to send one child to our camp program for a week
- ☐ *Other*

***Please make all checks out to The Salvation Army Kroc Center and mail to:
The Salvation Army, 1000 N. Keowee St., Dayton OH 45404-1520.***

Name _____

Address _____

City _____ State _____ Zip _____