



2023 IMPACT REPORT

GREATER CINCINNATI & NORTHERN KENTUCKY





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.



THE SALVATION ARMY SERVICES IN GREATER CINCINNATI AND NORTHERN KENTUCKY

Empower Youth

After-School Programs
Summer Enrichment
Music & Arts Programs
Summer Camp SWONEKY
Literacy & Feeding
Accredited Daycare
Early Childhood Learning Center

Support Older Adults

Senior Housing
Feeding
Community Care Ministries

Combat Addiction

Residential Housing
Work Opportunities
Group & Individual Therapy

Give Hope to Families

Rent & Utility Assistance
Food Pantries
Share the Light
Homeless Outreach
Hot Meals
Pathway of Hope

Fight Human Trafficking

Case Management
24-Hour Hotline
Court Advocacy
Training & Education

Brighten the Holidays

Adopt-A-Family
Toy Shop
Food Baskets & Kroger Gift Cards
Angel Tree

Share God's Love

Worship & Bible Study
Pastoral Care
Men's & Women's Ministries

Help Disaster Survivors

Direct Assistance
Mobile Feeding Units
Emotional & Spiritual Care
Long-Term Recovery

“For I know the plans I have for you, declares the Lord, plans for welfare and not for evil, to give you a future and a hope.”

Jeremiah 29:11 ESV

Dear Friends,

Your generous support to The Salvation Army in Cincinnati and Northern Kentucky makes it possible to provide resources for whatever is needed in that moment in time to help ease burdens and hardships. You make it possible for families and individuals to overcome, feel supported and loved, and be empowered to change their circumstances when extra help is needed the most. Assistance with things like utilities, eviction prevention, toys for children at Christmas, food, after-school and youth programs, and much more is available 365 days a year. When you support The Salvation Army, you are joining us in our mission to meet human needs in His name without discrimination day after day, month after month and year after year.

Because you give so generously of your time, energy, and contributions, our neighbors are not left behind—and what is more, they are shown God’s love with open arms when they come to our doors for help, hope and the promise of a better future.

It was another remarkable year thanks to your generous and loyal support, and we thank you. The following report for 2023-24 offers highlights of service delivery as well as inspiring testimonials from donors like you. We thank you, Love’s Army, for coming alongside us faithfully and loving your neighbors with your support.

The Salvation Army is always ready to serve. We are committed to uplift families and positively impact our communities and extend the love of God throughout the year. Thank you for being our friends and partners.

May God bless you as we work together to spread hope, transformation, and love throughout Greater Cincinnati and Northern Kentucky.



Mona Morrow

MONA H. MORROW

Advisory Board Chair
Greater Cincinnati



Martha L. Bone

MAJOR MARTHA L. BONE

Director of Operations
Greater Cincinnati

LOVE BEYOND COMPARE



A signature summer feeding program in Greater Cincinnati celebrated its 10th Anniversary with a new name and a humbling surprise. Operated by the Center Hill Corps, The Storybook Picnic provides summer lunches to children in local and impoverished neighborhoods with a twist — providing all children served a brand-new book every week. Combining the concept of a bookmobile and a food truck, The Storybook Picnic is delivered via a Salvation Army canteen and is mobilized several times a week bringing prepared hot meals and books to children up to 18 years of age in the neighborhood near the Center Hill Corps.

Upon hearing about this ministry for at-risk children during summer months away from school, a local supporter of The Salvation Army stepped forward the first year to make this a reality with an anonymous gift of support which continued for many years. This individual understood from his own life experience that for children who live in poverty, summer means the end of free breakfasts and lunches at school as well as the end of provided reading materials.

On the 10th anniversary of The Storybook Picnic in the summer of 2024, The Salvation Army learned that the generosity of Glen Wright, Sr, the aforementioned anonymous donor, would not only support The Storybook Picnic in perpetuity upon his passing, but also provide a significant and transformational gift to support the operations for Greater Cincinnati.

According to his beloved daughter, Alisa Wright Colopy, it was time to reveal his generous giving and plans to support The Salvation Army for decades with his very generous legacy gift.

“Dad loved The Salvation Army and knew what it was like to grow up with disadvantages. It would make him very happy to know that he will be touching lives for years to come.”

The Glen Wright Sr. Storybook Picnic was officially dedicated in the summer of 2024 to honor Mr. Wright and his benevolent giving.





19,233

total persons served in Greater Cincinnati & Northern Kentucky



43,041

total meals provided



16,655

attendance at Spiritual Development services



87,656

lodgings provided



2,042

rent & utility assistance provided



19,697

toys & gifts distributed



1,057

total persons provided a camp experience at Camp SWONEKY



511

total volunteers



2,921

total hours of volunteer service



1,649

calls on the 24-hour Anti-Human Trafficking victim hotline



158

total persons served in case management for Anti-Human Trafficking



518

total persons served at our Adult Rehabilitation Center



42,300

total meals provided at our Adult Rehabilitation Center



14,138

total nights of lodging provided at our Adult Rehabilitation Center



LOVE BEYOND SELF

Cora has visited The Salvation Army on a sporadic basis for a decade and always presents as amiable and appreciative for assistance. Usually, she seeks food from the choice pantry to supplement her SNAP benefits; she also obtains hygiene items and household supplies which are not covered by food stamps.

She has lived in the inner city throughout this time span but had to relocate 3 times to different apartments due to increasing gentrification of the neighborhood.

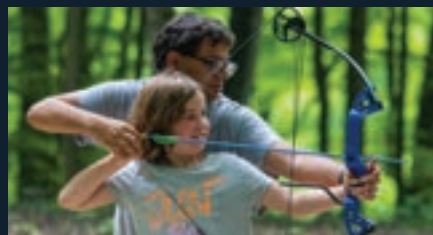
Yet, due to moving costs, overall inflation rates and recent medical expenses, Cora fell behind in her subsidized rent and came to the Social Ministries Department to inquire about rental assistance.

Cora, a military veteran, suffered injury and trauma in her deployment and life experiences and has received treatment for such issues. She receives Social Security disability benefits, but also has engaged in educational/training programs to enhance her employment prospects.

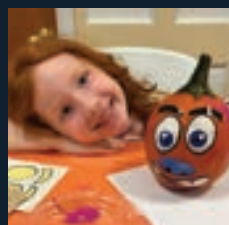
Drawing upon the generous contributions of supporters like you, the Emergency Assistance Provider was able to facilitate payment to the landlord. These dependable budgetary resources served to alleviate some financial pressure on Cora and impact her well-being. She is enthusiastic about accomplishments she has made and is looking forward to a brighter future.



“And if you give yourself to the hungry and satisfy the desire of the afflicted, then your light will rise in darkness and your gloom will become like midday.” - Isaiah 58:10 NASB1995



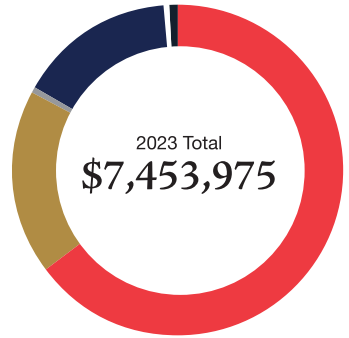
You Support The Salvation Army
365 Days a Year



FINANCIALS

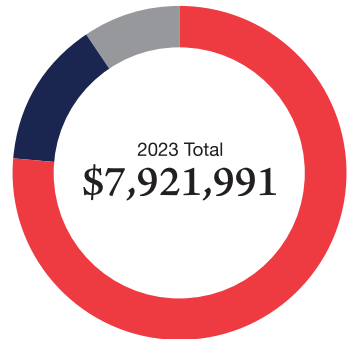
REVENUE

	2023	2022
Public Contributions	\$4,827,466	\$4,749,611
N/A Sale of Goods	\$0	\$0
Investment Earnings	\$1,344,290	\$461,652
United Way	\$43,876	\$192,078
Grants	\$1,152,821	\$1,585,102
Program Fees	\$38,066	\$26,323
Other	\$47,456	\$45,062
Total Revenue	\$7,453,975	\$7,059,828



EXPENSES

	2023	2022
Program & General	\$6,068,695	\$6,199,866
Administration	\$1,123,708	\$934,694
Central Operations	\$729,588	\$761,660
Total Expenses	\$7,921,991	\$7,896,220
Total Surplus/(Deficit)	(\$468,016)	(\$836,392)



Greater Cincinnati Area Financial Statement for End of Year September 30, 2023 does not include operations for the Adult Rehabilitation Center, which operates Family Stores, or for the Booth and Catherine Booth Residences, as they operate under a different budget.

HERITAGE CIRCLE



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.

For information about becoming a member of the Heritage Circle, or how to properly word an existing bequest, please contact:

Melanie Parscal, CAP

Director of Gift Planning (513) 762-5635

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MONETARY DONATIONS, DAFs, MAJOR GIFTS & STOCKS

Check: 114 E. Central Pkwy
Cincinnati, OH 45202

Phone: (513) 762-5600

Online: salvationarmycincinnati.org

COMMUNITY RELATIONS & DEVELOPMENT

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Divisional Director of Development
(513) 762-5669

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Melanie Parscal, CAP
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(513) 762-5635

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(513) 802-3812
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(513) 762-5643

ADOPT-A-FAMILY SPONSORSHIP

Alison Benz
Development Coordinator,
Special Events
(513) 762-5618

WHERE WE SERVE

- | | |
|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| 1 SOCIAL MINISTRIES
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 NORTHERN KENTUCKY
1806 Scott Boulevard
Covington, KY 41014
(859) 261 - 0835 | 6 ADULT REHAB CENTER
2250 Park Avenue
Cincinnati, OH 45212
(513) 351 - 3457 |



REMEMBERING

Jim Scott

The incomparable Jim Scott honored The Salvation Army with his time, talent and dedication to serve others. As our Honorary Kettle Campaign Chair for over 10 years, he was our biggest champion to inspire our community to volunteer with us and Do the Most Good. We miss him and will always remember him with our love and appreciation, especially when the bells are ringing in Cincinnati in the months and years to come.

Become a bell ringer in honor of Jim Scott

salvationarmycincinnati.org



114 E. Central Parkway, Cincinnati, OH 45202
(513) 762-5600 salvationarmycincinnati.org

