



GREATER CINCINNATI
& NORTHERN KENTUCKY

2017 ANNUAL
REPORT

UNITED
IN OUR FIGHT
WE WILL NEVER SURRENDER

WE STAND
FOR GOOD.
BECAUSE WITH GOD, WE

WILL ALWAYS PREVAIL.
WE COME IN DIFFERENT SHAPES
AND HAVE DIFFERENT IDEAS, BUT

TOGETHER

WE HAVE ONE SONG, THE SONG OF
STRENGTH, SUPPORT, ASSISTANCE,

LOVE
& HOPE
FOR ALL

“There were times when I wasn’t sure if I’d make it through the night. The people at The Salvation Army were my rock and helped me see that life really can get better.”

-Rita - Bond Hill



Building Community One Heart at a Time

Though much has changed in our society and with technology over the years, men, women and children still go hungry and many find themselves homeless or without hope. Because of these hard realities, The Salvation Army is grateful for continued generosity to help us minister God's grace and mercy in Greater Cincinnati & Northern Kentucky. We recognize our many neighbors – loyal volunteers, donors and supporters who have

joined us to overcome obstacles, pursue possibilities and come to the aid of the most vulnerable members of our community. Our six locations throughout Greater Cincinnati and Northern Kentucky assist veterans, care for the elderly, mentor at-risk youth, feed the hungry and warm the homeless. The Salvation Army is blessed with the dedicated commitment of so many generous friends, the general public, corporations,

foundations, and men and women who donate their time and treasure to our work and mission. We are happy to share our 2017 Annual Report with you. Together, we become a powerful force for good, providing material and spiritual assistance to hundreds of thousands of our neighbors each year. The future will always have its challenges, but together, working as a community and by God's grace, we will continue for the service of humanity.



559

*human trafficking
cases served*

435

*women & children
sheltered*



9,400

*individuals served in emergencies
& natural disasters*

Safe and Thriving

There are many times life throws us a curveball and we struggle to get back on our feet. For most of us it is an inconvenience and an aggravation, and we are able to reset and start over. For many of our neighbors however, a reset can feel all but impossible. The Salvation Army extends a hand to offer those affected by disaster or enslaved in the throes of human trafficking a safe way out and a place to start anew. Our programs are able to provide housing and shelter, disaster relief services, emergency assistance, and combat the rising human trafficking epidemic.

We are dedicated to building a strong future by introducing God's love into the lives of our youngest community members. With after-school and summer programs, including summer camps, we provide at-risk youth with nutritious meals, engaging activities and endless support to nourish their minds and hearts to become physically, mentally and spiritually prepared for a bright future.



1,746

*children in after-school, prep, camp &
summer enrichment programs*



11,953

toys and books distributed to children



8,422

*people assisted
with housing and utilities*

Serving & Celebrating

The Salvation Army is committed to serving those around us without exception. We focus on addressing our neighbors' immediate physical needs and then continue to see them through the process of holistic recovery. Whether it be food, clothing, transportation, rental assistance, rehousing, or our Heat Share Program, our mission is to provide compassionate assistance that will set them on the road to achieve long-term stability and life transformation.

There are few things more beautiful than the sound of children delighting in the magic of Christmas morning. The sad truth is that many parents never hear those beautiful sounds and their children never experience that enchantment. Through The Salvation Army Toy Shop and the support of volunteers, auxiliaries and community partners like The US Marines, The Salvation Army provides gifts to make the holidays brighter for many local families. All children should know the joy of the celebration of Christ's birth.



16,901

people received gifts during the holidays



80%

were children



Spotlight on Kids

Our Youth Development Programs lead children to significant growth in academic, social and emotional skills, through varying group lessons and activities, but always with an emphasis on individual needs. Homework help, leadership training, physical activity and innovative lessons help spark a balance in their lives and boosts their confidence levels significantly. Children gain a greater sense of self-awareness through our new global learning activities that encourage exploration of continents, oceans, countries and cultures differing from our own. These activities challenge the children to think critically about their surroundings and to explore through various methods ways in which we live and grow together. The kids ask impressive questions based on their exposure to various themes and cultures, and provide thoughtful responses to questions posed to them. We are so proud of their level of interest and respect for the new cultures they are learning about, and there is such eagerness in their eyes when we reveal a new area of the globe.



“To cement concepts learned, our students collectively chose to create care packages for the homeless in the area for their community service project this past December, which they absolutely loved assembling. We are thrilled to inspire our kids and to help them gain a greater awareness of the world and of each other. We hope to promote a passion to explore new places and cultures as well as to be proud of where they come from, right here in Covington, Kentucky.”

*~Amanda
Youth Development Coordinator
Covington Learning Center*

“I knew The Salvation Army was different because I didn’t feel judged. They understood that I was trying to do the best I could for me and my kids and just needed help. They found us a place to live and helped me get back on my feet.”

Tameka - Northside





“The after-school and summer programs are really loved by our youth. It makes me happy to see it click with them that there are folks in their lives who care about them and their future. Volunteering with The Salvation Army youth programs has really brought me joy and I know I am making a difference in my community.”

Keith - Pleasant Ridge



246

apartments for low-income seniors



5,369

attendees to enrichment classes and meetings

Honoring & Supporting

Providing affordable independent housing, social opportunities, and grocery assistance are a few of the ways The Salvation Army cares for our aging neighbors. We owe our older generation the respect, time and attention they have given our community for many years. The Salvation Army and our devoted volunteers regularly visit with our seniors and offer companionship and care throughout the year.





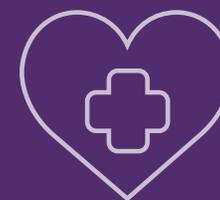
Light & Hope

The Salvation Army Adult Rehabilitation Centers help those who have lost their way find themselves again. Our free programs provide housing, food, counseling, community, and employment to our neighbors struggling with substance abuse and work to prepare the body and mind for the healing that is necessary for change. Our commitment is to those in need, no matter the cause, to heal relationships and restore spirits so lives can be transformed.



1,034

*attended trainings in life/job skills,
and counseling sessions*



1,116

enrolled in Adult Rehabilitation Center

Impacting Northern Kentucky

In Northern Kentucky, The Salvation Army has served for over 100 years. Nearly 7000 individuals receive services at our Newport and Covington community centers annually. Services range from after-school and summer enrichment programming for children, utility and housing assistance, food assistance and more. This reach is made possible with the generous and loving support of the Northern Kentucky community at large. Donations and those volunteering time and energy in care of their neighbors make the Commonwealth of Kentucky a thriving and vibrant place to call home.

In 2017, The Salvation Army served families in Northern Kentucky with direct services, programs and referrals:

- + 6761 individuals served
- + 19,797 meals and snacks
- + 124 families assisted with housing needs
- + 353 households received utility assistance



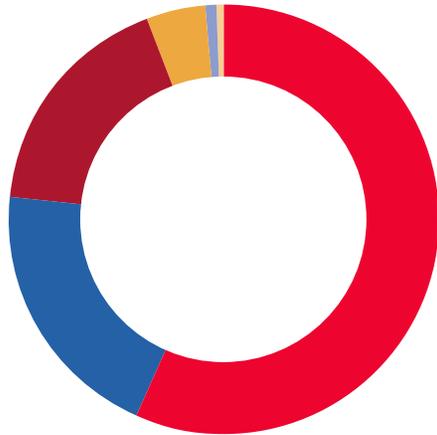
OUR LOCATIONS



A map showing the border between Ohio and Kentucky. Seven numbered red circles (1-7) are placed on the map to indicate the locations of various centers. The map shows major roads and the state boundary.

- 1 The Citadel (Downtown Cincinnati)**
120 East Central Parkway
Cincinnati, OH 45202
513-762-5649
- 2 Batavia**
87 N. Market Street
Batavia, OH 45103
513-732-6241
- 3 Center Hill**
6381 Center Hill Avenue
Cincinnati, OH 45224
513-242-9100
- 4 West Side**
3503 Warsaw Avenue
Cincinnati, OH 45205
513-251-1424
- 5 Newport**
340 West 10th Street
Newport, KY 41072
859-431-1063
- 6 Covington**
1806 Scott Boulevard
Covington, KY 41014
859-261-0835
- 7 Adult Rehabilitation Center**
2250 Park Avenue
Cincinnati, OH 45212
513-351-3457

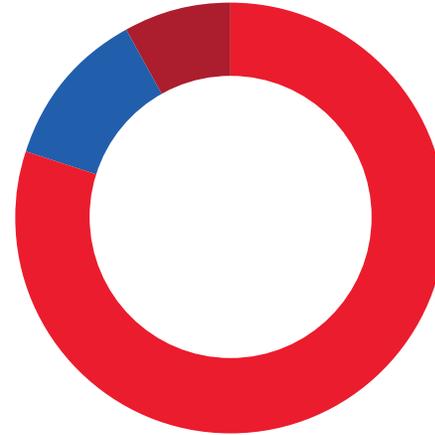
FINANCIALS



REVENUES

Public Contributions	\$4,936,427
Investment Earnings	\$1,712,817
Total Grants	\$1,517,978
United Way	\$390,739
Program Fees	\$70,354
Total Other	\$43,065

Total Revenue: **\$8,671,380**



DISBURSEMENTS

Total Program & General	\$7,261,132
Administration	\$738,605
Total Fundraising	\$613,255

Total Disbursements: **\$8,612,992**

*Greater Cincinnati Area Financial Statement for End of Year September 30, 2017
Does not include operations for the Adult Rehabilitation Center or the Booth Residence.

HERITAGE CIRCLE RECOGNITION



The Heritage Circle recognizes donors who have made a planned gift, such as a gift annuity, estate planned gift or charitable trust, to benefit the work of The Salvation Army in Greater Cincinnati.

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**Denotes deceased*

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ADVISORY BOARD MEMBERS

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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.



The Salvation Army in Greater Cincinnati expresses our deepest thanks to O'Keeffe for providing complimentary design services for this Annual Report. Their support helps us better serve the local community.



THE SALVATION ARMY
114 E. CENTRAL PARKWAY
CINCINNATI, OH 45202
513-762-5600
SALVATIONARMYCINCINNATI.ORG
#LOVEYOURNEIGHBOR



AGENCY PARTNER