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.
Dear Friends,

Serving our friends and neighbors in the Greater Rochester Area is a privilege. The blessings of that privilege are shared by all who are touched – by those who are served and by all those who share of themselves in various ways to provide those blessings. That privilege is an expression of God’s grace throughout our community.

Moreover, we thank you – our donors, volunteers, Advisory Board and committee members – for helping make miracles possible with generous contributions of time, talent and funding support.

We will never be able to tell you of all the lives you have helped to change. As you read this report, think of all the men, women, children and families behind the numbers and you will see that, with your help, we have been able to make a difference in the community.

God bless you.

Majors R. Douglas & Judy Hart

Major R. Douglas Hart
Director of County Operations – Monroe County

Major Judy Hart
Divisional Director of Shared Ministry – Finger Lakes Region

Thomas Kagoro
Director of Operations

Lynn Mulvey
Director of Development

Robin Lucas
Controller

Michael Rood
Director of Social Services

The Salvation Army of Greater Rochester
70 Liberty Pole Way
Rochester, New York 14604
(585) 987-9500

Captain Andrew Ferreira
Liberty Pole Way Center for Worship & Service
60 Liberty Pole Way
Rochester, New York 14604

Lieutenants Matthew & Hilary Jones
Northwest Center for Worship & Service
100 West Avenue
Rochester, New York 14611

Captains Pedro & Dolores Minaya
Temple Center for Worship & Service
915 N. Clinton Ave
Rochester, New York 14621

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The information contained in this report is a reflection of the great need in our community. The Salvation Army of Greater Rochester endeavors to provide hope and practical help through every act of compassion and service to our hurting and struggling neighbors.

“Doing the Most Good” for those in need is our highest goal. We pledge to maintain the highest standards of financial accountability to earn your continued trust. To that end, The Salvation Army of Greater Rochester’s operations are audited by independent certified public accountants in accordance with generally accepted accounting principles.
EMERGENCY AND FAMILY SERVICES
Total households served (duplicated) 22,466
Total individuals served (duplicated) 45,476

HOMELESS SHELTERS
Total unduplicated people served in four shelters 1,419
Meals provided through shelters 87,852
Nights lodging of shelter provided in all shelters 29,294
Exits to permanent housing or appropriate living arrangements 783

SOCIAL AND SPIRITUAL DEVELOPMENT
Children attending Long Point Overnight Camp 78
Children Attending Summer Adventure Program 40

SEASONAL, THANKSGIVING, AND CHRISTMAS ASSISTANCE
Kids receiving coats through Project Bundle Up 340
Individuals receiving clothing 2,653
Red Kettle Campaign amount raised $408,584
Total number of families served 1,000
Total number of people receiving toys & food baskets 5,693
Number of children receiving toys 2,653
Families receiving Operation Family Time bags 1,474
Adopt-A-Family recipient families 27
# 2016 - 2017 Fiscal Year Financial Highlights

## The Salvation Army of Greater Rochester
**Annual Income and Expense Report**
**For Fiscal Year ending September 30, 2017**

### INCOME

<table>
<thead>
<tr>
<th></th>
<th>Fiscal Year Ending 9/30/2017</th>
<th>Fiscal Year Ending 9/30/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Way</td>
<td>14.1% $808,863</td>
<td>13.8% $753,568</td>
</tr>
<tr>
<td>Gifts, Grants &amp; Donations</td>
<td>32.3% 1,856,278.8</td>
<td>33.4% 1,827,972</td>
</tr>
<tr>
<td>Government Agencies</td>
<td>30.1% 1,731,048.9</td>
<td>29.7% 1,626,552</td>
</tr>
<tr>
<td>Program Service Fees</td>
<td>0.4% 23,280.2</td>
<td>0.3% 16,723</td>
</tr>
<tr>
<td>Investment income*</td>
<td>2.5% 143,968.2</td>
<td>15.1% 828,574</td>
</tr>
<tr>
<td>Gifts in Kind</td>
<td>8.9% 513,748.5</td>
<td>7.7% 421,823</td>
</tr>
<tr>
<td>Draw from Reserves</td>
<td>11.6% 667,504.1</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL INCOME $5,744,692 $5,475,212**

*2016 amount includes draw from reserve funds

### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>Fiscal Year Ending 9/30/2017</th>
<th>Fiscal Year Ending 9/30/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency &amp; Family Services</td>
<td>10.9% 621,566</td>
<td>12.4% 674,077</td>
</tr>
<tr>
<td>Genesis House</td>
<td>9.2% 520,908</td>
<td>9.5% 516,073</td>
</tr>
<tr>
<td>Booth Haven</td>
<td>14.3% 813,447</td>
<td>13.9% 756,888</td>
</tr>
<tr>
<td>Safe Haven</td>
<td>9.3% 526,283</td>
<td>9.1% 493,584</td>
</tr>
<tr>
<td>Hope House</td>
<td>9.2% 525,392</td>
<td>9.9% 537,844</td>
</tr>
<tr>
<td>Seasonal Services</td>
<td>1.4% 79,390</td>
<td>1.4% 76,287</td>
</tr>
<tr>
<td>Pathway of Hope</td>
<td>0.9% 50,691</td>
<td>0.7% 35,914</td>
</tr>
<tr>
<td>Social &amp; Spiritual Dev</td>
<td>11.2% 636,138</td>
<td>10.6% 578,324</td>
</tr>
<tr>
<td>Fundraising</td>
<td>11.2% 638,442</td>
<td>12.2% 666,798</td>
</tr>
<tr>
<td>Gifts in Kind</td>
<td>9.0% 513,748</td>
<td>7.7% 421,823</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>13.3% 755,799</td>
<td>12.7% 691,029</td>
</tr>
</tbody>
</table>

**TOTAL EXPENSES** $5,681,804 $5,448,641

**NET INCOME/(LOSS)** $62,888 $26,571

*Depreciation not included
The Salvation Army of Greater Rochester’s Emergency and Family Services Program (EFS) served area households with emergency assistance over 22,000 times during this past fiscal year, with these households being comprised of more than 45,000 individuals.

The EFS Program provides numerous services to those in crisis, such as nutritious food bags, food vouchers to be redeemed at local supermarkets, clothing vouchers or clothing referrals, personal hygiene bags, and prescription assistance as well as helping with local and long distance transportation.

In addition to material assistance, we provide our clients with information, advocacy, and referral services aimed at preventing future crises and adhering to the Salvation Army’s mission of serving the whole person.

**Providing Help To Those Who Need It The Most**

Gabriela, a single mother with three children, came to Rochester from Puerto Rico after Hurricane Maria devastated the island and her home. She had lost everything and came to The Salvation Army’s Emergency and Family Services program (EFS) in desperate need of assistance.

Gabriela was provided food on several occasions as she worked to establish herself in Rochester. EFS also assisted her in obtaining clothing, household and baby items while referring her to organizations for help finding employment and permanent housing. She is now an interpreter for those coming to Rochester who found they could not continue to remain in Puerto Rico. Gabriela says that she is grateful for the help provided to her and others by The Salvation Army.
Always a helping hand in times of need, The Salvation Army of Greater Rochester offers two temporary shelters for homeless men, with many of the 55 beds designated for veterans. The Salvation Army’s Booth Haven emergency shelter serves more than 500 homeless men a year while Safe Haven is a shelter for men who are chronically homeless.

Our shelters offer spiritual and physical care, food, and shelter to men in need. They attend to the needs of the whole person and they provide a supportive environment designed to help individuals regroup and get back on their feet. Our continuing efforts help the homeless population return to a stable living situation.

**Making Progress One Step at a Time**

Derrick, 31, came to Booth Haven while struggling with severe mental health issues and other medical conditions that hindered him from living independently. He moved to Safe Haven after a couple of weeks and was able to connect with a mental health provider.

During the course of several months of working with mental health providers and taking his medication, Derrick began to show signs of improvement. He started attending one-on-one group meetings and worked with his Salvation Army case manager who helped him receive Social Security disability benefits.

A few months later, Derrick was making good progress but still had plenty of work ahead of him. After 24 months of living at Safe Haven, Derrick was able to move into his own apartment.
The Salvation Army’s Hope House emergency shelter for women and children is a 19-bed facility, that includes 3 family rooms which can accommodate 2 children per family, 5 years of age and younger.

Hope House provides food and shelter, permanent and transitional housing services, health care, mental health referrals, and most importantly, hope - hope for better days to come as many of our residents are fleeing domestic violence or struggling with addictions and mental illness.

**EVERYONE NEEDS A LITTLE HOPE**

Yolanda, 34, became homeless in May 2017 after leaving an apartment in the City of Rochester where the landlord refused to address health and safety concerns for more than a year - including rodent infestations and drug activity around the building.

Yolanda, who has a Master’s Degree, had been employed as a General Equivalency Diploma (GED) Instructor for more than seven years before losing her job when her place of employment obtained new leadership. She had previously rented a room in Perinton but moved to the city to be closer to her place of employment for easier travel – especially during the winter months.

While homeless, Yolanda was placed at the YWCA by the Department of Health & Human Services for approximately three months before being transferred to Hope House. While at Hope House, Yolanda was able to look for a safe and stable place to live, through the resources provided to her by The Salvation Army of Greater Rochester. She now lives in an apartment of her own and was able to obtain clothing and household items through various referrals and vouchers.
Genesis House: A Guiding Hand In Growing Up

Genesis House is a Salvation Army emergency shelter that serves 175 youth a year – between the ages of 16 and 20 – and provides basic needs like food, clothing, a place to sleep, hygiene products and case management.

This shelter is unique in that 18-20 year olds are considered youth – not adults – so that they can receive the guidance and support that they would not be able to get if classified as an “adult.”

Clients come from a variety of situations—they could be fleeing abuse, they might have been asked to leave by family members, or they could have been staying place to place to place for several months. So, in order to give clients a sense of stability and safety, Genesis House creates a more home-like atmosphere than a typical shelter. Clients have “family” dinners each evening, a living room to hang out or watch TV in, and a kitchen in which to make meals.

The Beginning of a Successful Life Story

Quanell came to Genesis House after living place-to-place for most of his life. He did not have a permanent place to live and he did not have any adults in his life who would allow him to stay with them.

Quanell had a history of severe abuse, trauma and mental illness. While at Genesis House, Quanell’s case manager, along with Salvation Army staff, addressed his behavioral issues and he began treatment for his mental health.

For several weeks, Quanell worked with the Department of Social Services and was connected with a housing program. He found a room and was both excited and nervous to move out. Genesis House staff encouraged him to use the Aftercare program to help him transition to his new independence. Now, Quanell is doing well and has been in touch with Genesis House staff since he moved out.
When Brooke attended The Salvation Army’s Long Point Camp on the shoreline on the western side of Seneca Lake last summer, she wasn’t sure what to expect. As one of nearly 200 kids in attendance for the week, she got to learn about music, art, laughter, and fun. And that was just the beginning.

Ten-year-old Brooke was like many of the kids who come to The Salvation Army summer camp. It’s the only opportunity many of them have to experience life outside their neighborhood.

And the activities they get to try—boating, zip-lining, a ropes course, even swimming or music lessons — can be life changing. Campfires, songs, s’mores at camp, the fun and friendship are virtually endless.

Those memories of camp and lasting friendships are what Brooke loved the most. She covered her camp T-shirt with her new friends’ signatures — and even now when she sees their names, she stops to pray for them.

For Brooke, this experience made a big impact on her life. Since her week at camp, it’s important to her to get to church every weekend. And she doesn’t like to miss any events at The Salvation Army, in case any of her friends from camp are there.

At the end of the week, each child leaves camp taking home love and appreciation for themselves and others. Camp made a difference in Brooke’s life—and she can’t wait to go back.
CHILDREN’S PROGRAMS DURING THE SUMMER AND THROUGHOUT THE YEAR

The Salvation Army’s Kids Adventure Program provides a unique summer experience for children in the Greater Rochester Area through learning, arts, crafts, music and exciting day trips. Trips include visits to the Strong Museum of Play, Sea Breeze, the Genesee Village Museum, weekly trips to the Rochester Science Museum and more.

The Kid’s Adventure Program helps fill a growing need in the community at a time when parents are having trouble making ends meet and having to choose between paying bills and childcare. Participants experience fun-filled themes each week that foster educational growth as well as allow for creative thinking as they provide a unique and safe learning environment.

We also have an after school program at our Northwest Corps and a backpack and school supply giveaway to help kids in need get a good start to the school year. These programs are run by capable and experienced staff and provide activities that will get participants excited. The Salvation Army of Greater Rochester is dedicated to providing a happy, safe, memorable and fun environment for children in our community.
Worship At The Salvation Army

The Salvation Army of Greater Rochester has three centers for worship services that support the spiritual foundation of our work.

Worship services, Sunday school and Bible study groups are part of each center, but each also fulfills a unique role in its neighborhood. All those wishing to pursue a closer relationship with God are welcomed to attend our regular weekly services and special events. The heart of The Salvation Army lies in the Centers for Worship & Service.

Need Knows No Season

Over the past 15 years, The Salvation Army’s Project Bundle Up program has provided a warm coat and brought smiles to the faces of close to 4,000 children. This past October, officers and staff from The Salvation Army once again took more than 300 children shopping at local JCPenney stores so, with the help of a community volunteer, they could pick out their own new winter coat.

The need for programs like Project Bundle Up is only magnified as the statistics regarding child poverty in the Rochester area are alarming. Only three other metropolitan areas in the United States have higher rates of impoverished children.

Children living in poverty in the city of Rochester accounted for 70% of Monroe County’s poor children and there has been a considerable growth of children in need throughout suburban Monroe County.
COMING TOGETHER AS A COMMUNITY DURING THE CHRISTMAS SEASON

The Salvation Army of Greater Rochester’s annual Red Kettle Campaign raised more than $405,000 this past Christmas season – exceeding the $400,000 goal.

Whether it was through a donation to a Red Kettle or volunteering for a couple of hours, our community came together to help ensure that The Salvation Army can provide essential services to our neighbors in need throughout the year.

Donations to the Red Kettle campaign are used to help provide vital services such as food for needy families, after school and summer programs for children, and shelter for the homeless.

The Salvation Army of Greater Rochester is very grateful to have had Mark Shortino, the President of the Radec Corporation, serve as this year’s Red Kettle Campaign Chairperson. His caring exemplifies the mission of The Salvation Army in more ways than we can express.

During the Christmas season alone, The Salvation Army of Greater Rochester was able to help more than 1,400 families through our Christmas Distribution program.

The program provided families with toys and knitted clothing items for their children, as well as food baskets with the ingredients to prepare a holiday meal. More than 7,800 knitted clothing items and toys were provided so that children, who otherwise might not have had gifts, would be able to open presents on Christmas morning.
Thank you for partnering with us to “Do the Most Good”
(Donations received October 1, 2016 through September 30, 2017)

We appreciate our Friends who have chosen to make a Planned Gift!
Hope Brigade Legacy Society

Cynthia Lee Ballish
Ms. Joan Bayne
Walter J. & Jeanne Beecher
Ms. Ernestine M. Chandler
Mrs. Thelma Chapin
Mr. and Mrs. Peter Darling
Ellen De Buono
Antonio D’Lallo
Ruth Fitzgerald
Mr. and Mrs. Anthony Flammmia
Carl D. & Carol S. Flint
Mr. Joseph Fracassi
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Ms. Barbara J. Granite
Mr. Roger W. Hart
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Dr. and Mrs. Gerald Holzwasser
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Jay & Gail Metzler
Mr. Darryl I. Mounts
Mr. and Mrs. David Priest

Conrad Scheg
William & Cynthia Ueland
Mr. Joseph Viggiano
Mr. Douglas M. Volland
Mr. James W. Vosteen
The Honorable Robert H. Wagner
Vera Anne Wallman
Mrs. Marjorie Wilson
Ellen G. Young
Mr. Eugene W. Zilinski
Anonymous (16)

All gifts of any amount make a difference to The Salvation Army. The Planned Giving office can help you explore ways that will assure your own legacy in Monroe County. By naming The Salvation Army in your will, trust, or as the beneficiary of your IRA, retirement account, or insurance policy, you can provide general support or fund a program that is important to you. For assistance drafting bequest provisions, please contact Kristi Brennan, Divisional Director of Planned Giving at 1-(888)-434-1391 or Kristi.brennan@use.salvationarmy.org

William Booth Society
($5,000 +)

Ms. Marie C. Baglio
Jay Baker & Kathleen Dunham-Baker
Mr. & Mrs. Jack W. Bauer
Robert W. Becker
Ms. Helen E. Clark
Mr. Van Economides
Mr. & Mrs. Gerald P. Kral
Mrs. John H. Miller

Mr. Ronald C. Moffatt
Richard E. Muench
Jan M. Piper-Glasgow
Mr. & Mrs. Efrain Rivera
Mark & Audrey Shortino
Ms. Nancy A. Smith
Mrs. Margarete Zeller
Anonymous (5)

Red Shield Society Major’s Circle
($2,500 - $4,999)

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Joseph & Patricia DeLorenzo
John & Barbara Dick
Robert & Rose Dunn
Richard & Jolfe Gianforti
Ms. Mary Ann Guarre
Mr. & Mrs. Karl Heinz Haber
Tom & Betsy Kubiak
Mr. J. Robert Maney
Harry & Linda Messina

Mr. & Mrs. Kenneth Mullen
Gary & Ruth Myers
Mr. & Mrs. Melvin Reber
Mr. Richard H. Seager
Timothy Tindall & Erica Harper
Ed Wardrop
Bill & Millie Washburn
Mr. & Mrs. Christopher Weiler
Anonymous (7)
RED SHIELD SOCIETY CAPTAIN’S CIRCLE
($1,000 - $2,499)

Mark & Joanne Almeter
Velma Anderson
Mrs. Alicia P. Anderson
Mr. & Mrs. William C. Armstrong
Sandy Baldwin
Timothy & Melissa Boldt
Mr. & Mrs. John W. Boyes
Mr. & Mrs. John J. Bradley
Mr. & Mrs. Joachim Bunkenburg
Stephen & Maureen Cassidy
Michael & Amy Chabalik
Charles & Joanne Chada
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Tom & Linda Cribbs
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Mr. Martin M. Wamp
Joan Ridley Willis
Barbara A. Wilson
Ms. Carol Wolf
Ellen G. Young
Mr. Eric I. Zeller
Mr. & Mrs. Robert Zinnecker
Anonymous (34)
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Alpha Iron Works
Bank of American Charitable Fdtn.
Bridge Builders Ministries
BSG Building Services Group
Buckeye Corrugated, Inc., Koch Div.
Business Machines & Equipment, Inc.
CASCO Security Systems, Inc.
CGI Communications, Inc.
CentiMark
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DeCarolis Truck Rental
DeMott & Smith, CPA
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Dunn’s Furniture
ECC Technologies
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Rochester Davis-Fetch Corp.
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Tops Markets
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United Business Systems Inc.
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United Way of Greater Rochester
USDA
Walmart Foundation
Wegmans
Woods Oviatt Gilman LLP