



DOING THE
MOST GOOD®

THE SALVATION ARMY OF GREATER CLEVELAND

2020 Impact Report



LETTER FROM THE **DIVISIONAL SECRETARIES**



Dear Friends,

Your compassion and boundless generosity made all the difference to us this past year. When COVID-19 brought our country and economy to its knees, Salvation Army officers and staff remained on the front lines meeting basic human needs with love and support.

Your support empowered us to rapidly expand our emergency food program in Greater Cleveland through our five Corps Community Centers. Your support kept our programs operating 24/7 at the Salvation Army Harbor Light Complex, including the largest emergency family shelter in Northeast Ohio.

While the worst of the pandemic could be coming to an end, we are prepared for a recovery that will take months, if not years to overcome. Be part of the solution with us. We are at our best when we come together as a community. As the largest social services organization in the United States, we stand ready to serve.

We invite you to review below the impact we've had in Greater Cleveland during the pandemic. And, please let us know if you have any prayer requests. These are challenging times for all of us.

Blessings,

**Majors Thomas V. and Kathleen M. Applin, Divisional Secretaries,
Greater Cleveland Area Services**

Thank you! Your Support is Having a Positive Impact in Our Community!

We pledge to be good stewards of the resources entrusted to us. **The Salvation Army** is recognized as one of the most efficient nonprofit organizations in the country. Moreover, **90 cents of every dollar donated locally** is allocated to assist people right here in Greater Cleveland.

2019 Financial Highlights (Audited figures reflected to the nearest 000s)

Revenue		Expenses	
Contributions	\$8,058	Social Services	\$10,200
Public Funds – Corrections	\$4,607	Corrections	\$5,600
Public Funds – Other	\$3,937	Shelters & Housing	\$4,050
Gifts in Kind	\$4,075	Substance Abuse	\$1,650
Other	\$879	Fundraising	\$1,560
Net Investment	\$1,753	Administration	\$720
Red Kettles	\$564	TOTAL EXPENSE: \$23,780	
United Way	\$107		
TOTAL INCOME: \$23,980			



907,366 nutritious meals served

10,159 home-delivered meals to homebound Seniors

173,850 individuals served emergency food through our five Corps Community Centers



165,281 nights of shelter provided by all Salvation Army residential programs

188 unique families stayed on average 40 days at our Zelma George Emergency Family Shelter

51 human-trafficking survivors received 2,670 nights of shelter, respite, and direct support

750 adults struggling with addiction received care in our Substance Abuse Recovery Program

718 men and women achieved re-entry into society through our community corrections program



1,446 families received utility assistance

101 seniors enrolled in socialization programs and resources

4,636 children and 1,972 families received toys for Christmas

A Closer Look at Our Impact

Feeding Our Neighbors Who Are Hungry

Food insecurity has only gotten worse since the pandemic began and more families have turned to us for the first time. When demand for emergency food spiked (March 16 – Sept. 13, 2020), we responded:

- + 510,000 meals provided – twice the number compared to the same 6-month period the prior year.
- + 13,156 individuals sought our help for the first time – almost 1 of 3 served.

Housing Families Without a Home

On any given night, up to 350 clients (of which some 25% are children) are housed and cared for by a staff of approximately 120. Our staff has worked on the front lines every day during the pandemic, providing quality care, love, and hope to all Harbor Light clients.

Providing Hope and Assistance At Christmas

Our community partners and volunteers went above and beyond to help us collect and distribute toys to 4,636 children. Additionally, more than 1,900 families received food to enjoy as a Christmas meal when picking up their children's toys. Over 9,000 toys were collected from over 60 local and national corporate partners.



Lt. Bolton distributing bags of food at Miles Park Corps.



Drawn by children in our care at the Zelma George Emergency Family Shelter at Harbor Light.



Bags of toys packed by volunteers are stacked in The Salvation Army East Cleveland Corps' chapel awaiting distribution.

2020 **ADVISORY BOARD** (as of May 2020)

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Majors Thomas V. Applin
and Kathleen M. Applin

**Divisional Secretaries,
Greater Cleveland Area Services**



The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Our message is based on the Bible, and our ministry is motivated by the love of God. We preach the Gospel of Jesus Christ and meet human needs in His name without discrimination.

Administrative Office: 2507 East 22nd Street, Cleveland, OH 44115

216.861.8185 | www.SalvationArmyCleveland.org

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