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2017

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# ANNUAL REPORT

THE SALVATION ARMY NEW JERSEY DIVISION

# 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.

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## LETTER FROM OUR STATE LEADERS

FRIENDS,

We cannot thank you enough for the incredible support you have provided to The Salvation Army and its mission to transform lives this year. Without you, we would not have been able to reach out to those most in need. We would not have served as a safe place for children, vulnerable adults, and senior citizens to find community and practical support. We would not have been capable of serving 2,744,916 people.

We are so grateful that you are willing to assist beyond meals, lodging, and the most basic of needs to those in crisis. You have helped us provide life-changing opportunities that help people make better lives for themselves and for their children. Education, training, and exposure to a broader field of resources and programs enable individuals and families to move beyond just surviving to thriving. That’s why we’re so thrilled to offer summer camping experiences for children, veterans, and seniors. That’s why we teach adults to speak English, help kids learn how to read, and offer lessons in swimming, music, and the arts. That’s why we not only provide emergency services to those facing disaster, but we stay with them, supporting them through every stage of recovery.

Helping people “get back on their feet” is important. But we know it isn’t enough. Those living on the edge of poverty and uncertainty can too easily slip back into it. And disadvantaged children are much more likely to stay in poverty as



adults. That’s why The Salvation Army’s “Pathway of Hope” initiative combines intensive case management, evidence-based measurements and goal-oriented action plans to teach families how to overcome their barriers to financial security and self-sufficiency. The Salvation Army in New Jersey launched its “Pathway of Hope” effort in 2016; by June 2017, over 11 of its centers featured this transformative service.

We’re also delighted to see real growth of Salvation Army activity across the state—from new childcare, after-school and ESL initiatives to the formation of several new service units (local volunteer groups that meet needs within the community) to expanding athletics programs and updated camping facilities. Good things are happening—and we have you to thank.

There’s so much to look forward to in the future. We hope you will remain a vital part of The Salvation Army’s ministry as we see lives changed and hope renewed.

God bless you for your loving concern.

*Ivan Rock*     *Christine Rock*

**Majors Ivan K. and Christine Rock**  
State Leaders  
The Salvation Army New Jersey Division

## OVERVIEW OF SERVICES

Sharing God's love with those in need of a helping hand is not just part of The Salvation Army's Bible study and Sunday worship. As a faith-based organization, The Salvation Army ensures that every service, from food deliveries to emergency shelter, offers the opportunity for spiritual growth as well. This approach has been successful not only in changing lives, but also in growing The Salvation Army's ministry to include hundreds of effective programs that do everything from meeting a person's most basic needs to helping people maximize their artistic potential. The Salvation Army casts a true safety net of services that tends to the whole person. The following is a sampling of the supportive initiatives that The Salvation Army provides in New Jersey:

- ♦ Bread and fresh produce program
- ♦ Drop-in breakfast program
- ♦ After-school activities for youth
- ♦ Computer learning center
- ♦ Code Blue program for the homeless
- ♦ Choice food pantry
- ♦ Hygiene kits
- ♦ Summer day camp
- ♦ Foster grandparents program
- ♦ Worship services
- ♦ Pathway of Hope
- ♦ Meals for seniors
- ♦ Thrift store vouchers
- ♦ Weekly Hurricane Sandy support group
- ♦ ESL classes
- ♦ Mentoring programs
- ♦ Pet food pantry
- ♦ Hygiene pantry
- ♦ Sports programs
- ♦ Licensed after-school program
- ♦ Mission: Literacy
- ♦ Youth and adult Bible studies
- ♦ Rental assistance
- ♦ GrandFamily Success Center
- ♦ Kids Café
- ♦ Senior drop-in center
- ♦ Diaper bank
- ♦ Prescription assistance
- ♦ Emergency shelter
- ♦ Veterans/active military emergency assistance
- ♦ Anti-human trafficking advocacy
- ♦ Mentoring programs
- ♦ Clothing and furniture assistance
- ♦ Homework assistance
- ♦ Music and arts instruction
- ♦ Back-to-school supplies
- ♦ Fitness classes



## LIVES TOUCHED IN NEW JERSEY

843,705

Meals provided

112,014

Toys & gifts

48,612

Active volunteers

956,340

Volunteer hours

### ADULT REHABILITATION PROGRAM

4

Adult rehabilitation centers

7

Number of family stores

108,904

Total nights of lodging

93

Service extension programs

16

Emergency response vehicles

498,745

Recreation & education programs

### CAMP PROGRAMS

2,272

Camp Tecumseh participants

1,979

Corps Day Camp participants

Because of the generous support of our donors and volunteers, we were able to provide

**2,744,916** services

to individuals in 2017, across the state of New Jersey.



## SALVATION ARMY LAUNCHED RED KETTLE CAMPAIGN WITH NEW JERSEY'S OWN OLYMPIC GOLD MEDALIST SOCCER STANDOUT CARLI LLOYD

The Salvation Army in New Jersey's Third Annual Kettle Kick-Off began with a "boom" thanks to the support of its Honorary Kettle Kick-Off Chairperson: New Jersey's own two-time Olympic gold medalist, FIFA Women's World Cup Champion, and two-time FIFA Player of the Year, Carli Lloyd. On November 28, the day after Cyber Monday that is now generally recognized as "Giving Tuesday," the highly visible Red Kettle Campaign event officially launched at four New Jersey Transit locations—Hamilton Station, Secaucus Junction, Trenton Transit Center, and the flagship location, Newark Penn Station. Morning commuters were greeted with The Salvation Army's iconic Red Kettle stands, staffed by bell-ringing volunteers, and treated to traditional holiday carols sung by the children in The Salvation Army's own Boys & Girls Club "Zee Club," supported by The Salvation Army Brass Band. The live music served to add to the excitement, as well as to underscore the growing need for the funds collected in those Red Kettles.

## THE SALVATION ARMY AWARDED \$92,500 FROM STOP & SHOP TO "START! LIVING HEALTHY"

Thanks to a generous \$92,500 "Start! Living Healthy" grant provided by Stop & Shop Supermarket Company, Newark children ages 6 through 12 are participating in a Salvation Army initiative to provide them with athletic programs, nutrition classes, and healthy cooking instructions. This Salvation Army/Stop & Shop joint venture had a joyful kick-off on July 13, 2017, when 120 youngsters from The Salvation Army Boys and Girls Club of Newark Ironbound prepared healthy snacks and played pick-up basketball. The children also sang and cheered their thanks to the representatives of the city of Newark, Stop & Shop, and The Salvation Army, all of whom discussed the importance of summer youth programs

that provide urban children with both an opportunity to learn in a supervised, constructive environment as well as a safe place for them to play.

When the economy declines, local municipalities struggle to fund summer programs. The Salvation Army, with the assistance of corporate sponsors such as Stop & Shop, continues to make these vital summertime educational and recreational programs available to our children. The Salvation Army's goal in providing such programs is to both model and promote a healthy lifestyle, while encouraging growth in such life skills as self-reliance and positive self-esteem, resulting in a happier, healthier child—inside and out.



"Many families are still finding it nearly impossible to stay afloat financially, and we've seen it firsthand in the increasing number of New Jersey residents who come to us for help," said Major Ivan K. Rock, State Commander of The Salvation Army in New Jersey. "The Red Kettle Campaign is integral to the lives of many New Jersey residents, and is made possible, in conjunction with our Platinum sponsors, Prudential Financial, Contura Energy, and LENNAR, as well as all the other companies and individuals who support our mission to transform the lives of those in need in our state."

The Red Kettle Kick-Off is just the beginning of a busy and important holiday season. Funds collected during the campaign help to sustain the vital programs and services from The Salvation Army that provide New Jersey's most vulnerable with food, shelter, and other support year-round. The Salvation Army is one of the largest nonprofit organizations in the world—with a presence in every zip code.

## NEW JERSEY HOSTS THE 25TH ANNUAL ESTATE & CHARITABLE GIFT PLANNING INSTITUTE CONFERENCE



**“Terrific conference! I picked up a number of insightful professional tips and enjoyed learning more about The Salvation Army. Great organization and great day.”**

- Jeff K., New Jersey

The Salvation Army was pleased to celebrate the 25th anniversary of the Estate & Charitable Gift Planning Institute in September 2017. The Salvation Army coordinated with the Institute to present: “Renewing Your Estate Planning Vows,” an entertaining and informative simulcast of a live day-long seminar held in the Minneapolis Convention Center. Attorneys, accountants, financial planners, and trust officers from around the country gathered in various Salvation Army locations to learn current and cutting-edge estate planning and charitable planning techniques to assist them in their practice.

New Jersey Division’s Planned Giving office hosted over 100 trusted advisors at two of their locations: the Montclair Citadel and the Ray & Joan Kroc Center in Camden. In addition to streaming the simulcast and providing lunch, planned giving representatives used the occasion to educate participants about the programs and services of The Salvation Army, as well as reinforce the necessity for estate plans to include the exact legal language necessary to honor the donor’s specific charitable intention.

As a founding sponsor of this annual conference, The Salvation Army has continuously worked to develop it into an educational and dynamic discussion of relevant estate planning issues. The seminar, which routinely presents nationally recognized experts has grown into one of the largest estate and charitable gift planning conferences in the country.

Additionally, The New Jersey Division took the opportunity to recognize several attorneys who have excelled in supporting The Salvation Army. The good work they do enables The Salvation Army to continue its mission to **Do the Most Good**.



## CAMP TRANSFORMS LIVES

Majors Kevin and Cheriann Stoops, Corps Officers at The Salvation Army Montclair Citadel, remember with great fondness the day Lorgia and Gianmorco, twin brother and sister, arrived on their doorstep. He was a sensitive boy; she, a shy little girl. Both were new to The Salvation Army, having just started coming to Troop activities at the Montclair Citadel. However, the reserved brother and sister were excited to venture beyond Montclair and go to The Salvation Army’s summer camp held at Camp Tecumseh in beautiful Hunterdon County. The twins had blossomed in Montclair, and the Stoops wondered if they would continue to grow in the spirited, activity-filled environment that was Camp Tecumseh—or would all that energy and excitement overwhelm them?

The Stoops didn’t need to worry. The twins clambered enthusiastically onto the van, along with 19 other area children, most of whom had attended the same programs at the Montclair Citadel with Lorgia and Gianmarco. They headed west to join the more than 200 children gathered at the camp from all over the state of New Jersey, where they enjoyed a week filled with swimming, sports and hiking, camping out, carnival activities, worship time, and so much more. At the end of that week, the Stoops arrived at camp to pick

up the children. The Stoops were amazed at the difference one short week at camp made in the twins’ behavior.

“Right away, we noticed a change, a drastic change, especially in Lorgia,” Major Kevin said. “She had come out of her shell.” The shyness had been replaced by quiet assurance. Her formerly soft voice now rang with strength. Her reserved nature supplanted by inner confidence. Wow! Lorgia loved the activities at camp, the interactions in her cabin with new children becoming old friends, and the message of the Gospel, delivered and lived by a loving supportive camp staff. All had combined to change her life—and her brother’s—for the better.

Today you can find Lorgia and Gianmarco participating in a variety of programs at The Salvation Army. They have attained the level of “Junior Soldier” and are involved in music and dance classes, drama, and more. They regularly attend Sunday meetings and often they are the ones encouraging their parents to attend with them!

Major Kevin Stoops has concluded that the inspiration of the Lord, “through the ministry of Camp Tecumseh, changed their lives.”

# HOPE RISING: 400 THIRD GRADERS WORK TOGETHER TO CREATE SOLUTIONS AND SUPPORT THE SALVATION ARMY IN HURRICANE DISASTER RELIEF

Hope Rising, a fundraising and STEM design challenge, was created by the Jersey City public schools in response to the many weather-related catastrophes striking the United States and the Caribbean in August and September 2017. All 400 third graders attending those schools were challenged to come up with a plan to raise awareness of climate change, as well as create solutions to solve the problems caused by it. They researched and then engineered structures made from recycled materials that will protect communities from flooding. Specifically, these third grade “engineers” were presented with an engineering design challenge: create a solution to assist the victims living in an urban area, whose community was flooded by an overflowing reservoir. The humanitarian effort to assist those victims devastated by hurricanes Harvey, Irma, and Maria was at the heart of the Hope Rising program. The children were challenged to raise \$10,000 to support The Salvation Army’s efforts to aid those directly affected by the hurricanes.

The children learned that **The Salvation Army is one of the largest disaster relief organizations—not only in New Jersey, but nationwide.** The Salvation Army’s national network of trained disaster staff and volunteers were deployed to the Gulf Coast, Florida, Puerto Rico, and the U.S. Virgin Islands to provide food, hydration, cleanup kits, and hygiene supplies, as well as emotional and spiritual support to first responders and survivors. Months later, The Salvation Army Emergency Disaster Services team remains, continuing to serve communities most affected by those devastating storms, in a manner similar to what The Salvation Army did with its long-term recovery efforts for more than 71,000 victims of Superstorm Sandy. There is no doubt that the long-lasting, strong resolve displayed by The Salvation Army in helping the victims of Superstorm Sandy can also be found in helping the most recent victims in 2017.

“We are grateful that our EDS team was able to lend a hand, addressing the immediate needs of those who were impacted by the devastation

caused by these hurricanes,” said Michael Clayton, Director of Emergency Disaster Services for The Salvation Army New Jersey Division. “With the people of New Jersey’s continued support, The Salvation Army will be here to help the millions affected by Hurricane Harvey, Hurricane Irma, and Hurricane Maria for as long as they’re in need.”

You can learn more about the challenge at [www.HopeRisingStem.com](http://www.HopeRisingStem.com).



# THE SALVATION ARMY EMERGENCY DISASTER SERVICES WILL CONTINUE TO PROVIDE ASSISTANCE TO THE AFFECTED COMMUNITIES UNTIL THE NEED IS MET AND BEYOND

## HURRICANE HARVEY

2,853,323	51,615	\$51,615	139,243
Meals provided	Emotional & spiritual care contacts	Gift & debit cards	Personnel (officers, employees, volunteers)
56,381	79,381	6,879	
Cleanup kits & supplies	Hygiene kits	Services to individuals	

## HURRICANE IRMA

1,223,999	28,381	\$798,890	23,799
Meals provided	Emotional & spiritual care contacts	Gift & debit cards	Personnel (officers, employees, volunteers)
45,134	23,156	20,064	
Cleanup kits & supplies	Hygiene kits	Services to individuals	

## HURRICANE MARIA

2,872,471	60,586	\$251,522	91,011
Meals provided	Emotional & spiritual care contacts	Gift & debit cards	Personnel (officers, employees, volunteers)
1,633	35,214	7,610,762	
Cleanup kits & supplies	Hygiene kits	Services to individuals	

# FINANCIAL REPORT

## Support and revenue

Public support	
Received Directly	
Contributions	\$13,141,803
Donations in kind and contributed services	3,313,907
Special events net of direct cost	279,415
Total received directly	16,735,125
Received indirectly	
Allocated by federated fund raising-organizations	43,939
Associated Organizations	544,338
Total received indirectly	588,277
<b>Total public support</b>	<b>17,323,402</b>
<b>Fees and grants from government agencies</b>	<b>4,626,819</b>
Other revenues	
Program Service Fees	1,514,256
Membership Dues	630,396
World Services	113,524
Sales to the Public	165,835
Dividends and Interest (net of fees)	5,574
Gain (loss) on sale / disposition of vehicles & equipment	20,000
Transfers of Donor Restricted and Board Designated Funds	16,502,577
Other	92,501
<b>Total other revenue</b>	<b>19,044,663</b>
<b>Total support and revenue</b>	<b>40,994,884</b>

## Expenses

Public support	
Corps community centers services	\$25,463,328
Other social services	5,176,853
<b>Total program services</b>	<b>30,640,181</b>
Supporting services	
Management & general	5,312,598
Fund raising	2,744,753
<b>Total supporting services</b>	<b>8,057,351</b>
<b>Total expenses</b>	<b>38,697,532</b>
<b>Increase (decrease) in net assets</b>	<b>\$2,297,352</b>

# NEW JERSEY LOCATIONS

## Corps Community Centers

### Asbury Park

605 Asbury Avenue  
Asbury Park, NJ 07712  
732-775-8698

### Atlantic City

22 S. Texas Avenue  
Atlantic City, NJ 08401  
609-344-0660

### Bound Brook

108 Hamilton Street  
Bound Brook, NJ 08805  
732-748-1146

### Bridgeton

29 W. Commerce Street  
Bridgeton, NJ 08302  
856-451-0999

### Camden

Ray & Joan Kroc  
Corps Community Center  
1865 Harrison Avenue  
Camden, NJ 08105  
856-379-6900

### Dover

76 N. Bergen Street  
Dover, NJ 07802  
973-366-0764

### Elizabeth

1005 E. Jersey Street  
Elizabeth, NJ 07201  
908-352-7057

### Englewood

380 S. Van Brunt Street  
Englewood, NJ 07631  
201-503-9400

### Flemington

40 E. Main Street  
Flemington, NJ 08822  
908-237-9008

### Hackensack

P.O. Box 128  
Hackensack, NJ 07602  
201-342-6531

### Jersey City

562 Bergen Avenue  
Jersey City, NJ 07304  
201-435-7355

### Kearny

443 Chestnut Street  
Kearney, NJ 07032  
201-991-1115

### Montclair

13 Trinity Place  
Montclair, NJ 07042  
973-744-3312

### Morristown

95 Spring Street  
Morristown, NJ 07960  
973-539-2700

### Newark Area Services

45 Central Avenue  
Newark, NJ 07102  
973-623-5959

### Newark Ironbound

138 Clifford Street  
Newark, NJ 07105  
973-589-0454

### Newark Ironbound Boys & Girls Club

11 Providence Street  
Newark, NJ 07105  
973-344-2698

### Newark North Ward

95 Broadway, Unit #5  
Newark, NJ 07104  
973-755-2488

### Newark Westside

699 Springfield Avenue  
Newark, NJ 07103  
973-375-5933

### New Brunswick

287 Handy Street  
New Brunswick, NJ 08901  
732-545-1477

### Ocean County

1738 Route 37 East  
Toms River, NJ 08754  
732-270-8393

### Orange

430 Main Street  
East Orange, NJ 07018  
973-672-0262

### Passaic

550 Main Avenue  
Passaic, NJ 07055  
973-779-1155

### Paterson

541-545 W. Broadway  
Paterson, NJ 07522  
973-790-4817

### Perth Amboy

433 State Street  
Perth Amboy, NJ 08862  
732-826-7040

### Plainfield

615 Watchung Avenue  
Plainfield, NJ 07060  
908-756-2595

### Red Bank

172-180 Newman Springs Road  
Red Bank, NJ 07701  
732-747-1626

### Trenton

575 E. State Street  
Trenton, NJ 08609  
609-599-9373

### Union City

515 43rd Street  
Union City, NJ 07087  
201-867-4093

### Vineland

733 E. Chestnut Avenue  
Vineland, NJ 08360  
856-696-8822

## Summer Camp

### Camp Tecumseh

445 Mechlin Corner Road  
Pittstown, NJ 08867  
908-735-4136 ext. 12

## Emergency Housing Programs

### Elizabeth

1018 East Grand Street  
Elizabeth, NJ 07201  
908-352-2886

### Montclair

68 North Fullerton Avenue  
Montclair, NJ 07042  
973-744-3312 ext. 654

## Adult Rehabilitation Centers

### Jersey City

248 Erie Street  
Jersey City, NJ 07310  
201-653-3071

### Newark

65 Pennington Street  
Newark, NJ 07105  
973-589-0370

### Paterson

31 Van Houten Street  
Paterson, NJ 07505  
973-742-1126

### Trenton

103 Enterprise Avenue  
Trenton, NJ 08638  
609-599-9801

## Service Outpost

### Salem

115 W. Broadway #5  
Salem, NJ 08079  
856-935-0305

### Hazlet

1444 Route 36  
Hazlet, NJ 07730  
732-264-0500

The Salvation Army also has 93 Service Units throughout New Jersey. Service Units are comprised of volunteers who administer Salvation Army services where there is no Army facility.

For a list of Salvation Army Family Thrift Store locations, call **1-800-SA-TRUCK (728-7825)** or visit [www.SATruck.org](http://www.SATruck.org).

To make a donation, call **1-800-SAL-ARMY** or visit [www.SalvationArmyNJ.org/donate](http://www.SalvationArmyNJ.org/donate).



Thanks!

KEARNY  
SCHOOL

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[salvationarmynj.org](http://salvationarmynj.org)