BEST PRACTICES

“Expect to share what’s worked for you . . . and to be inspired by what’s worked for others . . .”

From the NAOC 2016 Manifesto
THE MANIFESTO
OF NAOC 2016

Expect to be challenged.
Expect to grow.
Expect learning and encouragement and vision.
Expect to share what’s worked for you.
And to be inspired by what’s worked for others.
Expect to arrive with question marks.
And to leave with exclamation points.
Expect God to move you.

EXPECT
CHANGE
The Salvation Army celebrated its 150th anniversary, internationally, in 2015. It was, indeed, a year of celebration and also a year of inspiring reflection. Now, it is time to look forward to the next generation, the next century of serving those in need.

As a unified body of leadership, we are most grateful for the time and effort given this organization by millions of volunteers. Without question, we could not accomplish what we are able to do without those who embrace the mission of The Salvation Army and give so generously of their time and talents, working steadfastly by our side.

A highlight of your efforts is reflected through the composition of best practices in this book. It is humbling to review the many projects and programs that are being carried out in communities across the United States. We are blessed by your commitment and dedication … inspired and grateful for your service.

Thank you.

INTERNATIONAL LEADERS
General André Cox and Commissioner Silvia Cox

NATIONAL LEADERS
Commissioners David and Barbara Jeffrey

WESTERN
Commissioners James and Carolyn Knaggs

CENTRAL
Commissioners Paul and Carol Seiler

SOUTHERN
Commissioners Don and Debi Bell

EASTERN
Commissioners Barry and Sue Swanson

CHAIRMAN, NATIONAL ADVISORY BOARD
Bill Burke
WE THANK YOU...

This book of best practices is truly a celebration of the energy, creativity, enthusiasm and commitment of those who serve The Salvation Army throughout America. We encourage you to read about the multitude of imaginative ways our peers across the country are helping to fulfill the mission of this great movement, this most beloved organization we know as The Salvation Army.

Regardless of the market size, dollars raised or goals achieved, there is one common denominator throughout these pages . . . every project outlined involves people with a heart and compassion to serve those who are in some type of need. We thank everyone who took the time to tell us about what you are doing to serve those individuals and families in your communities.

As co-chairs of this, the 10th National Advisory Organizations Conference in the past four decades, our greatest hope is that you leave NAOC with a renewed sense of commitment, inspiration and filled with new ideas that will strengthen your advisory organizations and the local Salvation Army that you serve.

EXPECT CHANGE!

NATIONAL ADVISORY BOARD
NAOC Co-Chairs

Marlene Klotz Collins
Phoenix Advisory Board

Mary L.G. Theroux
Alameda County & San Francisco Advisory Boards

NAOC Executive Committee

Deborah Brittain*
Gary Brown*
Tara Bueford
Lt. Col. Ron Busroe
Jennifer Byrd
Mike Cassling*
Major Ray Cooper
Josh Cowing
Paul Curnow
Susan Davis

Nalini Dwarka
Lt. Col. Ed Hill
JC Huizenga*
Martin Hunt
Major Travis Israel
Jaime Joswick
Jonathon Killmer*
Doug McDaniel
Cassidy Moore
Judy Morris

Dorothy Nicholson*
Christina O’Hare
Natalye Paquin*
Shawn Pearson
George Polarek
Trisha Raines
Susan Talamantes
Debbie Walyus
Chaz Watson
Nicola Woods

* Members of The Salvation Army National Advisory Board

Special thanks to Martin Hunt and Joshua Cowing for spearheading the visual production of the conference, Cris Hay-Merchant for coordinating the promotion and Adriana Rivera for the layout and design of this Best Practices book.
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ADVISORY ORGANIZATIONS (DEVELOPING/MAINTAINING)
ADVISORY BOARD BOOK

PURPOSE
Upon induction, all Board members receive the Advisory Board Book. This go-to book has a 2-year strategic plan and other board-relevant information, like the Army’s history and organizational chart, details about Denver Metro operations (Corps, programs and services offered), detailed member roster and Divisional staff directory, yearly meeting schedule, volunteer opportunities, etc.

PARTNERS
N/A

EXPENSES
$7.50 per book

REVENUE
N/A

TIME TO PLAN
N/A

RESOURCES
Staff

CONTACT
Sandi Gabel
1370 Pennsylvania Street
Denver, Colorado 80203
sandi.gabel@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Intermountain

ADVISORY BOARD TOOL KIT

PURPOSE
This kit is a 50-page document which will help develop and strengthen all areas of Advisory Board operations. Contents include a member profile page, member job description, conflict of interest statement, commitment page and many more to manage the functions and processes of the Advisory Board. Also included is an Advisory Board survey and tips on strategic planning and fundraising that are helpful to Advisory Board members. Finally, a glossary of Army definitions to help Advisory Board members understand the many acronyms used within The Salvation Army.

PARTNERS
Advisory Board Members, Officers

EXPENSES
Copy machine costs for 50 color pages

REVENUE
Infinite...if fully implemented by the Advisory Board.

TIME TO PLAN
Just the time YOU need to read and implement the many ideas.

RESOURCES
Officer

CONTACT
Jon Nelson
2445 Prior Ave N
Roseville, MN 55113
jon_nelson@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern
ADVISORY ORGANIZATIONS
(DEVELOPING/MAINTAINING)

ADVISORY BOARD TRAINING

PURPOSE
Our Division’s first two-day Advisory Board Training, held at the Aurora Corps, was titled, “Putting the Pieces Together.” As a large geographic Division, this was a great way to unite everyone under one roof. It helped board members from smaller corps realize the depth and breadth of our service and their significant role. For officers, it was a great refresher course in what is expected from Advisory Board members and how to create effective boards with actively, engaging members. Guest speakers included Commissioner Jim Knaggs, Mary L.G. Theroux (co-chair of 2016 NAOC) and Denver’s marketing & advertising powerhouse, Cathey McClain Finlon.

PARTNERS
N/A

EXPENSES
$15,000 (approx)

REVENUE
N/A

TIME TO PLAN
6 months

RESOURCES
Staff

CONTACT
Sandi Gabel
1370 Pennsylvania Street
Denver, Colorado 80203
sandi.gabel@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Intermountain

ANNUAL ADVISORY BOARD JOB DESCRIPTION SIGNING

PURPOSE
Each year, the chair of our Board Member Development (handles nominations and board performance) presents each board member a job description. This annual review of responsibilities has truly improved board performance in attendance, leadership, volunteerism and contributions by making clear the expectation of a board member. Through the year, if a member appears to be having problems meeting expectations, a member of the committee checks in with them. This helps staff to better understand issues we need to address and board members to be clear that the performance expectations are valued and real. As a result of this change, 100% of our Anchorage area (DHQ) Advisory Board members have made annual contributions and enjoyed a renewed commitment to the work of the Army. We are now expanding this practice to every CAB within the Division.

PARTNERS
Board Member Development Committee members

EXPENSES
None

REVENUE
None

TIME TO PLAN
3 hours

RESOURCES
Staff

CONTACT
Heidi Franklin
143 East 9th Avenue
Anchorage, Alaska 99501
heidi.franklin@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Alaska
## ANNUAL CIVIC RECOGNITION DINNER

**PURPOSE**
Nearly 400 attend this annual dinner that has a three-fold purpose: sharing our mission and programs, recognizing community partners who have contributed significantly during the past year, and fundraising. Inspiring speakers are a key to the much-anticipated event each year. This is a collaboration of the Corps Advisory Board, officers and staff. Nearly all the Advisory Board members support the event with treasure, time and talent.

**PARTNERS**
Community Corporate sponsors, Advisory Board members and community volunteer groups

**EXPENSES**
$20,000 (est)

**REVENUE**
$56,000 (est gross in 2015)

**TIME TO PLAN**
The committee routinely meets monthly beginning in the summer months for our early October event.

**RESOURCES**
Staff

**CONTACT**
Carl Colantuono
400 N. Orange Street
Wilmington, DE 1980
[carl.colantuono@use.salvationarmy.org](mailto:carl.colantuono@use.salvationarmy.org)

**TERRITORY**
Eastern

**DIVISION**
PENDEL

## CAMP DONOR DAY

**PURPOSE**
Camp Donor Day takes place annually at High Peak Camp in July or August. Donors are invited by personal invitation or through our newsletter to come be a camper for a day. They tour, hear testimonials, see children at play and enjoy a wonderful lunch. This is primarily an informational event, not an ‘ask,’ but does result in donations each year.

**PARTNERS**
N/A

**EXPENSES**
$1,000 (approx)

**REVENUE**
Varies by year and the donations made as a result of the activities of the day

**TIME TO PLAN**
3 months

**RESOURCES**
Staff

**CONTACT**
Tahreem Pasha-Glenn
1370 Pennsylvania Street
Denver, Colorado 80203
[tahreem.pasha-glenn@usw.salvationarmy.org](mailto:tahreem.pasha-glenn@usw.salvationarmy.org)

**TERRITORY**
Western

**DIVISION**
Intermountain
COMMITTEE JOB DESCRIPTIONS

PURPOSE To better illuminate the need and practice of our committees in Cheyenne we have developed Committee Job Descriptions. Job Descriptions let the committee members know the need of their committee and specific expectations for our unique operation. The job descriptions have specific annual events as well as measurable outcomes.

PARTNERS Executive Committee
EXPENSES None
REVENUE None
TIME TO PLAN 2-3 months
RESOURCES Officer
CONTACT Lt. Doug Hanson
601 E.20th St.
Cheyenne, WY 82007
doug.hanson@usw.salvationarmy.org
TERRITORY Western
DIVISION Intermountain

DIVISIONAL ADVISORY ORGANIZATIONS CONFERENCE

PURPOSE A Divisional Advisory Organizations Conference (DAOC) provides an opportunity for Advisory Organization members within a Division to come together for a multi-day training patterned, at least to some degree, after an NAOC. Workshops are designed to hit key areas of interest/need/concern by people throughout the Division. There are presenters, keynotes, workshops and you can also include a visit to a Corps. Attendees register in advance for workshops. Meals are included in a nominal registration fee designed to cover costs. Phoenix began with a Wednesday luncheon, afternoon workshops, an evening at the Kro, Thursday general sessions and workshops, evening at the ARC, Friday keynote sessions and closing luncheon. This is an excellent concept in-between NAOCs.

PARTNERS Delegates from throughout Southwest Division
EXPENSES Charged nominal fee to help absorb
REVENUE N/A
TIME TO PLAN Nine months but template in place.
RESOURCES Advisory Organization Member
CONTACT Marlene Klotz Collins
2707 East Van Buren
Phoenix, AZ 85008
marlenerex@cox.net
TERRITORY Western
DIVISION Southwest
EXTRAORDINARY PARTICIPATION 
BY A BOARD MEMBER

**PURPOSE**
Intermountain Division’s 150th Celebration took place at a special venue featuring 360 degrees of oversize video screens all around the room making it a perfect place to share our organization’s history and message. Board member extraordinaire, Jeremy Hubbard, took full charge of the project, creatively and financially. His team at Fox31 produced a special video on the impact the Salvation Army has had internationally over the past 150 years. (A great concept for any community event.) Jeremy is an Emmy Award-winning lead news anchor at FOX31 Denver. He is a great supporter of The Salvation Army and key member of our Metro Advisory Board. We strongly support looking to your local media for Advisory Board members

**PARTNERS**
FOX31 DENVER

**EXPENSES**
None

**REVENUE**
Estimated savings of $15,000

**TIME TO PLAN**
4 months

**RESOURCES**
Staff

**CONTACT**
Melissa McKewen  
1370 Pennsylvania Street  
Denver, Colorado 80203  
melissa.mckewen@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Intermountain

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MEANINGFUL CONVERSATIONS 
(VIP RECEPTION)

**PURPOSE**
The target audience for this annual friend-raiser is individuals who may be in a position to support The Salvation Army through Advisory Board membership, volunteering or financial support. We don’t discuss money or solicit donations. It is a 2-hour, stand-up mixer format, hosted jointly by the firms of two Board members and held at one of their offices. The primary focus is one-on-one conversations with a short TSA moment in the middle. A small group of staff attend and those Board members who are able to bring a guest(s). The setting is intimate but affords lively conversation. It is low cost, but with great return ... generating new Board members and opening the door to new financial and volunteer support.

**PARTNERS**
Kolesar & Leatham, Ltd and Brady Industries

**EXPENSES**
None

**REVENUE**
None

**TIME TO PLAN**
1-2 hours

**RESOURCES**
Officer

**CONTACT**
Major Kelly Pontsler  
The Salvation Army  
2900 Palomino Lane  
Las Vegas, NV 89128  
kelly.pontsler@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Southwest
OPEN HOUSE ADVISORY BOARD MEETING

PURPOSE: The Solano County Advisory Board was chartered with 6 members in 2010 when the Suisun City Kroc Center project was launched. The Board had grown to around 14 by the end of 2014 when members proposed an Open House Advisory Board meeting, inviting guests who had provided significant support throughout the year and potential new members. Approximately 30 attended the meeting where the Corps officer presented an overview of significant activities of the past year and provided financial reports. A vision for the year ahead was also cast providing contributors and prospective members an understanding of how their support could continue to impact lives. The response was tremendous and resulted in 9 new Advisory Board members and an additional $25,000 given by attendees or their affiliates. The concept was repeated in January 2016 with more interest in the Board from prospective members and a commitment of continued support.

PARTNERS: Solano County Advisory Board

EXPENSES: Lunch/Invitations/Printing - Approximately $500

REVENUE: $25,000 in new support

TIME TO PLAN: 15 hours - Creating the Report, sending out invitations and other elements

RESOURCES: Officer

CONTACT: Capt Jonathan Harvey
586 East Wigeon Way
Suisun City, CA 94585
jonathan.harvey@usw.salvationarmy.org

TERRITORY: Western

DIVISION: Del Oro

RESTRUCTURING ADVISORY BOARD MONTHLY MEETINGS

PURPOSE: Meetings have been revamped to function as a think tank, dedicating 30 minutes to tackle on-going program challenges. Members work in groups to suggest possible outcomes and what our role as an organization should be. A limited time is now allocated to sub-committee reports. A thorough written account is provided to each Board member at the meeting and via email a few days before. To keep things fresh, meetings are often hosted at a program site where members may tour the facilities, see services and interact with clients. Engaging members has renewed interest level in our meetings. Members look forward to attending and participating. We make better use of our Board members’ skills, talents and experience as they provide invaluable insight and feedback.

PARTNERS: N/A

EXPENSES: N/A

REVENUE: N/A

TIME TO PLAN: 6 Months

RESOURCES: Staff

CONTACT: Sandi Gabel
1370 Pennsylvania Street
Denver, Colorado 80203
sandil.gabel@usw.salvationarmy.org

TERRITORY: Western

DIVISION: Intermountain
RESTRUCTURING DENVER METRO’S ADVISORY BOARD

PURPOSE
Denver Metro’s Advisory Board was restructured to reflect our City’s rapidly changing landscape of an emerging metropolis. New businesses are continuously approached to enlist new advisers. Potential new members go through a screening process which includes preliminary interviews, a thorough overview of membership responsibilities and tour of current programs. Each member is assigned to a sub-committee that oversees some part of the Army’s operation: Finance, Program, Community, Property, etc. These committees meet separately at their convenience and submit a report during the monthly board meeting. The 2-year strategic plan is regularly reviewed at meetings to ensure each committee is on-track. It is vital to align ourselves with professionals who understand our evolving communities and our capacity to serve. Offering exclusive board activities has helped foster relationships between Advisory Board members. Fun activities like DHQ Ring Day have a great turn-out.

PARTNERS N/A
EXPENSES N/A
REVENUE N/A
TIME TO PLAN 6 months - 1 year
RESOURCES Staff
CONTACT Sandi Gabel
1370 Pennsylvania Street
Denver, Colorado 80203
sandi.gabel@usw.salvationarmy.org
TERRITORY Western
DIVISION Intermountain

YOUNG LEADERS ADVISORY COUNCIL

PURPOSE
Recruit a group of young, active, civic-minded professionals who want to make a difference in this community’s future. The primary goal of the Young Leaders Advisory Council is to activate the expertise, energy and ideas of young professionals to assist The Salvation Army in meeting the needs of local residents and helping to shape the future of the organization.

PARTNERS Advisory Board and local businesses and corporations
EXPENSES Minimal
REVENUE $100,000+ annually
TIME TO PLAN Ongoing recruitment and cultivation for new and existing members
RESOURCES Staff
CONTACT Peter Irwin
200 Twin Oaks Drive
Post Office Box 148
Syracuse NY 13206
peter.irwin@use.salvationarmy.org
TERRITORY Eastern
DIVISION Empire State
ADULT REHABILITATION CENTERS
## ART FLIP FUNDRAISER

| PURPOSE | Our First Fundraising Event similar to TRANSFORMED TREASURES included: lunch buffet, music, art gallery, art appreciation, silent auction, inspirational testimonials, with harvest décor for a transforming experience. It was a fun educational experience where 35 local professional artists & crafters purchased items from our Family Thrift Stores and transformed them into new art pieces for any home, office or garden. The items were one-of-a-kind unique pieces silent auctioned off. Also, our Acorn Cottage on the property was transformed into an art gallery where real original donated art paintings were available for auction too. |
| PARTNERS | Staff, Advisory Council, Local Sonoma County Artists |
| EXPENSES | $2,000 |
| REVENUE | $8,000 |
| TIME TO PLAN | 2 months |
| RESOURCES | Staff |
| CONTACT | Mrs. Veronica Velez  
5269 Daniel Drive  
Rohnert Park, CA 94928  
veronica.velez@usw.salvationarmy.org |
| TERRITORY | Western |
| DIVISION | Del Oro |

## COLLABORATING WITH THE ARC

| PURPOSE | For National Salvation Army Week in 2015, Bass Pro Shops solicited donations of gently used items and invited the Army to bring ARC trucks to the stores for collections. The event was fully staffed by ARC program clients (beneficiaries) who shared their stories and interacted with shoppers. Bass Pro extended a special 25% off coupon to anyone making a donation. Media coverage drew valuable attention to the substance abuse recovery program and relationships to the myriad programs of the Army. |
| PARTNERS | Shops |
| EXPENSES | Minimal |
| REVENUE | $7,000 |
| TIME TO PLAN | 2 months |
| RESOURCES | Staff |
| CONTACT | Melissa McKewen  
1370 Pennsylvania Street  
Denver, Colorado 80203  
melissa.mckewen@usw.salvationarmy.org |
| TERRITORY | Western |
| DIVISION | Intermountain |
FOX’S ‘COLORADO’S BEST’ WITH ARC

PURPOSE
Colorado’s Best is a one-of-a-kind, live morning show in the Denver market. It airs daily on Fox’s sister station, CW2, and is re-aired during the week. As part of a special partnership, from August through December, the ARC was featured twice monthly on the program. Each segment was carefully planned to provide relevant and interesting information that was visually appealing to viewers. For example, August’s theme was back-to-school so the studio was turned into a fun, colorful dorm room featuring a college student’s wardrobe – everything came from a local Family Store.

PARTNERS
Adult Rehabilitation Center

EXPENSES
None

REVENUE
varies

TIME TO PLAN
2-3 weeks

RESOURCES
Staff

CONTACT
Tahreem Pasha-Glenn
1370 Pennsylvania Street
Denver, Colorado 80203
tahreem.pasha-glenn@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Intermountain

PARTNERS IN CHRIST

PURPOSE
The Omaha ARC partnership began with two congregations which have a sincere desire to see people grow in their relationship with Jesus Christ. At the Adult Rehabilitation Center, we provide growth opportunities for the men in our program. In partnership with Omaha Citadel Corps, the ARC can also offer growth opportunities to the whole family, through the varied, quality weekly programming offered to all members of the family by the Corps. One specific weekend each year is designed for individuals who are becoming soldiers (members) of The Salvation Army or are wondering how they may fit into the mission of The Salvation Army. The weekend retreat includes members from both the Corps as well as the ARC congregations and includes small group teaching and corporate worship. The focus of one event was on spiritual gifts. The retreat setting enables relationships to be established in a light and friendly environment, leading to a smoother transition from Beneficiary, to full soldiership. Following the current year’s retreat, the ARC was pleased to enroll seven new Adherents, and had an overflow congregation at the Sunday morning chapel. The focus of both congregations is to grow saints and serve suffering humanity and this was evident in the spiritual gifts weekend. There is continued partnership throughout the year. The corps and ARC look to get together for special events throughout the year, including Easter, Super Bowl Sunday and a joint worship service held at The Salvation Army camp each August. This August, the Corps and ARC are excited to host the Territorial Commanders as special guests for this event. Through this intentional partnership between the Corps and ARC, many lives are being transformed.

PARTNERS
Omaha Citadel Corps Community Center Captains Trevor and Rochelle McClintock

EXPENSES
$1,500

REVENUE
N/A

TIME TO PLAN
Half a day is usually sufficient to plan the annual calendar of events.

RESOURCES
Officer

CONTACT
Captain April Clarke
2551 Dodge Street
Omaha, Nebraska 68131
april.clarke@usc.salvationarmy.org

TERRITORY
Central

DIVISION
ARCC
REAL ESTATE FOR REHABILITATION

PURPOSE
Real Estate for Rehabilitation is designed to increase donations to the ARC through unified support from the Real Estate industry. The goal is to have homeownership industry professionals encourage clients to donate clothing and household goods to the Salvation Army as they prepare to move. Miniature ARC trucks are available (contact your Territorial ARC administrator) and business cards should be produced with the contact information for pick-up. This program has been implemented with Phoenix area Title companies for more than a year and “tickets” (for donation pick-up) have increased by more than 5,000. JoAnn and Joseph Callaway are promoting this concept, very aggressively and with exceedingly successful response, to Real Estate agents and Title companies throughout America.

PARTNERS
Title Companies and Real Estate Agents

EXPENSES
Cost to print business cards

REVENUE
Donated items vary

TIME TO PLAN
Varies; not long.

RESOURCES
Volunteer

CONTACT
Joseph Callaway
12418 North 71st Street
Scottsdale, AZ 85254
joseph@thosecallaways.com

TERRITORY
Western

DIVISION
Southwest

STEP-UP PROGRAM AND OPERATIONAL INTEGRATION

PURPOSE
After a beneficiary completes the 180 day program, he/she can choose to stay on the building in the Step-Up Program. This program gives the individual an opportunity to stay in the building, abiding by the rules, participating in work therapy training, and continuing counseling and addiction classes while looking for employment. The Transitional Housing Program is for those individuals who have completed the program and have gained employment at the ARC or through an outside agency. The Step-Up Program and Transitional Housing offer completors an opportunity to remain in a safe, drug-free environment in the event they have nowhere to turn once they have completed.

PARTNERS
Michigan Rehabilitation Services

EXPENSES
N/A

REVENUE
N/A

TIME TO PLAN
In process now

RESOURCES
Officer

CONTACT
Envoy Merle Miller
1627 West Fort Street
Detroit, Michigan 48216
merle_miller@usc.salvationarmy.org

TERRITORY
Central

DIVISION
ARC Command
CHRISTMAS
ANGEL TREES DEBUTING AT MACY’S

PURPOSE  For the first time in 2015, the 10 Macy’s stores across Denver supported the Angel Tree program with trees in their stores (they provided trees, decorations, barrels for collection). Nationwide, this relationship is the first of its kind. Fox31 Denver and CW2 provided media support. Angel Tree was also featured in the annual public performance of the ‘Nutcracker’ at the Denver Center for the Performing Arts. Approximately 10,000 people walked through their public spaces every day.

PARTNERS  Macy’s/ Fox31 Denver/ CW2

EXPENSES  None

REVENUE  N/A

TIME TO PLAN  6 months

RESOURCES  Staff

CONTACT  Tahreem Pasha-Glenn
          1370 Pennsylvania Street
          Denver, Colorado 80203
          tahreem.pasha-glenn@usw.salvationarmy.org

TERRITORY  Western

DIVISION  Intermountain

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ALTERNATE ANGEL TREE TAGS

PURPOSE  Rather than hang tags on trees asking for toys for children for Christmas in areas where this is already well taken care of and additional needs exist, we produce tags with information on how to assist the elderly ... where to make online donations or send a check to help with heating bills, personal care or food items.

PARTNERS  Churches, grocery stores, etc.

EXPENSES  Minimal

REVENUE  N/A

TIME TO PLAN  2 months

RESOURCES  Staff

CONTACT  Ms. Donna Fencik
          The Salvation Army
          Western Pennsylvania Division
          700 North Bell Avenue
          Carnegie, PA 15106
          donna.fencik@use.salvationarmy.org

TERRITORY  Eastern

DIVISION  Western Pennsylvania

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WARM HEARTS CAMPAIGN

Help keep a neighbor warm by donating today!

I would like to provide heating for a
  ___ Senior Citizen
  ___ Disabled Person
  ___ Family w/ young children
  ___ Veteran
  ___ Other (please specify)

Levels of Giving
  ___ $5
  ___ $10
  ___ $25
  ___ $300 (a substantial amount to someone in need)
  ___ Any amount is a blessing

Please complete your information and return with your gift to the address below:

Ms. Donna Fencik
The Salvation Army
Western Pennsylvania Division
700 North Bell Avenue
Carnegie, PA 15106

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EXCEPT CHANGE
BELL RINGER OF THE DAY

PURPOSE
Working with radio station KOOL 108, which is considered the Twin Cities Christmas station, a volunteer bell-ringer is announced each weekday in December during a live interview on the morning show. The station sells in a sponsor (My Pillow in 2015) and each ringer of the day receives a gift (a My Pillow that year). The station then promotes bell-ringing. Each promotion includes what it means to clients for every hour a bell ringer stands kettle - “Two hours at a kettle will feed a family of four for a week.”

PARTNERS
KOOL 108 and a sponsor they sell into the promotion

EXPENSES
None

REVENUE
Volunteer time

TIME TO PLAN
One month - get ringers for a week at a time prepared

RESOURCES
Staff

CONTACT
Annette Bauer
2445 Prior Ave N
Roseville, MN 55113
annette_bauer@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern

BELL RINGER RECRUITMENT

PURPOSE
Our Advisory Council fully embraces the Christmas effort. One member, in particular, has shown a great proclivity for recruiting and supporting volunteer bell-ringers. He schedules them for one-hour, takes two locations and has one switch off at the top of the hour, the other at the bottom. He takes their photo in their apron by the kettle when they arrive. During their hour, he prints and frames at Walgreen’s, returning at the end of the person’s shift with the photo gift, which he posts later in his Facebook feed, enticing others to volunteer. It has been a phenomenal recruiting tool for him and he will do this for 4 different Saturdays during the season!

PARTNERS
N/A

EXPENSES
He pays for the photos himself

REVENUE
Increased kettle income, no payroll expenses

TIME TO PLAN
Minimal

RESOURCES
Officer

CONTACT
Capt. Patrick Jones
712 W. Abram
Arlington, TX 76013
patrick.jones@uss.salvationarmy.org

TERRITORY
Southern

DIVISION
Texas
**BEST PRACTICES - HOLIDAY 2015**

**PURPOSE**
We prepare a collection of some best practices put together by the Del Oro Development Department. It is meant to help Officers and Corps staff with online fundraising, publicity, kettles, resources and more. We are happy to share with other Divisions and Advisory Organizations.

**PARTNERS**
Del Oro Development Department

**EXPENSES**
None

**REVENUE**
None

**TIME TO PLAN**
A couple months - updated every year.

**RESOURCES**
Staff

**CONTACT**
Julie Hughes  
3755 N Freeway  
Sacramento, CA 95834  
julie.hughes@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Del Oro

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**BRASS CONCERTS AT CHRISTMAS AT PREMIER RETIREMENT RESIDENCES**

**PURPOSE**
In the San Francisco Bay Area, where it is difficult to access those who live in highly secured retirement residences, Planned Giving and Major Gift Officers (Donor Relations Directors) worked with specific donors to arrange for the Army to be part of their program schedules where they live. All active donors received special invitations and were encouraged to invite their friends to the special Christmas Salvation Army Brass Band Concert. Band members shared the Army story in-between songs and the audience was given an opportunity to sing-a-long. While a fundraising ask was not made, the gesture garnered measurable donations and planned giving leads.

**PARTNERS**
Planned Giving and Major Gift Staff/Donors and their contacts Program managers and Activity Directors

**EXPENSES**
Postage, invitations, giveaways

**REVENUE**
Over $30,000 plus in cash gifts for the past several years. More importantly planned giving leads and face to face meetings with donors and prospects.

**TIME TO PLAN**
60 days

**RESOURCES**
Staff

**CONTACT**
Tim Rodriguera  
832 Folsom Street  
San Francisco, California 94107  
tim.rodriguera@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Golden State

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![Image of a brass band at Christmas](image-url)
BRONCOS’ THANKSGIVING MEAL PREP

PURPOSE For 2 hours, athletes from Denver Broncos trade in their orange football jerseys for The Salvation Army’s red aprons and help out preparing a Thanksgiving feast for the less fortunate. The meal is prepped 3-4 days before Thanksgiving. Players wash, cut and cook food needed to feed 1500 people. Preparation is held at Harbor Light where program residents line up afterward for an informal meet and greet with the players. The meal is served on Thanksgiving Day at Colorado Convention Center. It’s a feel-good story that guarantees media coverage. Media loves to see players working in the kitchen and having one-on-one access to them. Overworked Harbor Light staff love the extra help. The event is planned to keep things simple and easy – players come in, talk to the media, prep in the kitchen and talk to our residents on their way out.

PARTNERS ProLink Sports

EXPENSES N/A

REVENUE N/A

TIME TO PLAN 2 weeks

RESOURCES Staff

CONTACT Tahreem Pasha-Glenn
1370 Pennsylvania Street
Denver, Colorado 80203
tahreem.pasha-glenn@usw.salvationarmy.org

TERRITORY Western

DIVISION Intermountain

CELEBRATE THE LIGHT OF THE WORLD

PURPOSE The Koosman family’s “Celebrate the Light of the World” display rang in the New Year in a big way. They have raised more than $164,000 for the Willmar Salvation Army, setting a new record and topping last year’s total of $135,000. The display was featured on the nationally televised program “The Great Christmas Light Fight.” Once word got out that the lights were going to be featured on national TV, many local radio, newspaper and television interviews followed. Lakeland Broadcasting sponsored this year’s display and kept residents up-to-date with the latest news and information on the radio. KARE 11 also featured the Koosman’s display as part of reporter Boyd Huppert’s “Land of 10,000 Stories” segment. All of the publicity led to yet another record-breaking season of bell ringing. What started out several years ago as a small fundraiser for The Salvation Army is now the greatest fundraising effort in Willmar to ensure programs and services are available for those in need. To date, the Koosman’s have raised just short of a half million dollars for the Willmar Salvation Army. They say they won’t stop until they raise $1 million.

PARTNERS Chad Koosman - Willmar Advisory Board Member

EXPENSES N/A

REVENUE $165,000

TIME TO PLAN N/A

RESOURCES Staff

CONTACT Annette Bauer
2445 Prior Ave
Roseville, MN 55113
annette_bauer@usc.salvationarmy.org

TERRITORY Central

DIVISION Northern
CELEBRITY AUTHOR BELL RINGING EVENT - HARVEY MACKAY

PURPOSE Harvey Mackay, five-time New York Times best-selling author, has been an Army bellringer for 14 years, matching his kettle each year. When so moved, he writes about his upcoming bell-ringing experience in his nationally-syndicated weekly column. Once determining his best day to ring, we seek radio publicity and mention these among our talking points: ask people to stop by, donate to his kettle and mention they heard he was out ringing and will be matching his kettle. Those who mention that they heard it on the radio, get their choice of one of his books, autographed, of course.

PARTNERS Harvey’s personal assistant who informs all people in Harvey’s network that he is ringing and to come out and make a big donation.

EXPENSES Minimal Expense – Harvey supplies several cases of his best-selling books, and his development contact provides a few cups of hot chocolate to help keep them warm at a cold Minnesota outdoor location. Minor costs for specialized signage ($50).

REVENUE $1,500

TIME TO PLAN A few emails to select the best date.

RESOURCES Volunteer

CONTACT Jon Nelson
2445 Prior Ave NE
Roseville, MN 55113
jon_nelson@usc.salvationarmy.org

TERRITORY Central
DIVISION Northern

N/A

2-3 months

N/A

Staff

Julie Orlando
2445 Prior Ave
Roseville, MN 55113
julie_orlando@usc.salvationarmy.org

Central

Northern

This long-standing tradition in the Twin Cities gives local celebrities a chance to come together and bell ring at the same location. These radio/TV personalities, sports figures, mascots, pageant winners and famous bloggers sign up to ring for an hour inside the center court of a large mall. We schedule up to 5 celebrities an hour throughout the day and encourage them to promote their bell-ringing ahead of time to their followers. This fun day brings great social media engagement between and with the celebrities. Our photographer is also there all day taking photos of the celebrities which are emailed to them that day.

PARTNERS Local TV/radio and sports teams, a shopping mall (Southdale Center)

EXPENSES N/A

REVENUE N/A

TIME TO PLAN 2-3 months

RESOURCES Staff

CONTACT Julie Orlando
2445 Prior Ave
Roseville, MN 55113
julie_orlando@usc.salvationarmy.org

TERRITORY Central
DIVISION Northern

CHRISTMAS
CHRISTMAS MATCHES

PURPOSE The purpose of the Christmas Match is to DOUBLE or TRIPLE your Christmas kettle gifts ... a good project for Advisory Board members. Develop a team to organize, then prepare a listing of possible match candidates, followed by a team of askers who will commit to make presentations and request a Christmas match. Develop and prepare the Christmas Ask proposal, practice, then make the calls. Plan/execute promotion and include social media. Prepare kettle signage which indicates “your donation is doubled/tripled.” After the match is complete, do your best to communicate the results out to the community through the media and quickly thank donors.

PARTNERS Local area companies, possible foundations and even anonymous individual donors.

EXPENSES Minor expense in printing costs for signage.

REVENUE Anywhere from $5,000 to $1,000,000

TIME TO PLAN Several one hour meetings developing and working the plan

RESOURCES Other

CONTACT Jon Nelson
2445 Prior Ave N
Roseville, MN 55113
jon_nelson@usc.salvationarmy.org

TERRITORY Central

DIVISION Northern

CHRISTMAS REVIEW

PURPOSE We report to our donors each January the results of the Christmas campaign through a simple four-page piece: the cover includes the final goal and financial needs for the new year, a photo essay/calendar on the inside to recognize partnerships, the back is reserved for a special donor/partnership. It is vital to mail in January. We use the same photos and storylines we used during the season and keep the same template. A great way to set the stage for a financially successful new year.

PARTNERS N/A

EXPENSES Cost of 20 cents per piece designed and mailed or you could just create a PDF for the website and not mail it out.

REVENUE N/A

TIME TO PLAN Two weeks of creating with all the planning happening along the way of the Christmas season

RESOURCES Staff

CONTACT Annette Bauer
2445 Prior AVE
Roseville, MN 55113
annette_bauer@usc.salvationarmy.org

TERRITORY Central

DIVISION Northern
## CONNECTICUT'S OFFICIAL KETTLE KICKOFF

**PURPOSE**  
Since the beginning of holiday season, a great amount of emphasis has been placed on developing relationships with the local media, including TV, radio, and print. CT’s Official Kettle Kickoff in November brought together meteorologists from all four CT television stations, to “predict” the amount of donations that would be raised for their “kettle forecasts.” The stations and meteorologists competed and promoted their participation on-air before the event, and after the event on the evening news. This spawned promotion during kettle season across the market, and in-person celebrity bell ringing at the CT Old State House, and the New Haven Stop & Shop, which included a live broadcast. Fairfield Country Day School’s Bell Choir and The Salvation Army’s Brass Ensemble performed. Governor Malloy declared November 20th CT’s Official Kickoff Day. The PR Department regularly sent out press releases, which were picked up across Connecticut. In developing these relationships, the media now knows they can contact us when they want to run a story. The PR Department responds quickly, and has materials needed to produce an easy-made package. Messaging of the Kettle Kickoff, weekly updates, and events were cross promoted on the divisional website: www.salvationarmyct.org, Facebook, and Twitter.

| PARTNERS | WTNH News 8, WFSB Ch. 3, FOX 61, NBC CT |
| EXPENSES | $300 |
| REVENUE | N/A |
| TIME TO PLAN | 1.5 months |
| RESOURCES | Staff |
| CONTACT | Laura A. Krueger  
855 Asylum Street  
Hartford, CT 06105  
laura.krueger@use.salvationarmy.org |
| TERRITORY | Eastern |
| DIVISION | Southern New England |

## DIVISIONAL ONE-DAY KETTLE BLITZ

**PURPOSE**  
The Northern New England Division held its first Division-wide Kettle Blitz in 2014. This one-day competition among Corps throughout the Division created interest and income by attracting media coverage and inspiring support from the community ... keeping fundraising momentum going through mid-season. Every corps that fully participated in the blitz received a $1,000 grant from Divisional Headquarters. Additionally, the Corps with the highest total raised at the self-assigned kettle received an additional cash award, based on the highest percentage raised of the approved Red Kettle Campaign budgeted goal. The top three Corps in each state received: First Place - $2,000; Second - $1,000; Third - $500. Among the criteria required in order to benefit from the Divisional grant: funds raised; Advisory Board participation, support from service clubs or community groups; local media coverage; photographs of participants at kettle to DHQ for internal and external use. Corps were encouraged to be creative (mascots, engage government officials, encourage Board involvement, involve student choirs, etc.).

| PARTNERS | Service clubs, volunteers, mascots |
| EXPENSES | None |
| REVENUE | $16,000 to $20,000 |
| TIME TO PLAN | 6 months |
| RESOURCES | Staff |
| CONTACT | Patricia James  
P.O. Box 3647297 Cumberland Avenue  
Portland, ME 04104  
patricia.james@use.salvationarmy.org |
| TERRITORY | Eastern |
| DIVISION | Northern New England |
I AM......

The “I Am” project is a way to engage those we help and give them an opportunity to give back. I AM......not just a client, I AM......a volunteer. When parents/guardians come to register their children for the Angel Tree, they are given the opportunity to volunteer at a kettle, Family Store or warehouse to help give back to the community. Those not working or disabled are asked to volunteer for 4 hours during the Christmas season. The program allows the client to feel wanted, needed and productive. Rather than just receiving Angel Tree gifts, they become part of the overall Christmas program as a volunteer. It is a small way to begin to help our families who have a financial need to give back in a meaningful way.

KETTLE CLUB PIN

We sold lapel pins for $100, giving the public an opportunity to show their support of the Red Kettle Campaign (a take-off of the Kentucky Derby Festival’s Pegasus Pin which permits discounts from participating businesses). In our first year, we sold 443 pins, promoting sales at our annual Christmas Breakfast Roast (an event to kickoff the Red Kettle Campaign). In the second year, retailers at our city’s largest mall sold at their counters. A goal is to achieve store discount incentives to those wearing the pin. The pins have proven to be a fundraiser and visible means to promote the work of The Salvation Army and the Red Kettle Campaign.

PARTNERS
- Local Mall

EXPENSES
- $1.36 per pin @ 1,000

REVENUE
- $42,940

TIME TO PLAN
- 4 months

RESOURCES
- Officer

CONTACT
- Major Thomas Hinzman
  736 W. Main Street
  Lexington, KY 40508
  Thomas.Hinzman@use.salvationarmy.org

TERRITORY
- Eastern

DIVISION
- Southwest Ohio Northeast Kentucky
**KETTLE SPONSORSHIP**

**PURPOSE**
We offer businesses and individuals an opportunity to sponsor kettles. For a $2,000 donation, the sponsor’s name or logo is attached to a kettle every day. We rotate the names daily so they receive exposure throughout our entire three counties. Their logos are also included on all kettle PSA’s produced and aired by lead sponsor Alabama News Network, which has 5 stations in the Montgomery area and handles all costs for the program. They run 10-12 or more PSA’s daily beginning mid-November. Each sponsor is invited to place their check in the kettle during a kick-off event held on the steps of the state capitol the day before kettle season launches. In 2014, the Advisory Board raised $38,000 in sponsorships. That number grew to $50,000 in 2015. This project, all sponsorship fundraising, is done by Advisory Board members.

**PARTNERS**
Alabama News Network, Montgomery Advisory Board

**EXPENSES**
None

**REVENUE**
$38,000

**TIME TO PLAN**
6 months would be ideal, last year we only had 3

**RESOURCES**
Officer

**CONTACT**
Major Walter Strong
900 Maxwell Blvd
Montgomery, Alabama 36104
Walter.strong@uss.salvationarmy.org

**TERRITORY**
Southern

**DIVISION**
Alabama, Louisiana, Mississippi (ALM)

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**KING SOOPERS ‘BIG RING’**

**PURPOSE**
Since 2014, associates from King Soopers/City Market in Colorado and Wyoming ring bells at their stores to support The Salvation Army. “The Big Ring” takes place for two hours on a designated Thursday during the holiday season. A media event is organized at their Denver flagship store where officials from both brands are present for the ‘official bell takeover.’ Prizes are handed to shoppers and the Salvation Army Brass Band plays festive holiday tunes.

**PARTNERS**
King Sooper/ City Market

**EXPENSES**
N/A

**REVENUE**
N/A

**TIME TO PLAN**
2 months

**RESOURCES**
Staff

**CONTACT**
Sandi Gabel
1370 Pennsylvania Street
Denver, Colorado 80203
sandi.gabel@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Intermountain

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The Big Ring
Today our Store Associates are taking over the Salvation Army Red Kettles!
Bringing HOPE to the Table.
MEET US AT THE KETTLE!

PURPOSE
Two friends of The Salvation Army began ringing bells on a single day in 2011 and haven’t missed a season since. They send out their Christmas cards early and include a letter detailing when and where they will be ringing ... and invite friends to either come by on that day or make a donation in advance. Hence, they begin their day at the kettle with several hundred dollars. In 2014, they passed the $10,000 mark for a single day; in 2015, their kettle topped $10,500.

PARTNERS
Kay & Bill Shover, our bell-ringers extraordinaire

EXPENSES
N/A

REVENUE
Changes annually

TIME TO PLAN
Several weeks

RESOURCES
Volunteer

CONTACT
Marlene Klotz Collins
2707 East Van Buren
Phoenix, AZ 85008
marlenerex@cox.net

TERRITORY
Western

DIVISION
Southwest

NIELSEN: KETTLE

PURPOSE
Prior to the 2015 Christmas season, The Salvation Army Northern Division partnered with Nielsen Companies on a market research project analyzing the customer traffic in the Twin Cities. Taking market data, Nielsen aligned shopping patterns and trends with our kettle income and kettle volunteer data. The goal was to create a more efficient campaign and provide better volunteer opportunities by aligning bellringers with the highest customer traffic times, reducing expenses and increasing net income. As a result, the Northern Division increased bell ringers, tailoring our available schedule to influence volunteers to register at the most profitable locations during the busiest hours. The strategy decreased our expenses by $76,215.70 (12.63%) in paid bell ringer salary alone and we increased our net income from 2014 by $64,698.13. A full presentation (PowerPoint) from Nielsen is available and Northern Division is happy to share the information.

PARTNERS
Nielsen

EXPENSES
None

REVENUE
$200,000

TIME TO PLAN
2-3 Months

RESOURCES
Staff

CONTACT
Kelsey Mattison
2445 Prior Avenue North
Roseville, MN 55113
kelsey_mattison@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern

Northern Division Twin Cities Kettle Campaign
* Day to Day Comparison from Saturday before Thanksgiving – Christmas Eve Day

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<thead>
<tr>
<th>Year</th>
<th>Total Kettles</th>
<th>Total Funds</th>
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<td>$2,819,865.28</td>
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</tbody>
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EXPECT CHANGE
OPERATION REST ASSURED MATCH CAMPAIGN

PURPOSE In partnership with Denver Mattress, a locally owned mattress production and sales company, a TV commercial airs on all major stations in the area during the months of November and December. Both Denver Mattress and The Salvation Army promote the matching campaign on their web-based platforms (websites, social media, etc.) and through press releases/coverage.

PARTNERS Denver Mattress

EXPENSES None

REVENUE $160,000

TIME TO PLAN 2 months

RESOURCES Staff

CONTACT Melissa McKewen
1370 Pennsylvania Street
Denver, Colorado 80203
melissa.mckewen@usw.salvationarmy.org

TERRITORY Western

DIVISION Intermountain

REAL ESTATE WEDNESDAYS

PURPOSE Partnering with the Real Estate industry, members of that industry ring bells every Wednesday between Thanksgiving and Christmas. Phoenix Advisory Board members and founders of the program, JoAnn and Joseph Callaway, have created a web site that includes all the collateral necessary to promote the program through every stage of planning. Industry members adopt a kettle at a specific location and then organize volunteers to cover 11a-7p on each Wednesday. Turn-key materials make it easy to encourage clients to visit the ringers at their kettle. The Salvation Army provides signage to the respective corps assigned to the various Realtors. These signs are displayed on each kettle stand. Helpful to have a strong member of the Real Estate industry involved in the planning. The Callaways are happy to make introductions of Realtors in various markets to Army volunteers and staff. It is extremely important to have a dedicated staff or volunteer to organize the bell-ringing schedule.

PARTNERS Realtors, Brokers, Title Companies, Real Estate industry members

EXPENSES Varies; depending on what you wish to print

REVENUE Approximately $200,000 in 2014

TIME TO PLAN 6 months

RESOURCES Volunteer

CONTACT JoAnn Callaway
12418 North 71st Street
Scottsdale, AZ 85254
joann@thosecallaways.com

TERRITORY Western

DIVISION Southwest
REALTOR RING DAY

PURPOSE
REALTOR® Ring Day is an annual event that brings thousands of Realtors to red kettles all over the country to collect donations that support local Salvation Army housing programs and more. The program debuted in 2010 with a few hundred Realtors ringing bells on a single day in Minnesota and North Dakota. The event has grown each year as Realtors from more states make this a Christmas tradition. In 2016, thousands of Real Estate professionals will ring across more than 30 states on Friday, December 2. The dollars raised at each kettle stay in the local community. The event gives real estate professionals an opportunity to support a cause that is dear to them: housing. It’s a win – win for both organizations. Realtors enjoy promoting their name in the community and the Army reaches a new demographic of people expanding our brand and growing our volunteerism. In Minnesota and North Dakota alone, we are able to reach 15,000 Real Estate professionals with a Salvation Army message.

PARTNERS
Realtor Associations

EXPENSES
None

REVENUE
Increased volunteerism & kettle revenue

TIME TO PLAN
Falls within bell ringer recruitment

RESOURCES
Staff

CONTACT
Kelsey Mattison
2445 Prior Avenue North
Roseville, MN 55113
kelsey_mattison@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern

RED OUT

PURPOSE
To engage the Twin Cities community in a fun social media initiative, we launched RED OUT. This day-long campaign on a Friday in December encouraged people to wear red, snap a photo of themselves and “post it” on Instagram/Twitter using the hashtag #REDOUT. All those that participated were entered into a drawing to win free tickets to a Vikings game. We even worked with state/city officials to get two of the bridges over the Mississippi River in Minneapolis to be lit up in red that night. Our social engagement that day was wonderful especially with local media personalities. We even “trended” twice that day in the Twin Cities on Twitter which is hard to accomplish.

PARTNERS
N/A

EXPENSES
N/A

REVENUE
N/A

TIME TO PLAN
1 month

RESOURCES
Staff

CONTACT
Julie Orlando
2445 Prior Ave
Roseville, MN 55113
julie_orlando@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern
**BE A SIGN**

**PURPOSE**
We sell “Kettle Signs” to vendors and companies throughout our service area. Sponsorship levels range from $250/day to $1500/season. We place the logo of the business on the kettle sign. It costs us $11 to produce a sign; the business selects their location. We then invite the sponsor to match the funds raised on the day of their choice or to have their employees ring at that location for that day. This project raises about $75,000 per season for our Regional Coordinate in Jackson, Mississippi. Each year, more businesses opt in for this marketing opportunity.

**PARTNERS**
Community leaders, celebrities, groups

**EXPENSES**
Minimal

**REVENUE**
$75K - $100K

**TIME TO PLAN**
3 months

**RESOURCES**
Officer

**CONTACT**
Captain Ken Chapman
110 Presto Lane
Jackson, MS 39206
Ken.Chapman@uss.salvationarmy.org

**TERRITORY**
Southern

**DIVISION**
ALM

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**RING IT TO BRING IT**

**PURPOSE**
Ring It To Bring It! We have tried this marketing tool with kettles for three years, each with a different approach. This can be easily tailored to fit the “personality” or regional culture of any Command. Options: (1) Early November, we gave 100 influential people a bell and a bucket with the shield on it, asking them to raise at least $500. One month later, we had a PR event at our Corps, with the media present, and kettles were returned. So, ring it until you bring it! (2) The next year, we had celebrities ring at intersections, shopping areas, or events until they raised $500. In 2015, we challenged cheerleading groups and bands to compete against each other in a similar way to raise the $500. Ring It Until You Bring it!

**PARTNERS**
Community businesses, local vendors

**EXPENSES**
Minimal

**REVENUE**
$75K - $100K

**TIME TO PLAN**
3 months

**RESOURCES**
Officer

**CONTACT**
Captain Ken Chapman
110 Presto Lane
Jackson, MS 39206
Ken.Chapman@uss.salvationarmy.org

**TERRITORY**
Southern

**DIVISION**
ALM
THANKS4GIVING

PURPOSE
The Costa Family Foundation hosts a Thanksgiving dinner for 800-1000 individuals in need. Before the event, they take out ads in the newspaper and send letters to personal friends, community members, Salvation Army donors asking for support in a matching gift program. The Costa’s match community giving up to $50,000. This year, donations were up from last year by almost $1000. Volunteers prepare the dinner and serve it to the area’s needy on Thanksgiving. It is an elegant sit-down meal (turkey and all the trimmings) served in the local convention center and in the most professional way by one of the area’s most experienced restaurateurs, Dan Costa. Professionals from the community provide free photographs/portraits, phone calls to anywhere in the U.S., and face painting for the children. Hundreds of volunteers are involved in the effort.

PARTNERS
Costa Family Foundation, Dan & Denise Costa

EXPENSES
None

REVENUE
$108,795

TIME TO PLAN
Minimal

RESOURCES
Staff

CONTACT
Roxanne Nelson
P.O. Box 1663
Modesto, California 95353
roxanne.nelson@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Golden State

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THE BIG RING

PURPOSE
The BIG RING is an all-day fundraiser (6am-6pm) hosted at a corner gas and convenience store. The event is done in conjunction with a local radio station that promotes live throughout the day. Three ways the public is invited to participate: (1) pledge 5 or 10 cents for every gallon pumped; (2) make a donation; and (3) donate a gift for the silent auction. The auction goes on inside the store throughout the day. The event has raised $35,000-$50,000 in the past two years.

PARTNERS
Advisory Board members, individual donors, business donors, media, radio and TV

EXPENSES
Minimal

REVENUE
$30-$50,000

TIME TO PLAN
Planning starts in June and there is a monthly meeting of approximately 1 hour per month, 6 months leading up to the event

RESOURCES
 Volunteer

CONTACT
Jon Nelson
2445 Prior Ave N
Roseville, MN 55113
jon_nelson@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern
THE BIG RING!

PURPOSE
In 2011, Fry’s (Kroger) approached The Salvation Army with a concept they called, “The Big Ring!” They select a day during the holiday season when their associates stand kettle, 8a-8p, at each of their 122 stores throughout the state. At stores with two doors, we typically have a volunteer at the second door. They encourage us to bring all the supplies the night before to avoid a rush that day. We solicit media coverage and place special signs on the kettles with the Fry’s logo. We have shared the concept with the Army in Denver where the chain now does the program.

PARTNERS
Fry’s Food Stores (Kroger)

EXPENSES
N/A

REVENUE
$31,000+ in 2015

TIME TO PLAN
Two months

RESOURCES
Advisory Organization Member

CONTACT
Marlene Klotz Collins
2707 East Van Buren
Phoenix, AZ 85008
marlenerex@cox.net

TERRITORY
Western

DIVISION
Southwest

THRVENT RINGS MATCH WITH VIDEO

PURPOSE
In honor of The Salvation Army’s 150th anniversary, Thrivent Financial matched every kettle or online donation up to $75,000 on December 4. This is the largest corporate kettle match ever for the Twin Cities Salvation Army. Another option for donating was viewing online videos ($1 donation for each view). Each video provided a different example of what $150,000 could do. The videos were fun, quirky, thoughtful, and only 15 seconds long. Donors were free to laugh, like, share and move others, all while earning a buck for the Army.

PARTNERS
Thrivent Financial

EXPENSES
N/A

REVENUE
$300,000

TIME TO PLAN
Two months

RESOURCES
Staff

CONTACT
Annette Bauer
2445 Prior Ave
Roseville, MN 55113
annette_bauer@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern
TOY SHOP COLLECTION FROM VOLUNTEERS

PURPOSE  It is assumed someone more invested with their time in an organization is likely to give more. We are not seeing that in our Division. What we have seen is that when given a specific directive, our volunteers respond well. This was grandly displayed in 2015 when there was a Christmas toy shortage at our Twin Cities toy shop. We sent an email explaining the situation to volunteers who further shared the details with associations and businesses. Within days, volunteers responded with their vehicles filled with toys ... a steady stream of cars. As a thank you, we sent our volunteers a photo of staff in front of a table filled with toys along with a personal letter from the volunteer director. This very specific and personal touch point is sure to be memorable for those who gave.

PARTNERS  N/A

EXPENSES  N/A

REVENUE  N/A

TIME TO PLAN  N/A

RESOURCES  Staff

CONTACT  Annette Bauer
2445 Prior Ave
Roseville, MN 55113
annette_bauer@usc.salvationarmy.org

TERRITORY  Central

DIVISION  Northern
DISASTER SERVICES
ACTIVE SHOOTER

PURPOSE
An Active Shooter is an individual actively engaged in killing or attempting to kill people in a confined and populated place, in most cases, active shooters use firearms and there is no pattern or method to their selection of victims. Because active shooter situations are often over within 10-15 minutes, before law enforcement arrives on the scene, individuals must be prepared both mentally and physically to deal with an active shooter situation. The Sierra Del Mar Division has held successful emergency drills over the past years and recognizes that personal threats are an increasing danger. We have used William Booth’s name to be part of our alerting system for emergencies within our Divisional Headquarters. When faced with eminent danger, our receptionist would first alert everyone with a Public Address system page of “William Booth has a phone call.” The second step would be by pushing an emergency button that alerts the police department. The third step is our Air Horn backup system placed on each floor by Floor Wardens. Our safety committee members and floor wardens keep each department always on the ready for emergencies. Action 1. Warn all co-workers if possible. Action 2. “Get out/escape” if possible using the safest possible route. (If co-workers will not leave with you, leave without them) Action 3. “Cover/Conceal” if you cannot exit safely. Each department would lock their entrance door and barricade doors, shut off lights, get out of sight, and keep quiet. Turn off cell phones to silent mode. Departments are instructed not to open the doors until Law Enforcement advises that it is safe. It is important that everyone stays focused on survival and keep others around you calm and focused. Action 4. “Defend yourself” as a last resort. If your life is in imminent danger, defend yourself.

PARTNERS
Divisional Corps

EXPENSES
None

REVENUE
None

TIME TO PLAN
Now

RESOURCES
Staff

CONTACT
Donald Read
2320 5th Avenue
San Diego, CA 92101
don.read@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Sierra Del Mar

FORD TRANSIT PROTOTYPE

PURPOSE
Project involved developing the newest prototype EDS response vehicle “Canteen”. This vehicle utilized the newest technology involving an inverter power system, which replaces the costly generator systems now on the canteens. It also has a solar battery charger for the main engine battery. With the new Ford Transit vehicle this was able to be built more cost effectively by almost $50,000 less versus a typical DRU. The new unit is also designed to have multiple configurations for the work area of the canteen to customize it to local Corps or EDS needs.

PARTNERS
Keystone Coach Works

EXPENSES
Cost to build approximately $72,000 depending on options

REVENUE
Grant funding from United Way of Southwestern PA

TIME TO PLAN
Approximately six months in advance

RESOURCES
Staff

CONTACT
Michael Riemer
820 Parish Street
Pittsburgh, PA 15220
michael.riemer@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
WPA
RAPID ASSESSMENT TOOLS FOR INFORMED DECISION MAKING

PURPOSE
Data-driven decision making processes within all sectors continue to improve through ever-advancing technological tools. In the Greater New York Division, utilizing a combination of Send Word Now, an emergency notification system, and Google Apps, particularly its web-based survey tool Google Forms, a new process has been developed to assess internal property, program, and personnel and the operational capacity of nonprofit partners. This has proven to enable continuity of operations, sound stewardship, and vastly improved inter-sector information sharing amidst the organic free-fall of disaster response.

PARTNERS
Send Word Now (SWN), Google, Information Technology Disaster Resource Center (ITDRC), New York City Voluntary Organizations Active in Disaster (NYCVOAD)

EXPENSES
$20,000 (in-kind)

REVENUE
N/A

TIME TO PLAN
2-3 months

RESOURCES
Staff

CONTACT
Zack Hodgson
120 West 14th Street
New York, NY 10011
zachary.hodgson@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
Greater New York

THE SALVATION ARMY CHAPLAINCY PROGRAM

PURPOSE
The Salvation Army Chaplaincy Program brings citizens, police officers and members of all beliefs together to build relationships and safe neighborhoods. The project works to identify root causes that shatter lives, and provide assistance to empower individuals to make changes in their lives. Through a ‘ministry of presence,’ this program provides emotional and spiritual support to those affected by crimes. Faith-based community teams are assigned to work with Army chaplains to implement community outreach to promote strong and safe neighborhoods.

PARTNERS
The Milwaukee Police Department—all 7 Districts

EXPENSES
Between $55,000 and $60,000 for training and vests

REVENUE
None

TIME TO PLAN
6 months

RESOURCES
Staff

CONTACT
Stan Kelley
11315 W. Watertown Plank Rd
Wauwatosa, Wisconsin 53226
stan_kelley@usc.salvationarmy.org

TERRITORY
Central

DIVISION
WUM
THE SALVATION ARMY SUPERSTORM SANDY REPAIR/REBUILD PROGRAM

PURPOSE  The Salvation Army SuperStorm Sandy Repair/Rebuild program supported the recovery of a community with the recovery of local small businesses all while remaining client-centered. Utilizing a Project Coordinator experienced in social services and basic construction, the Repair/Rebuild program began funding construction within three months of conception and continued for 3 ½ years. Donor funds directly and quickly paid for critical home repairs done by vetted and trusted local contractors using local supply stores. These relationships will continue long term.

PARTNERS  Licensed & Insured local contractors; local supply stores; local volunteer groups.

EXPENSES  Contractor labor, material & supplies

REVENUE  Donor funds

TIME TO PLAN  Ongoing

RESOURCES  Staff

CONTACT  Diana Lopez Esq.
          120 W. 14th Street
          New York, NY 10011
diana.lopez@use.salvationarmy.org

TERRITORY  Eastern

DIVISION  Greater New York
ECHELON
## CHILDREN-ORIENTED VOLUNTEER ACTIVITY IDEAS

| PURPOSE | Seasonal arts and crafts (pumpkin carving in the fall) at after-school centers. Staff Army back-to-school carnivals. Host trick-or-treating in safe, monitored areas, such as an Army parking lot. |
| PARTNERS | None |
| EXPENSES | None |
| REVENUE | None |
| TIME TO PLAN | 1 month |
| RESOURCES | Volunteer |
| CONTACT | Nick Verderame  
1022 E. Palmaire  
Phoenix, AZ 85020  
nverderame@gmail.com |
| TERRITORY | Western |
| DIVISION | Southwest |

## DINNER IN THE STREETS

| PURPOSE | Not Your Average Gala. With every non-profit in the city hosting a gala, it’s hard to differentiate each individual event. Milwaukee’s Echelon has scrapped the gala and opted for Dinner in the Streets. We’re hosting a unique fundraising opportunity for 100 people to dine in the alley in downtown Milwaukee underneath beautiful rope lighting and music from local artists. |
| PARTNERS | TRA, Thrivent Financial, Sendik’s Food Market, Novo/Uglys, Urban Milwaukee |
| EXPENSES | We expect to get most expenses donated. |
| REVENUE | $5,000 for 4 events |
| TIME TO PLAN | December 2015 - June 2016 |
| RESOURCES | Advisory Organization Member |
| CONTACT | Ian Abston  
11315 W. Watertown Plank Rd  
Wauwatosa, Wisconsin 53226  
ian.mke@gmail.com |
| TERRITORY | Central |
| DIVISION | WUM |
DISTINCTIVELY BESPOKE FASHION SHOW

PURPOSE  On September 19th, 2015, the Distinctively Bespoke Fashion Show showcased some of the latest fashions for men and women. The event featured a silent auction displaying a variety of items and packages including several one-of-a-kind bow-ties. The proceeds from the silent auction benefited The Salvation Army. One of the runway segments featured clothing purchased at an Army Thrift/Family Store. Members of Echelon volunteered at the event, which was put on by an Echelon member. We staffed the registration, helped with silent auction and sold “bling rings” for an additional donation.

PARTNERS  Milwaukee Man, Info.com Magazine, Maldonado & Morgan, Men’s Warehouse, Reginald Baylor Studios, Shepherd Express, Social Blend, Echelon, Black Consulting and DK Consulting

EXPENSES  None

REVENUE  $1,215

TIME TO PLAN  2 months

RESOURCES  Advisory Organization Member

CONTACT  Terrell Morgan
11315 W. Watertown Plank Rd
Wauwatosa, Wisconsin 53226
terrell@maldonadoandmorgan.com

TERRITORY  Central

DIVISION  WUM

DO GOOD DERBY

PURPOSE  As Echelon’s annual primary fundraiser, the Do Good Derby is an extraordinary amount of work and takes major commitments from the entire organization. Held on “Derby Day” and ending with broadcasting the race to all of the attendees, this Kentucky Derby-themed fundraiser had a Southern feel (sundresses, big hats, seersucker and other “Southern Wear”). In 2015, the activity was held at a local museum with a large outdoor grassy area. The feel of the event is imperative. We played country music throughout the day, offered lawn games (i.e., horse shoes, corn hole), horse-themed decorations, Mint Juleps, photo booth with a live horse. Guests felt like they were celebrating the Kentucky Derby. Intensive planning, sponsorships are vital. The key is creativity with sponsorships and start early. We focused on local community-minded companies and emphasized Echelon’s local volunteer work to the businesses. Beyond looking for cash sponsorships, we have exchanged publicity for various sponsorships (i.e., AV equipment, refreshments, venue, decorations). The less money Echelon must come “out-of-pocket” for the event, the more ticket sales profit can be directed to the Army.

PARTNERS  None

EXPENSES  Food venue, decorations

REVENUE  Varies on size

TIME TO PLAN  6 months

RESOURCES  Volunteer

CONTACT  Nick Verderame
1022 E. Palmaire
Phoenix, AZ 85020
nverderame@gmail.com

TERRITORY  Western

DIVISION  Southwest
DOING THE MOST GOOD - VOLUNTEERING

PURPOSE  Echelon Phoenix’s primary function is giving its members, and their friends and family, the opportunity to volunteer in the community. There are several young professional charities that focus on fundraising, so Echelon Phoenix made the decision to not further saturate the market. Instead, Echelon Phoenix hosts volunteer opportunities as often as monthly, with the schedule fluctuating throughout the year (of course becoming busier during the holiday season). These events can be of all sorts; for easy planning, reach out to local Army Corps/centers. These are often groups that need the extra help and can provide fun events. Another important aspect is to not limit efforts with just the Army. Echelon Phoenix also reaches out to other charities in the community whenever it has the time and capacity. This is hugely helpful, as it provides more opportunities and further spreads awareness of The Salvation Army while allowing us to truly “Do the Most Good.”

PARTNERS  None
EXPENSES  None
REVENUE  None
TIME TO PLAN  1 month
RESOURCES  Volunteer
CONTACT  Nick Verderame
1022 E. Palmaire
Phoenix, AZ 85020
nverderame@gmail.com

TERRITORY  Western
DIVISION  Southwest

GARBAGE BAG GALA

PURPOSE  Sixteen local designers are tasked with creating a casual/formal and art-to-wear look solely from recycled materials. From bicycle tires to old DVDs, chicken wire to hundreds of pages of magazines, the runway is littered with wearables inspired by haute couture fashion houses. The fashion show illustrates the importance of exploring sustainable design to benefit the environment, while raising visibility for The Salvation Army’s efforts to combat homelessness in the St. Louis community. Garbage Bag Gala, an annual event, holds a special place in the hearts of Echelon St. Louis members. With more than 29 percent of St. Louisans living below the poverty line, the services offered by the Army to homeless men, women and children are critically important. Garbage Bag Gala’s primary intention is to bring awareness and funds to these underserved communities. The theme for this year’s Gala, Recover, Reclaim, Rejoice., was not only a testament to the sustainable designs so many came to witness on the catwalk, but also a declaration of the mission The Salvation Army upholds for those who are so often forgotten or thrown away.

PARTNERS  Mercedes Benz of St. Louis
EXPENSES  $10,000
REVENUE  $19,000
TIME TO PLAN  5 months
RESOURCES  Advisory Organization Member
CONTACT  Catherine Kennedy
43 Frontenac Estates
Saint Louis, Missouri 63131
catekennedy@slefi.com

TERRITORY  Central
DIVISION  Midland
“GET YOUR PHONE OUT & GIVE”
CHRISTMAS CAMPAIGN

PURPOSE
As part of our advertising plan for 2015, we utilized NFC technology on bus stops in the business district of downtown Milwaukee and a billboard at the Amtrak Station. To promote this new way of giving, we used photos of Echelon members holding up their phones, encouraging donors to “get out their phone and give.” The “competition” of the 5 featured Echelon members’ bus stop ads raised $625. With the help of Echelon, we are mobilizing the next generation to raise awareness and reach a new generation of donors.

PARTNERS
Clear Channel Outdoor

EXPENSES
$198.43

REVENUE
$625

TIME TO PLAN
2 weeks

RESOURCES
Advisory Organization Member

CONTACT
Matt Walker
11315 W. Watertown Plank Rd
Wauwatosa, Wisconsin 53226
matt.walker@thrivent.com

TERRITORY
Central

DIVISION
WUM

HOLIDAY VOLUNTEER OPPORTUNITIES

PURPOSE
There are many opportunities for Echelon to ‘touch’ Christmas ... fill and distribute hygiene bags at Thanksgiving. Help staff the Army Thanksgiving dinner. Stock shelves at the Army’s Christmas warehouse. Assist preparations of the Christmas dinner (Echelon Phoenix leads the decorating efforts). Ring the Bell during the Christmas season. Host stations at local shopping centers for children to make s’mores, hot cocoa, or cookies. (This can also be a fundraiser.)

PARTNERS
None

EXPENSES
None

REVENUE
None

TIME TO PLAN
1 months

RESOURCES
Volunteer

CONTACT
Nick Verderame
1022 E. Palmaire Ave
Phoenix, AZ 85020
nverderame@gmail.com

TERRITORY
Western

DIVISION
Southwest
## ERNST & YOUNG SPONSORSHIP

### PURPOSE
Echelon Corporate Partnership Success: Getting Ernst & Young (EY) to sponsor employee memberships for Echelon. EY was the first company to sponsor employee memberships (20 qty.) and registrations for the Do The Most Good 5K (I believe 10 qty.). We worked through the corporate relations contact at The Salvation Army who made the introduction with the community relations person at an EY. This was helpful in adding some legitimacy and got us in front of the right people. We were able to empower a couple Echelon members who worked at EY to take the lead after being introduced to EY’s community involvement contact. It was helpful to show current employee involvement and interest as a foundation, and then we were able to gain sponsorship from EY to help grow employee involvement. We used Echelon as an avenue to promote employee community involvement, citing service and social events, and forming a brief benefits overview of what is involved in Echelon’s membership. We provided EY with a One Pager overview of what Echelon is, successes of the local Salvation Army, and our event schedule. The Dallas Cowboys were our second corporate membership sponsor, which was led by Meredith Counce. They provided around 60 paid Echelon memberships. Additionally, a professional clothing drive was approved by EY leadership to support Echelon Dallas’ Spring Cleaning theme and to support the resume classes we were helping with at Carr P Collins. We accumulated and donated around 250 clothing items.

### PARTNERS
Ernst & Young (EY) and the Dallas Cowboys

### EXPENSES
None

### REVENUE
None

### TIME TO PLAN
Two months

### RESOURCES
Other

### CONTACT
Jimmy Watson
4112 Lafayette St
Dallas, TX 75204
jwwatso@gmail.com

### TERRITORY
Southern

### DIVISION
Texas

## KEEPING VOLUNTEERS COMING BACK FOR MORE

### PURPOSE
It is Echelon Phoenix’s experience that a focus on individual interaction is what makes an event, and the group, successful. At the membership level, people come back if they feel like it’s a group in which they will make new friends or be able to expand their business network. Each of Echelon Phoenix’s board members has had opportunities with other charitable groups, but it is the make-up of our individual group that draws people in. The same is true for volunteer events. Rarely is it carving a pumpkin, or serving food, or decorating a room that people remember from a volunteer event. Instead, the takeaway for the volunteers is almost always the story they heard from the WWII Vet with whom they played cards or the new friend they made while ringing a Christmas bell together for two hours. The “human element” is always what volunteers talk about when they come back for more and recruit their friends to join them. So, whether you are planning a meeting or a volunteer event, center it around interactions as opposed to tasks. Keep meetings short, as a summary of that month’s happenings, and host a “social hour” after. When you plan volunteer events, also plan for the group to go to the nearest restaurant immediately after where they can better get to know each other and talk about how much fun the event was. As the saying goes, “people may forget what you did, but they will remember how you made them feel.” If you ensure that each one of your events is one in which those who attend leave remembering someone who made their day more enjoyable, you can feel assured that they’ll be back.

### PARTNERS
None

### EXPENSES
None

### REVENUE
None

### TIME TO PLAN
None

### RESOURCES
Volunteer

### CONTACT
Nick Verderame
1022 E. Palmaire
Phoenix, AZ 85020
nverderame@gmail.com

### TERRITORY
Western

### DIVISION
Southwest
### NEWAUKEE NIGHT MARKET BOOTH

**PURPOSE**  
The Night Market is a monthly open-air market that offers a wide variety of experiences for people of all backgrounds and ages on West Wisconsin Avenue between 2nd and 4th Streets from 5-10pm one Wednesday a month from June through September. NEWaukee founded the Night Market in the summer of 2014 with the goal of creating a free, vibrant, safe and interactive place in downtown Milwaukee for people to experience culture at night. In 2015, NEWaukee waived the booth fee for Echelon.

**PARTNERS**  
NEWaukee

**EXPENSES**  
None

**REVENUE**  
$444.26

**TIME TO PLAN**  
2 months

**RESOURCES**  
Advisory Organization Member

**CONTACT**  
Ian Abston  
11315 W. Watertown Plank Rd  
Wauwatosa, Wisconsin 53226  
ian.mke@gmail.com

**TERRITORY**  
Central

**DIVISION**  
WUM

### SENIOR CENTER-ORIENTED VOLUNTEER ACTIVITIES

**PURPOSE**  
We focus on the seniors at the Phoenix Silvercrest ... play board games and card games during a weekend game day. Host holiday-themed trivia days, such as a US History Trivia day for Memorial Day or July 4th. Decorate, and select music, for a Sock Hop. Serve food at a BBQ, and be sure to eat and interact with the seniors!

**PARTNERS**  
None

**EXPENSES**  
None

**REVENUE**  
None

**TIME TO PLAN**  
1 month

**RESOURCES**  
Volunteer

**CONTACT**  
Nick Verderame  
1022 E. Palmaire Ave  
Phoenix, AZ 85020  
nverderame@gmail.com

**TERRITORY**  
Western

**DIVISION**  
Southwest
SLIDE THE CITY

PURPOSE
From 10 a.m. to 7 p.m. on July 25, more than 1,000 feet (or three football fields) of slick vinyl was slapped down on Highland Avenue between 6th and 10th streets to create Slide the City, a family friendly slip-and-slide water party. Slide the City is basically a Slip and Slide on a grand scale but also with music and food. The Salvation Army - Echelon partnered with Slide the City to help promote the event. We provided 60 volunteers to help staff the event.

PARTNERS
City of Milwaukee, MATC, Iheart Radio, Shepherd Express, Newaukee

EXPENSES
None

REVENUE
$4215

TIME TO PLAN
6 months

RESOURCES
Advisory Organization Member

CONTACT
Ian Abston
11315 W. Watertown Plank Rd.
Wauwatosa, Wisconsin 53226
ian.mke@gmail.com

TERRITORY
Central

DIVISION
WUM

SPREAD THE WORD - MARKETING

PURPOSE
Echelon uses organic marketing efforts to connect with existing members and to get in front of prospective members and volunteers. When Echelon was first formed in Phoenix, it created social media accounts and pages, and it continues to use those on a regular basis to share event information, promote the good of the Army and to give the brand a voice. All Advisory Board members invite their contacts to “like” and “follow” our social media pages to ensure that we are reaching qualified young professionals. Echelon Phoenix also creates and distributes monthly e-blasts to inform members about upcoming events and meetings. Similar to our social media, this list has been grown organically in thanks to our Advisory Board members who have shared their connections. They submit new contacts regularly as they grow their professional following in the workforce. One aspect Echelon finds particularly important is ensuring that members are equipped to share information about Echelon easily. The graphic design team works closely with the marketing team to prepare various pieces of collateral that can be distributed both in-person or digitally. This can be a tedious task but it is highly effective.

PARTNERS
Marketing Firms

EXPENSES
None

REVENUE
None

TIME TO PLAN
None

RESOURCES
Volunteer

CONTACT
Nick Verderame
1022 E. Palmaire
Phoenix, AZ 85020
nverderame@gmail.com

TERRITORY
Western

DIVISION
Southwest
YOUNG PROFESSIONAL MIXERS

PURPOSE  Echelon Phoenix hosts a quarterly young professionals’ mixer to expand Echelon’s reach within the community, increase awareness of The Salvation Army and to network and socialize. Non-Echelon members are encouraged. Planning is simple; ideally, Echelon confirms a local restaurant for a private room and/or food and drink specials (neither really necessary). No cost to Echelon unless we choose to host appetizers. We have given themes to the mixers (i.e., Movember Mixer) - props/decorations are the only potential expense. The key, and most intensive part of the mixers, is marketing and invitations. No earlier than one month prior, Echelon begins posting ads on social media, emailing invitations to other young professional groups in the community. The final, and most important advertising, is individual-to-individual invitations. Echelon members reach out to their personal networks, and that is the group that routinely show up the most frequently. The primary purpose of each individual mixer can change quarterly. Mixers can be membership drives, opportunities to promote an upcoming fundraiser or volunteer opportunity, or simply provide opportunities to network and become more familiar with Echelon and the Army.

PARTNERS  None

EXPENSES  None

REVENUE  None

TIME TO PLAN  2-3 Months

RESOURCES  Volunteer

CONTACT  Nick Verderame
1022 E. Palmaire Ave.
Phoenix, AZ 85020
nverderame@gmail.com

TERRITORY  Western

DIVISION  Southwest
ADVISORY BOARD MONTHLY THANK-YOU PROCESS

PURPOSE
Involve Advisory Board members with donors who help make possible the work of The Salvation Army. Make it easy for Board members to help with monthly thank-you notes. Develop and produce note cards that have a picture of program service(s) on the front, the Army’s address on the back and on the envelope. Provide a list of donors with specific criteria so you will have three names for each Board member. Criteria could be the top 30 gifts of the month or donors that have been consistently giving for a specific period of time. Script out a suggested thank-you message for those who may need help. As they get more familiar with this process, they will rely less on the standard script. Cards can be completed during the first part of the meeting and mailed the same day.

PARTNERS Officers and Advisory Board members

EXPENSES Minimal… cost of the cards and the stamps.

REVENUE Very good record keeping may be able to show an increase in the frequency of giving or the giving of larger amounts.

TIME TO PLAN One hour to develop all components initially and then time to pull the listing of names.

RESOURCES Volunteer

CONTACT Jon Nelson
2445 Prior Ave N
Roseville, MN 55113
jon_nelson@usc.salvationarmy.org

TERRITORY Central

DIVISION Northern

ANNUAL GRATITUDE GATHERING FOR DONORS

PURPOSE
In 2014, the Alaska Division began hosting an annual Gratitude Gathering to honor our donors and volunteers. This low-cost, 90-minute reception is held during the week and after work. At the venue, each program is featured at a booth with officers, staff or volunteers who can share how donor and volunteer support is helping them to deliver amazing service to the community. There is a short awards and recognition program with presentations made by the Divisional Commander to donor(s) who are everyday people who have made transformational support to The Salvation Army including Red Shield Society ($1,000+ annual contributions) and Hope Brigade members. Advisory Board members and officers serve as hosts. The result has been overwhelming appreciation from those who attend and a better appreciation on the part of officers and staff about how to relate to and thank donors and volunteers for their support. The Gratitude Gathering is really creating a culture of philanthropy within the Alaska Division.

PARTNERS Program directors and Corps Officers

EXPENSES $1,500 for invitations, food and signage

REVENUE None

TIME TO PLAN 10 hours

RESOURCES Staff

CONTACT Heidi Franklin
143 East 9th Avenue
Anchorage, Alaska 9950
heidi.franklin@usw.salvationarmy.org

TERRITORY Western

DIVISION Alaska
### BACKPACK DRIVE WITH EON OFFICE SUPPLY

| PURPOSE | When we invited EON Office Supply, Colorado’s largest office supply company, to support The Salvation Army’s back-to-school effort, they wholeheartedly took over the campaign and backed it 100%. They donated the backpacks and filled them with essential supplies for students in grades 1-8. EON developed a special online feature for customers to easily sponsor a backpack while placing their regular orders. A special phone line was set up for non-EON customers to support the drive. A total of 500 backpacks were distributed to students across the state. Kids from several of our Corps gathered for an ice cream social at Denver Red Shield where EON team members distributed 250 backpacks. Another 250 were distributed across the divisions and to various schools in low-income neighborhoods. |
| PARTNERS | EON Office Supply |
| EXPENSES | None |
| REVENUE | 500 backpacks |
| TIME TO PLAN | 4 months |
| RESOURCES | Staff |
| CONTACT | Tahreem Pasha-Glenn 1370 Pennsylvania Street Denver, Colorado 80203 tahreem.pasha-glenn@usw.salvationarmy.org |
| TERRITORY | Western |
| DIVISION | Intermountain |

### BASS PRO SHOPS PARTNERSHIP

| PURPOSE | A corporate partnership was established in 2012 with Bass Pro Shops, one of the leading purveyors of hunting and fishing equipment. The affiliation has been advantageous in many ways but especially during National Salvation Army Week. Bass Pro provides exclusive access to their store front and restaurant to host ‘Allure of the Rockies,’ our annual fundraiser and concert series. They extend a special 25% off coupon for the day with a generous discount that attracts many people to the evening event. Allure of the Rockies features a morning/afternoon Grill Fest (officers and volunteers from a Corps grill breakfast and BBQ lunch in front of the store and sell it at a nominal price); Bagging for Tips (Army volunteers help bag customers’ purchases and raise money by collecting tips); Silent Auction (shoppers at Bass Pro bid on auction packages that include restaurant meals, tickets for live theater, concerts, spa deals). That evening, ticket holders and sponsored guests enjoy dinner and a live concert. |
| PARTNERS | Bass Pro Shops |
| EXPENSES | Minimal event cost |
| REVENUE | $65,739.00 net in 2014 |
| TIME TO PLAN | 4-6 Months |
| RESOURCES | Staff |
| CONTACT | Melissa McKewen 1370 Pennsylvania Street Denver, Colorado 80203 melissa.mckewen@usw.salvationarmy.org |
| TERRITORY | Western |
| DIVISION | Intermountain |
### CELEBRITY DINNER

<table>
<thead>
<tr>
<th>PURPOSE</th>
<th>This project was developed and is run entirely by an Advisory Board committee. A take-off on the Food Network’s “Chopped” show, a 5-Star chef volunteers his/her time and recruits sous (assistant) chefs and kitchen staff. The committee recruits 35 local “celebrities” (judges, prominent attorneys/business owners, etc.) to serve as wait staff. Many arrive in tuxedos to “serve.” A 7-course “Tasting Menu” is prepared. The event is very well attended and raises up to $13,000.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARTNERS</td>
<td>Celebrity Chef; “Celebrity” wait staff; Board</td>
</tr>
<tr>
<td>EXPENSES</td>
<td>About $800 for food and decorations</td>
</tr>
<tr>
<td>REVENUE</td>
<td>Up to $13,000</td>
</tr>
<tr>
<td>TIME TO PLAN</td>
<td>4 months</td>
</tr>
<tr>
<td>RESOURCES</td>
<td>Officer</td>
</tr>
</tbody>
</table>
| CONTACT | Major James Gingrich  
226 Washington Street  
East Stroudsburg, PA 18301  
james.gingrich@use.salvationarmy.org |
| TERRITORY | Eastern |
| DIVISION | Eastern Penn/Delaware |

### CLAY SHOOT-ANNUAL SHELTER FUNDRAISER—PULL FOR THE SALVATION ARMY

<table>
<thead>
<tr>
<th>PURPOSE</th>
<th>PULL for The Salvation Army is a sporting Clay Shoot event to raise funds for the Mankato seasonal shelter which operates from November through March. Five members per team compete for top shooter. Shooting begins at 2p and the shooting course is generally completed by 4p. Dinner and awards follow. Dinner is donated as are all prizes, all of the radio promotion and most of the signage. A handful of Advisory Board members assist with set-up and registration, to date no board members have competed in the event.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARTNERS</td>
<td>Radio station run pro bono ads</td>
</tr>
<tr>
<td>EXPENSES</td>
<td>Participant cost is $60 per shooter. Silent auction items are donated and solicited, and there are minor costs for any missing food items or awards presented.</td>
</tr>
<tr>
<td>REVENUE</td>
<td>$9,000 - $10,000</td>
</tr>
<tr>
<td>TIME TO PLAN</td>
<td>Several hour-long meetings prior to the event to make assignments.</td>
</tr>
<tr>
<td>RESOURCES</td>
<td>Other</td>
</tr>
</tbody>
</table>
| CONTACT | Jon Nelson  
2445 Prior Ave N  
Roseville, MN 55113  
jon_nelson@usc.salvationarmy.org |
| TERRITORY | Central |
| DIVISION | Northern |
CORPORATE POINT OF SALE PROGRAM

PURPOSE
This Point of Sale (POS) toolkit offers retail partners a creative and modern way to engage customers in supporting The Salvation Army in-store. This campaign can be used year-round, and/or can be presented as an alternative to the traditional red kettle campaign at Christmas when retailers have a non-solicitation policy. The toolkit includes materials that support a programmed pin-pad ask, paper pin-up sales, or DipJar (a 3G credit card technology perfect for retailers that don’t want to transact cash). Creative materials include: conveyer belt stickers, paper pin-ups with varied messaging that conveys the Army’s impact, floor stickers at the register, window cling posters, and change drop stickers.

PARTNERS
TBD

EXPENSES
Printing of these materials will be done on-demand. Pricing is negotiated.

REVENUE
Charity pinups and register programs raise the most money in the corporate fundraising space. In 2014, POS programs raised $388 million.

TIME TO PLAN
The program will be made available to the Western USA divisions for Christmas 2016.

RESOURCES
Staff

CONTACT
Maria Todaro
180 E. Ocean Blvd; 4th Floor
Long Beach, CA 90802
maria.todaro@usw.salvationarmy.org

TERRITORY
Western

DIVISION
N/A

DANCING WITH THE TURLOCK STARS

PURPOSE
“Dancing With The Turlock Stars” is a show [one-night live dinner/dance show] that mimics ABC’s hit show Dancing with the Stars. Our “stars” are made up of local leaders, business people and community members that have strong followings in our community. The “stars” are matched with local dance instructors and each pair is charged with creating a unique, thematic dance. The community is encouraged to vote for their favorite pair either in advance of the event or during the live dance event. Each vote costs $10, and all proceeds from the event go to The Salvation Army Turlock Corps and one other local charity. (The first year, all proceeds went directly to the Army.) Votes can be purchased online, and a local online news outlet usually live streams the event.

PARTNERS
Dancing with the Turlock Stars is its own non-profit with a 501(c)(3) status. We are comprised of a board of 10 dedicated women.

EXPENSES
$55,000

REVENUE
$103,000

TIME TO PLAN
9 months

RESOURCES
Staff

CONTACT
Roxanne Nelson
P.O. Box 1663
Modesto, California 95353
roxanne.nelson@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Golden State
### DAY OF GIVING

| **PURPOSE** | Community Foundations in certain communities in our region have sponsored “Day of Giving” programs where they match donations given on a certain day. We have participated in these programs and promoted them highly with E-blasts to our constituents, press releases, social media pushes, etc., and have been very successful in increasing personal contributions. |
| **PARTNERS** | Local Community Foundations |
| **EXPENSES** | Minimal |
| **REVENUE** | Varies |
| **TIME TO PLAN** | 2 months |
| **RESOURCES** | Staff |
| **CONTACT** | Donna Fencik  
The Salvation Army  
700 North Bell Avenue  
Carnegie, PA 15106  
donna.fencik@use.salvationarmy.org |
| **TERRITORY** | Eastern |
| **DIVISION** | Western Pennsylvania Division (WPA) |

### DIG DEEP SF

| **PURPOSE** | In 2002, The San Francisco Chronicle published a story about a toy shortage at The Salvation Army, with a photo of empty shelves. Local Realtor for Sotheby’s International Realty, Rick Teed, felt compelled to purchase $10,000 in toys that year. The Salvation Army didn’t hear from Rick again until 2009, when he returned with his business partner, Butch Haze. Rick and Butch partnered with The Salvation Army with a goal to raise $30,000 for holiday toys. The TeedHaze team reached out to colleagues and friends for cash donations and encouraged them to reach out to their networks for the same. Thus, “Dig Deep SF” was created (now a 501(c)(3) nonprofit organization). Every year the amount they collect goes up, and in 2015 they raised $110,000, 100% of which goes directly towards purchasing toys to be donated to San Francisco Metro Coordination’s “Toy & Joy Shop,” which serves more than 2,400 kids and teens each year. They host a celebratory event the weekend before Toy & Joy Shop, where the TeedHaze team, donors, and their families take over a Target store in the city (past partner retail locations have also included Sports Authority and Sports Basement) and spend all the donated funds buying toys at special discounted rates. All the toys get transported to a venue in San Francisco for a party, after which they get loaded into The Salvation Army trucks and transported to the Family Service Center. Dig Deep SF’s continued support has been crucial to the success of the San Francisco Metro Coordination’s “Toy & Joy Shop.” |
| **PARTNERS** | TeedHaze team of Sotheby’s International Realty (Rick Teed & Butch Haze) |
| **EXPENSES** | All expenses covered by Dig Deep SF |
| **REVENUE** | $110,000 |
| **TIME TO PLAN** | 2 months |
| **RESOURCES** | Staff |
| **CONTACT** | Ernst Bauer  
832 Folsom Street  
San Francisco, CA 94107  
ernst.bauer@usw.salvationarmy.org |
| **TERRITORY** | Western |
| **DIVISION** | Golden State |
DONOR & VOLUNTEER ANALYTICS

PURPOSE
The Salvation Army Northern Division operates with three separate databases to track volunteer, volunteer bellringer and donor information. In an effort to merge the information together while maintaining the integrity of each database, we partnered with the local data analytic company, Altrulytics. The goal was to view the full picture of an Army supporter; however, during the process of merging the data, the scope of the project grew. The platform developed has the capability of uploading current data to discover the journey of a donor, the lifetime value of a donor, analyzing the online vs. offline giving, location-based giving, social media interactions, and targeting donors with major gift potential. As we move into direct mail roundtable discussions and fundraising strategy for FY2017, we have a platform to provide us solid analytics to make strategic fundraising decisions.

PARTNERS
Altrulytics

EXPENSES
$15,000

REVENUE
Increased Avenues of Fundraising

TIME TO PLAN
Ongoing

RESOURCES
Staff

CONTACT
Kelsey Mattison
2445 Prior Avenue North
Roseville, MN 55113
kelsey_mattison@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern

E. CLAIRE RALEY TRANSITIONAL LIVING CENTER SPONSORSHIP PROGRAM

PURPOSE
The Sacramento Fundraising Committee (Corps officers, DHQ development staff, Advisory Board members, community partners) set a goal to obtain sponsors for all 34 family homes at the E. Claire Raley Transitional Living Center in Sacramento. We had three main steps: (1) Set sponsorship amounts ($100,000 to endow one family home in perpetuity, $6,500 to provide a home & program services for a family for one year, etc). (2) Create marketing pieces highlighting sponsorship opportunities (donor engagement booklet with pledge card, “Did You Know?” flyer, program wish list, program testimony, etc). (3) Every committee member seeks sponsors (presentations at Advisory Board meetings & community events, speaking to colleagues/community partners, approaching foundations/corporations, etc). By the completion of the first year, all 34 family homes were sponsored annually or with an endowment. We are into the second year and 8 of the 34 Family Homes are endowed in perpetuity. There are various other successes. To further engage donors and secure their investment, there is a personalized donor recognition program in place. All Annual & Endowment Sponsors are invited to attend a Sponsor Recognition Appreciation BBQ along with their families. The families who reside at the TLC are invited to attend as well. Each sponsor is presented a plaque and their photo is taken with members of the Raley family.

PARTNERS
Corps Officers, Advisory Board members, Development staff, Community partners

EXPENSES
Minimal, less than $10,000

REVENUE
$1,181,778

TIME TO PLAN
3-6 months

RESOURCES
Staff

CONTACT
Kim Butters
The Salvation Army
3755 North Freeway Blvd.
Sacramento, CA 95834
kim.butters@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Del Oro
**FLOWER POWER: LUNCHEON AND FLORAL DESIGN SHOW**

**PURPOSE**
The Salvation Army’s Flower Power event has been a staple in San Francisco’s “ladies who lunch” society for over a decade, raising money for our after-school programs. The event is a luncheon and floral design show, held at a prestigious hotel in San Francisco’s Union Square. The show stars a renowned floral designer who demonstrates the ‘how-to’ of his/her designs. Each arrangement created on-site is auctioned. The show is co-hosted by a TV personality and information is shared on the “Back-to-School Carnival” (backpack giveaway supporting 1400+ students) and after-school programs. We have an hour-long silent auction before the lunch with a wide array of luxurious items. Guests can also “Sponsor a Student” for $40, via a bid sheet, during the auction (represents a backpack loaded with supplies). In 2015, the luncheon raised $244,000.

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</tr>
</thead>
<tbody>
<tr>
<td>PARTNERS</td>
<td>Sponsors (cash and in-kind), Volunteers</td>
</tr>
<tr>
<td>REVENUE</td>
<td>$243,002 (2015)</td>
</tr>
<tr>
<td>TIME TO PLAN</td>
<td>7 Months</td>
</tr>
<tr>
<td>RESOURCES</td>
<td>Staff</td>
</tr>
<tr>
<td>CONTACT</td>
<td>Ernst Bauer 832 Folsom Street San Francisco, California 94107 <a href="mailto:ernst.bauer@usw.salvationarmy.org">ernst.bauer@usw.salvationarmy.org</a></td>
</tr>
<tr>
<td>TERRITORY</td>
<td>Western</td>
</tr>
<tr>
<td>DIVISION</td>
<td>Golden State</td>
</tr>
</tbody>
</table>

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**PANCAKE DAY**

**PURPOSE**
Utilizing all Service Clubs in our area we put on an annual Pancake Day and raise funds from Corporate Sponsors (65%), Table Sponsors (15%), Ticket Sales (15%), and donations (5%). It’s an all day project that begins serving at 6 am through 7 pm, serving some 2,300 people in our community. It is the only project of its kind where all service clubs work hand-in-hand to make this a successful event. We just completed our 52nd year, the first 42 years netted below $9,000, but due to creative planning, have made this a major fund raiser.

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</tr>
</thead>
<tbody>
<tr>
<td>PARTNERS</td>
<td>Local Service Clubs and Food Suppliers</td>
</tr>
<tr>
<td>EXPENSES</td>
<td>Under $1,000</td>
</tr>
<tr>
<td>REVENUE</td>
<td>$80,000 ($9,000 net in 2004)</td>
</tr>
<tr>
<td>TIME TO PLAN</td>
<td>We begin September 1 until the Friday before Thanksgiving</td>
</tr>
<tr>
<td>RESOURCES</td>
<td>Advisory Organization Member</td>
</tr>
<tr>
<td>CONTACT</td>
<td>John Huber 1005 Trenton Place Goshen, IN 46526 <a href="mailto:johnfhuber@maplenet.net">johnfhuber@maplenet.net</a></td>
</tr>
<tr>
<td>TERRITORY</td>
<td>Central</td>
</tr>
<tr>
<td>DIVISION</td>
<td>Western Michigan and Northern Indiana (WMNI)</td>
</tr>
</tbody>
</table>
**PURPOSE**
A unique event to raise money for The Salvation Army’s Family Caring Center Shelter that involves a fashion show of unique apparel all made from garbage bags and other recycled materials. This event was born in Pittsburgh 13 years ago, from the idea that instead of spending money to buy an expensive gown to wear to a charity event, why not donate that money to the charity and make an outfit from a trash bag instead? A silent auction, festive atmosphere and themed hors d’oeuvres and desserts round out a fun-filled evening.

**PARTNERS**
Fairmont Pittsburgh, Whirl Magazine, various Corporate Sponsors

**EXPENSES**
$6,700

**REVENUE**
$42,200

**TIME TO PLAN**
6-8 months

**RESOURCES**
Staff

**CONTACT**
Donna Fencik
The Salvation Army
700 North Bell Avenue
Carnegie, PA 15106
donna.fencik@use.salvationarmy.org

**TERRITORY**
Eastern

**DIVISION**
Western Pennsylvania Division (WPA)

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**GROUNDHOG BREAKFAST**

**PURPOSE**
The groundhog breakfast is an Advisory Board-driven annual event to raise funds for youth programs and social services. Funds are raised by ad sponsors, live auction and table sponsors.

**PARTNERS**
Advisory Board members and sponsors

**EXPENSES**
$4,000

**REVENUE**
$20,000 to $30,000

**TIME TO PLAN**
6 months

**RESOURCES**
Staff

**CONTACT**
Patricia James
297 Cumberland Avenue
Portland, Maine 04104
Patricia.James@use.salvationarmy.org

**TERRITORY**
Eastern

**DIVISION**
Northern New England
### HARVEST BOWL

**PURPOSE** We host a family-centered bowling event to raise funds for food for the emergency food pantry. Includes a silent auction as well as glow bowling and prizes. We typically have 60-80 participants and raise anywhere from $2,500 to $5,000 plus a box truck-full of food.

**PARTNERS** Local small businesses

**EXPENSES** Minimal for food, some printing

**REVENUE** Varies

**TIME TO PLAN** 4 months

**RESOURCES** Officer

**CONTACT** Donna Fencik  
The Salvation Army  
700 North Bell Avenue  
Carnegie, PA 15106  
donna.fencik@use.salvationarmy.org

**TERRITORY** Eastern

**DIVISION** Western Pennsylvania Division (WPA)

### HEALTHY COOKING SHOW

**PURPOSE** The goal of this program is to teach the importance of making the right choices and nourish our families by learning healthy cooking skills and recipes. This demonstration is held twice a month on the food pantry distribution day and is led by local chefs, nutritionists, nutrition students, community educators and partners. In 2013, this program received a $3,500 grant from Food Lion to kick off the program. An ongoing partnership with University of Pittsburgh Nutrition Students and Adagio Health was started in 2014. Pitt students cook and prepare the nutritious ingredients that are provided during each food pantry presentation and Adagio partners has courses that teach clients to budget, use coupons and create healthy school lunches for their children and themselves. Adagio also provides incentive for clients to complete the program.

**PARTNERS** University of Pittsburgh, Adagio Health

**EXPENSES** None

**REVENUE** None

**TIME TO PLAN** None

**RESOURCES** Staff

**CONTACT** Donna Fencik  
The Salvation Army  
700 North Bell Avenue  
Carnegie, PA 15106  
donna.fencik@use.salvationarmy.org

**TERRITORY** Eastern

**DIVISION** Western Pennsylvania Division (WPA)
HIGHLIGHT BOARD MEMBERS IN GIVING STORIES

PURPOSE
Parents who give to charity naturally want their children to become givers, too. But passing down a philanthropic vision isn’t as simple as passing down a pocket watch or wedding dress. Philanthropy is much more complicated because it’s an intangible. “I’ve always felt that philanthropy doesn’t come naturally – it’s something you learn,” affirmed Gary Bergren, a Salvation Army board member and retired business owner. How can parents sew roots of philanthropy into their children that grow into a lifelong commitment to giving? To learn more about donor advised funds, giving to The Salvation Army through your existing fund, or connecting future generations of your family to the Army, please contact us.

PARTNERS
Advisory Board Members

EXPENSES
N/A

REVENUE
N/A

TIME TO PLAN
N/A

RESOURCES
Volunteer

CONTACT
Brent Voight
2445 Prior AVE
Roseville, MN 55113
brent_voight@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern

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K2COLLEGE

PURPOSE
K2COLLEGE is the nation’s first school supply bank for students in kindergarten through college. K2COLLEGE works directly with manufacturers, government and private entities to acquire materials inexpensively, set them by age and gender, and verifiable distribute to those in need in California. In collaboration with The Salvation Army, K2COLLEGE created a program to provide low-income kids and youth with much needed backpacks, supplies and educational materials. In the first year, K2COLLEGE provided the Army San Francisco county with a gift-in-kind contribution of 2,000 backpacks plus reduced its cost of supplies and materials by 50%. The partnership was extended to include six counties, a total of 1,000 additional backpacks. More program expansion is anticipated.

PARTNERS
K2COLLEGE

EXPENSES
None

REVENUE
13,000

TIME TO PLAN
6 months

RESOURCES
Staff

CONTACT
Enrique Ovando
1524 Church Street
San Francisco, CA94131
enrique.ovando@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Golden State
KIDZ DAY

PURPOSE

Now in its 20th year, Kidz Day is a one-day community fundraising event for the Modesto Red Shield Community Center, which is located in one of Modesto’s poorest neighborhoods. A special commemorative Kidz Day newspaper is produced, filled with success stories and testimonials of hope about the youth programs of the Red Shield and other Salvation Army youth programs in the county. Volunteers act as “newsies” and spread throughout Modesto and outlining cities, stand on street corners and “sell” the Kidz Day newspaper for a $1 donation (or more) to passerby and motorists. Businesses, social clubs, student groups and others often “adopt a corner” for the day. Also, corporate sponsors are solicited in advance of the event. There are various levels of sponsorship support, which can translate into donor/sponsor names and logos featured in the commemorative newspaper, as well as advance advertisements. Money raised from pre-sales, sponsorships, and day-of street sales combined to a gross grand total of $106,154.81 for 2015. This annual event was started with a local newspaper, The Modesto Bee (a McClatchy-owned newspaper), selling the commemorative papers--wrapped around the daily paper for that day--to The Salvation Army for $.25/ea. The partnership continued for 18 years. In 2015, the Western Territory’s “New Frontier Chronicle” stepped in and published a commemorative newspaper in its place, at a reduced rate. This year (2016), a new partnership with Morris Newspapers (operating four community newspapers in Stanislaus County, CA) has formed, offering the papers to The Salvation Army at an even deeper discount.

PARTNERS

Major Sponsors: Mistlin Honda, Blue Diamond Growers, Post Foods, TSA Women’s Auxiliary, G3, Caruso Shopping Center, Sign Designs, MetroList, PMZ

EXPENSES

$92,429.03

REVENUE

$106,154.81

TIME TO PLAN

One year

RESOURCES

Staff

CONTACT

Roxanne Nelson
P.O. Box 1663
Modesto, California 95353
roxanne.nelson@usw.salvationarmy.org

TERRITORY

Western

DIVISION

Golden State

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KING SOOPERS ‘POINT OF SALE’ & FOOD BOX FUNDRAISER

PURPOSE

Throughout December, all King Soopers and City Markets (Kroger) participate in 2 large fundraising efforts to benefit The Salvation Army. Food boxes are sold in 2 sizes ($5 and $10), each representing a holiday meal for a family. Coin Collection: All cash registers at each chain have specially designed and branded coin collection boxes. Food box and coin collection units are provided by King Soopers and have the Army’s holiday messaging. Shoppers are provided a few different options to easily donate and support families in need.

PARTNERS

King Soopers/City Market

EXPENSES

None

REVENUE

$13,389 (from POS in 2014); $68,585 - lowercase food boxes

TIME TO PLAN

2-4 months

RESOURCES

Staff

CONTACT

Melissa McKewen
1370 Pennsylvania Street
Denver, Colorado 80203
melissa.mckewen@usw.salvationarmy.org

TERRITORY

Western

DIVISION

Intermountain

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Throughout December, all King Soopers and City Markets (Kroger) participate in 2 large fundraising efforts to benefit The Salvation Army. Food boxes are sold in 2 sizes ($5 and $10), each representing a holiday meal for a family. Coin Collection: All cash registers at each chain have specially designed and branded coin collection boxes. Food box and coin collection units are provided by King Soopers and have the Army’s holiday messaging. Shoppers are provided a few different options to easily donate and support families in need.
LEadership Luncheon Tours

**Purpose**
To familiarize major and prospective donors with all services offered by TSA Monterey, we invite them on a 2-hour tour of all TSA Monterey campuses. The agenda includes a visit at lunchtime to our Homeless Service Center conducted by the Social Services Director, followed by a tour of our 16 home facilities for emergency and transitional housing guided and explained by our director of housing, and a visit to the 6 classrooms at our Child Development Center, conducted by our director of education. This is followed by a brief visit to our Chapel and discussion of our Church facilities. A late lunch at our food service kitchen follows usually with many questions and live discussion.”

**Partners**
Staff Directors & officers

**Expenses**
Lunch at our cafeteria

**Revenue**
Typical comments during and after the tour are “I had no idea that the Salvation Army did these things for so many people.” There are many examples of significant new donations and increases from existing donors as a result of these tours.

**Time to Plan**
Ongoing

**Resources**
Officer

**Contact**
Captain Paul Swain
P.O. Box 1884
Monterey, CA 93942
lloyd.graff@usw.salvationarmy.org

**Territory**
Western

**Division**
Golden State

---

Lunch & Learn Seminars

**Purpose**
This is a free lunch time seminar in which estate planning professionals (financial advisers, estate planning attorneys, CPAs) cover charitable giving and estate planning topics to donors, friends of The Salvation Army, Advisory Board members, community members. Donors are encouraged to ask questions, provided packets of information, hear the Army story and are introduced to professionals who understand the value of charitable giving as part of the overall estate and financial planning. Estate planning seminars are developed to show donor appreciation, deepen donor understanding of charitable giving and increase professional community partnerships.

**Partners**
Estate Planning Attorneys & Law Firms, Financial Advisors & Financial Institutions, Certified Public Accountants & CPA Firms, Community Foundations

**Expenses**
$500.00 plus lunch sponsors (Venue donated by participating law firm; lunch sponsored by participating business.)

**Revenue**
Eventual response anticipated.

**Time to Plan**
4 months

**Resources**
Staff

**Contact**
Tim Rodriguera
832 Folsom Street
San Francisco, California 94107
tim.rodriguera@usw.salvationarmy.org

**Territory**
Western

**Division**
Golden State
LUNCH AND LEARN PROGRAM

PURPOSE
The purpose of this program is threefold:
(1) To thank and acknowledge my most loyal donors; (2) To share with them the stories and successes from “their” programs; (3) To provide them with information on future programs at the Corps level while also learning more about their interests and passions. Each quarter, I identify 25 – 30 potential donor attendees, I generally get positive responses from 5 – 7 people. The luncheon is held at the Corps building, the officers attend and, occasionally, an Advisory Board member. The luncheon is catered and lasts 60-90 minutes. I consult in advance with the officers about their wish lists and greatest needs; this becomes part of the luncheon discussion. After lunch, we tour the building and talk about the program statistics, successes, and what is needed financially to run the program. I follow up with personal letters and then phone calls.

PARTNERS
Corps Officers/Donors

EXPENSES
Cost of Food

REVENUE
Donor Increased Fundraising

TIME TO PLAN
Set up Luncheon

RESOURCES
Staff

CONTACT
Blaine Goodwin
2755 N. Freeway Blvd.
Sacramento, CA 95834
Blaine.Goodwin@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Del Oro

MAN IN A BOX - HOMELESSNESS AWARENESS CAMPAIGN

PURPOSE
This partnership with a Pittsburgh area radio station is done to bring awareness to and raise funds for the issue of homelessness in the region. A radio personality lived in a plexiglas box in downtown Pittsburgh for 3 days during the coldest week in February and spent his nights at The Salvation Army Family Caring Center Shelter while live broadcasts and kettle drives took place. Interviews with clients, officers, celebrities, etc., were also a part of the event which garnered a great deal of media attention and won a PAB (Pennsylvania Association of Broadcasting) Award for the station.

PARTNERS
CBS Radio

EXPENSES
Minimal

REVENUE
$20,000 + over $250,000 sleeping bags and in-kind media value

TIME TO PLAN
6 months

RESOURCES
Staff

CONTACT
Donna Fencik
The Salvation Army
700 North Bell Avenue
Carnegie, PA 15106
donna.fencik@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
Western Pennsylvania Division (WPA)
MAN IN A BOX SLEEPING BAG DRIVE

PURPOSE
A spin-off of our “Man in a Box” homelessness awareness campaign in February, we held a drive at 6 local Walmart stores on a weekend in November to collect sleeping bags to distribute to the homeless during the upcoming cold winter. We well exceeded our goals in 2015 raising 300 sleeping bags and enough monetary donations to purchase another hundred.

PARTNERS
CBS Radio, FedEx Ground, WalMart, other sponsors

EXPENSES
Minimal

REVENUE
$10,000 + sleeping bags and in-kind media value

TIME TO PLAN
4 months

RESOURCES
Staff

CONTACT
Donna Fencik
The Salvation Army
700 North Bell Avenue
Carnegie, PA 15106
donna.fencik@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
Western Pennsylvania Division (WPA)

MATTRESS LAND SLEEPFIT

PURPOSE
Provides mattresses and bedding for families and programs in need. Corps and Service Extension units in the Mattress Land SleepFit market areas send recipient requests for mattresses and bedding as they learn of a specific and qualified need. Mattress Land SleepFit then provides the mattress(es), pillow(s), mattress pad cover(s), and sheets as requested. Larger requests – such as the 50+ mattresses and bedding provided to the Gabelcrest Transitional Living program in Fresno — have received local media coverage from The Fresno Bee newspaper and KFSN-TV (ABC) and others. New support for Reno’s ARC renovation project where 70 mattresses and bedding are needed is currently in the works.

PARTNERS
Mattress Land SleepFit and Local media (for larger donations)

EXPENSES
None

REVENUE
In-kind donation of more than 90 mattresses and bedding which has helped over 25 individual families plus families who have gone through and will go through the 14-unit Gabelcrest program.

TIME TO PLAN
1-3 months. Individual family requests are fulfilled monthly. Program requests for larger amounts – 2-3 months coordination.

RESOURCES
Staff

CONTACT
Patricia Holt
1854 Fulton Street
Fresno, CA 93721
patricia.holt@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Golden State
PACK-TO-SCHOOL

PURPOSE This program provides more than 10,000 backpacks to area students with the help of many partners. Bank of Arizona provides a grant and volunteers to sort donations. Fry’s Food Stores (Kroger) provide financial support, volunteers and serves as drop-off locations. Fox 10 is our media partner. American Express serves as a major partner running an internal donation drive that collects 274,738 school supplies and also provides a significant grant that allows us to provide all new backpacks and school supplies to the entire student population at a low-income school each year.

PARTNERS American Express, Fry’s Food Stores, Bank of Arizona

EXPENSES Nominal, most expenses covered by the grants

REVENUE In-kind donations only (316,223 school supplies)

TIME TO PLAN Four months

RESOURCES Staff

CONTACT Melany Stroupe
The Salvation Army
2707 E. Van Buren Street
Phoenix, AZ 85008
melany.stroupe@usw.salvationarmy.org

TERRITORY Western

DIVISION Southwest

PHILANTHROFEED

PURPOSE The St. Cloud area Salvation Army provides over 60,000 free meals a year to anyone needing a hot lunch. PhilanthroFEED (Fill-ann-throw-feed) is a unique program that provides an opportunity for local businesses, restaurants, civic organizations, churches, groups and families (PFDR) to help us provide those meals. The community can (1) Sponsor and Serve: A PFDR sponsors a meal and serves the meal prepared by Army staff and volunteers. Costs are $500 (lunch for 170-190) or $250 (one meal for 50). A sponsorship provides a direct deposit into our budget. (2) Meal Provider: A PFDR provides and serves. No sponsor fee. There are very few charities where benefactors can hand out their donation directly to the people benefitting. Serving their donation is a BIG part of P-FEED’s success. There are plenty of advantages to this popular, highly-successful program.

PARTNERS Multiple Community Businesses, Restaurants, Organizations, Churches, Groups and Individuals

EXPENSES There is no direct expense for PhilanthroFEED. An indirect cost would be any fees associated with promotion.

REVENUE 2013 = $4,400; 2014 = $12,000; 2015 = $22,000. Estimated revenue for 2016 = $32,000

TIME TO PLAN It takes little time to plan a PhilanthroFEED. Simply schedule a date and show up.

RESOURCES Staff

CONTACT Jim Muellenbach
400 Highway 10 South
St. Cloud, MN 56304
Jim_Muellenbach@usc.salvationarmy.org

TERRITORY Central

DIVISION Northern
POWER OF 12 PROMISE

PURPOSE
We consider this the future of grassroots fundraising for the Army. To counter the dramatic decrease in our direct mail campaigns, we implemented a POWER OF 12 PROMISE. Our target goal was 12,000 people (from 600,000 population in our market) donating $12/monthly, using auto withdrawal for convenience. If we reach our goal of 12,000, we will raise $1.4 million over one year. We market to the general public through TV, radio, print and billboards. We sent a text or e-mail each month to the donor giving a reason for their gift (youth, education, homelessness, seniors, disaster, rehabilitation, etc.). We have 12 new Giving Station kiosks around town to make it easy for people to donate. They can also donate online on our website, texting option, MobileCause, and even over the phone. All information goes to an iCloud, therefore protecting the donor’s information. The challenges include electronic failure, cards that are lost or cancelled and people who move away or experience a change in marital status. Reaching the large area to get the message out is challenging. This campaign will take a good year to get traction but we know it has great potential.

PARTNERS
Local Donors

EXPENSES
$50,000 for Promotion

REVENUE
$1.4 Million

TIME TO PLAN
One year

RESOURCES
Captain Ken Chapman
110 Presto Lane
Jackson, MS 39206
Ken_Chapman@uss.salvationarmy.org

CONTACT
Southern

DIVISION
Alabama Louisiana Mississippi (ALM)

RED KETTLE $20 CHALLENGE

PURPOSE
To significantly increase donations on a single, specific day during our Red Kettle campaign we created the $20 Challenge.

First, we solicited “matching grants” from generous donors (mostly our Advisory Board members). We then set the event date, and publicized the event on our website and Facebook pages and local media. The key message: “On Saturday, December 5 only, your $20 bill donated to the Red Kettle may double in value because of the matching funds provided to The Salvation Army.”

PARTNERS
Advisory Board. Websites, Facebook and media

EXPENSES
Internal: PR & color flyers

REVENUE
Red Kettle Donations for Saturday, December 5, 2015 were double the highest Kettle donation day of 2014.

TIME TO PLAN
6 weeks

RESOURCES
Captain Paul Swain
P.O. Box 1884
Monterey, CA 93942
lloyd.graff@gsw.salvationarmy.org

CONTACT
Western

DIVISION
Golden State
### RED KETTLE CAMPAIGN / CORPORATE KETTLE SPONSORSHIP

**PURPOSE**
This Corporate Kettle Sponsorship program is an Advisory Board-driven effort to secure $1,000 sponsorships from area businesses, organizations and, in some cases, individuals. The success of this program is credited to the effort of the board members. Each member volunteers to reach out to a number of their contacts. The Corps writes a letter that is signed by both the Officer and Board Chair. Then the board members will print the letter, write a personal note and mail it to their contacts. Of the 50-60 sponsors, less than 10 are board member gifts. The majority of sponsors are companies outside of The Salvation Army that the board members have contacted. The benefits of sponsorship are limited and easy to manage, yet provide tangible exposure for the sponsor.

<table>
<thead>
<tr>
<th>PARTNERS</th>
<th>Quaker Steak and Lube Restaurant, FastSigns and LIN Media (WYTV)</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPENSES</td>
<td>$1000</td>
</tr>
<tr>
<td>REVENUE</td>
<td>$55,000 - $60,000</td>
</tr>
<tr>
<td>TIME TO PLAN</td>
<td>3 months</td>
</tr>
<tr>
<td>RESOURCES</td>
<td>Staff</td>
</tr>
</tbody>
</table>
| CONTACT | Andy Junn  
Attn: Major Elijah Kahn  
1501 Glenwood Avenue  
Youngstown, OH 44511  
andy.junn@use.salvationarmy.org |
| TERRITORY | Eastern |
| DIVISION | Northeast Ohio |

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### RED KETTLE GIFT CATALOG

**PURPOSE**
The Salvation Army gift catalog is a powerful way to reach both established donors and new friends with a range of specific offers they normally would not see. A colorful, engaging printed catalog captures the spirit of Christmas, inspiring donations by mail and online for neighbors in need. It’s also an effective handout and conversation-starter at Red Kettle face-to-face bellring locations.

<table>
<thead>
<tr>
<th>PARTNERS</th>
<th>Russ Reid</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPENSES</td>
<td>$103,000</td>
</tr>
<tr>
<td>REVENUE</td>
<td>Expect $300,000</td>
</tr>
<tr>
<td>TIME TO PLAN</td>
<td>3 months</td>
</tr>
<tr>
<td>RESOURCES</td>
<td>Staff</td>
</tr>
</tbody>
</table>
| CONTACT | Andy Betts  
3536 Broadway  
Kansas City, MO 64011  
andy_betts@usc.salvationarmy.org |
| TERRITORY | Central |
| DIVISION | Kansas and Western Missouri |
RED TIE GALA

PURPOSE
The “Red Tie Gala” was an (event) celebration of the 120 years of the Waltham Corps. Our three goals were Celebration, Awareness and Fundraising. Our financial goal was $40K in income, and full sponsorship for venue, meal, décor, and favors. We were able to raise $68K, and in-kind gifts that covered all of the above mentioned was about $30K. Our Corps did not spend any of its own money in this event. 200 people attended the event. Our lead sponsor (Tom Dusel) is a business man from a local company (Hobbs Brook Management), and we had several other tiers of sponsorship levels (from 25K, 10K, 5K, 2.5K, 1K). We also sold ads for an ad book. We honored our 4 local service clubs (Rotary, Lions, Triad Lodge and Kiwanis), our host for the night was Gail Huff (Senator Scott Brown’s Wife). We also had a live service auction at our event. The event was at night, and it lasted about 2:30-3h, with 1:30h being a guided program. We had a station high-end cheese and cracker, fruits, and Italian pesto bar as well as passed hors’d’oeuvres and desserts. The event happened last Fall (2015) so the menu reflected typical items of the season.

PARTNERS
Rotary Club, Local TV Station (WCAC-TV), Lion’s Club, our own Advisory Council

EXPENSES
$30k (fully sponsored)

REVENUE
$98k

TIME TO PLAN
6 months

RESOURCES
Staff

CONTACT
Lt. Thais Eliasen Viana
33 Myrtle Street
Waltham, MA 02453
Thais.Viana@USE.SalvationArmy.Org

TERRITORY
Eastern

DIVISION
Massachusetts

RIVER AND WIND CHALLENGE

PURPOSE
A 30 or 60-mile ride on Rails to Trails bike trail has been organized and successfully executed by The Salvation Army’s Somerset Service Unit for 14 years. Participants pay a registration fee and are provided lunch, dinner, a t-shirt and door prizes. The event creates funds and awareness for the Army.

PARTNERS
Local small businesses

EXPENSES
Minimal for food, some printing

REVENUE
Varies

TIME TO PLAN
4 to 6 months

RESOURCES
Staff

CONTACT
Donna Fencik
The Salvation Army
700 North Bell Avenue
Carnegie, PA 15106
donna.fencik@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
Western Pennsylvania Division (WPA)
SAN FRANCISCO GIANTS’ FELLOWSHIP DAY

PURPOSE
This partnership with the San Francisco Giants started in 2009. An annual "Fellowship Day" during a regular season game, targeting the faith-based communities of the Bay Area. After the game, faith-based members are welcomed onto the field to enjoy a special "fellowship" testimonial event. Giants’ players discuss how faith plays a role in their lives. A Christian music concert follows the panel of testimonials. “Fellowship Day” tickets include a seat in a designated section, limited-edition themed Giants items (t-shirt, cap, scarf, etc). The Salvation Army receives $2 from every ticket, is allotted a certain amount of tickets to sell and also solicits ticket ‘donations’ to be used by clients/beneficiaries of Army programs. The Giants promote on their website and social media channels. The Army has been the featured faith-based organization since the event’s inception and receives many sponsor-like benefits and PR opportunities before, during and after the game. This event continues to strengthen the relationship between the Army and the Giants; provides a lot of valuable coverage and interest from various media sources.

PARTNERS
San Francisco Giants Baseball Organization

EXPENSES
Staff Time (all other expenses covered by Giants)

REVENUE
$3,200 (average) plus massive media exposure and co-branding opportunities

TIME TO PLAN
First couple of years building up relationship took 2-3 planning meetings; now it takes about an hour planning meeting and 25 hours of staff time.

RESOURCES
Staff

CONTACT
Ernst Bauer
832 Folsom Street
San Francisco, California 94107
ernst.bauer@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Golden State

FUNDRAISING

STRENGTH FOR TODAY, BRIGHT HOPE FOR TOMORROW CAPITAL CAMPAIGN

PURPOSE
The Salvation Army will enhance its footprint throughout Greater Cleveland by building and renovating four facilities, focusing on the areas of greatest need. This set of projects is a $35 million investment, and the Army launched the Strength for Today, Bright Hope for Tomorrow campaign to raise the necessary funds. All of the funds are raised locally. The new multi-purpose buildings will enable optimal use of program space, empowering the Army to grow and develop its comprehensive services and programs for the community, including: emergency assistance for food, clothing and utilities, case management services, shelter for homeless families and adult human trafficking victims, educational programming for youth, music and arts activities, organized recreation leagues, programs for senior citizens, and partnerships with other service organizations. The Army will serve more people even more efficiently in the new facilities, working to improve the quality of life for underserved populations in Greater Cleveland.

PARTNERS
City of Cleveland, City of East Cleveland

EXPENSES
$35 million

REVENUE
$29.9 million raised as of February 16, 2016

TIME TO PLAN
18 months

RESOURCES
Officer

CONTACT
Major Lurlene-Kay Johnson
The Salvation Army of Greater Cleveland
2507 E. 22nd St.
Cleveland, OH 44115
Lurlene.Johnson@use.SalvationArmy.org

TERRITORY
Eastern

DIVISION
Northeast Ohio
SWING FORE THE KETTLE GOLF BENEFIT

PURPOSE
Through the generosity of the Wisconsin Country Club and many of our Advisory Board members and friends, 144 golfers have a day of golf followed by a dinner that includes a silent auction (opens for online bidding the week prior). Items range from vacation condos in Cancun to Green Bay Packer memorabilia. Hundreds of dollars are raised on donated gift cards to area restaurants and venues. Four hole-in-one prizes: a lifetime membership to the Wisconsin Country Club, a spot for two at an invitation-only Pebble Beach golf tournament, $10,000 cash and a 3-year lease on a brand new Lexus! A project of the Milwaukee County Advisory Board; all proceeds go toward children’s needs in the county.

PARTNERS
True Sense Marketing, Molina Health Care, Wisconsin Country Club, Wisconsin Vision, High Stakes Media, Clear Channel Outdoor

EXPENSES
$42,035

REVENUE
$88,308

TIME TO PLAN
One year

RESOURCES
Volunteer

CONTACT
Susan Freedy
840 Kurtis Drive
Elm Grove, WI 53122
susan@freedys.com

TERRITORY
Central

DIVISION
Wisconsin & Upper Michigan

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TURN AROUND JUMPERS

PURPOSE
Turn Around Jumpers is a 3-on-3 basketball tournament that supports The Salvation Army in Syracuse, NY. Syracuse University Men’s Basketball Assistant Coach, Mike Hopkins, serves as the Honorary Chair. Turn-Around Jumpers has become a premiere event in Central New York, attracting more than 145 teams each year and raising more than $280,000 over the last six years to support men, women and children in our community. The Army’s programs and services touch nearly 40,000 lives each year, offering food, shelter, companionship and, most importantly, hope.

PARTNERS
Hayner Hoyt Corporation, Microsoft, LeMoyne College & Syracuse University

EXPENSES
$53,612 over six years

REVENUE
$283,416 over six years with an additional $199,105 in-kind contributions over six years

TIME TO PLAN
9 months

RESOURCES
Staff

CONTACT
Peter Irwin
200 Twin Oaks Drive
PO Box 148
Syracuse, NY 13206
peter.irwin@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
Empire State
AQUA BOOT CAMP

PURPOSE
Aqua Boot Camp is a 4-6 week class with participants meeting 2-3 times per week. The workouts are geared specifically to burn fat, increase flexibility and improve cardiovascular function. This class is a great alternative for those people looking for a rigorous Boot Camp program but cannot perform those type of movements on land. They can feel the burn and still be able to function the next day.

PARTNERS
N/A

EXPENSES
Indirect (use exempt staff to teach) $80

REVENUE
$295

TIME TO PLAN
4 hours

RESOURCES
Officer

CONTACT
Maj. Gary Sturdivant
575 Division Street
Biloxi, MS 39530
gary.sturdivant@uss.salvationarmy.org

TERRITORY
Southern

DIVISION
Alabama, Louisiana, Mississippi (ALM)

COLOR-CODED PERSONNEL FILES

PURPOSE
We color-code our personnel files to better track and organize information. Colored folders are inserted into each file. (We received commendation of this best practice at our recent Kroc Standards Evaluation and Review.)

PARTNERS
None

EXPENSES
Nominal

REVENUE
None

TIME TO PLAN
Nominal

RESOURCES
Officer

CONTACT
Lisa Mueller
1315 East Lime Kiln Road
Green Bay, Wisconsin 54311
Lisa_Mueller@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Wisconsin Upper Michigan
COMEDY SHOW

PURPOSE
Comedy Show featuring the best of local family friendly comedy. Tickets sold were $10/kroc members and $15/nonmembers.

PARTNERS
N/A

EXPENSES
$1,683

REVENUE
$5,640

TIME TO PLAN
4 months

RESOURCES
Staff

CONTACT
Mr. Chris Wong
91-3257 Kualaka‘i Parkway
Ewa Beach, HI 96706
Chris.Wong@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Hawaii and Pacific Islands

EMPLOYEE CROSS-TRAINING

PURPOSE
Staff members of the Kroc Center are given a hands-on glimpse into other departments/ministries/services provided by The Salvation Army of Hampton Roads. Within 6-12 months of employment, staff members are put into “teams” that spend 2 weeks being “cross-trained” in order to better understand the scope of the Army, answer questions from the members and broader community, provide assistance in other areas when needed and promote teamwork. During staff orientation, the world-wide mission of the Army is showcased through videos, booklets and presentations by officers or soldiers/staff.

PARTNERS
The Salvation Army Hampton Roads A.R.C.

EXPENSES
None

REVENUE
None

TIME TO PLAN
The H.R. and Program Departments initially spent several weeks to put together and tweak the program.

RESOURCES
Officer

CONTACT
Maj. Stephen Long
1401 Ballentine Blvd.
Norfolk, VA 23504
stephen.long@uss.salvationarmy.org

TERRITORY
Southern

DIVISION
National Capital & Virginia (NCV)
FANTASY FITNESS LEAGUE

PURPOSE  The Fantasy Fitness League is our main Fall incentive program running from mid-September to early December. The idea is to mock a Fantasy Football League format, assigning each fitness specialist a team of Kroc members. Members are given specific activities that must be monitored, score cards completed. Activities are given various point levels. This increases staff and member interaction, adds workout variety and motivates members to stay committed to physical fitness.

PARTNERS  N/A
EXPENSES  $300 to $500
REVENUE  N/A
TIME TO PLAN  2 months
RESOURCES  Staff
CONTACT  Shavonne Murphy
4200 Wissahickon Ave.
Philadelphia, Pennsylvania 19129
shavonne.murphy@use.salvationarmy.org
TERRITORY  Eastern
DIVISION  PENDEL

FIT KIDS 360

PURPOSE  FitKids360 is a free obesity intervention program that was developed by local physicians and health care professionals. The 8-week program works with children ages 5-16 who have been referred by their physician because their BMI is at or above 85% for their age and gender. The referred children attend a 2-hour session once a week for 8 weeks, along with their families, where they work with a team of professionals (dieticians, behavioral health professional, exercise specialist) to help families make positive changes in the home to create a less obesogenic environment. Each family is assigned a mentor who is a volunteer college student or local professional who is the family’s encourager and also assists with weekly family health goals. Each FitKids360 session ends with 30 minutes of group exercise and a healthy snack.

PARTNERS  FitKids360 (Health Net of West MI)
EXPENSES  $40,000/year
REVENUE  Have received $75,000 from 2012-2015, as of 2016 we have not received funding for this project.
TIME TO PLAN  20 hours/week
RESOURCES  Staff
CONTACT  Heidi Roberts
2500 Division Avenue S.
Grand Rapids, MI 49507
heidi.roberts@usc.salvationarmy.org
TERRITORY  Central
DIVISION  Western MI Northern IN
HEALTHY LIFESTARS

PURPOSE
Healthy LifeStars is a non-profit organization that has partnered with The Salvation Army to provide resources for implementing a fitness program for our underserved youth. The Salvation Army team teaches TSA staff and officers how to implement this ‘healthy program in a box’ to teach kids three fundamental elements of healthy living: goal setting, physical activity and proper nutrition. We teach the premise what one does to their bodies affects their soul. In the Southwest Division, we are currently serving over 22 Army Corps with the goal of national (or global!) expansion within the next 3 to 5 years.

PARTNERS
Healthy LifeStars

EXPENSES
Materials provided to corps

REVENUE
None - curriculum for program

TIME TO PLAN
Minimal - lesson plans are included in the “Healthy Program in a Box”

RESOURCES
Staff

CONTACT
Kara Cline
2707 E. Van Buren
Phoenix, Arizona 85008
kara.cline@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Southwest

HOME SCHOOL

PURPOSE
Our Home School program offers PE, Spanish, music, art, and swim classes to ages 4-18. It is unique in that students can come one day a week and be involved in all of these extracurricular activities. This program reaches 80-100 home schoolers each semester from our direct community as well as surrounding communities.

PARTNERS
N/A

EXPENSES
$4250

REVENUE
$11,200

TIME TO PLAN
10 hours

RESOURCES
Officer

CONTACT
Maj. Gary Sturdivant
575 Division St.
Biloxi, MS 39530
gary.sturdivant@uss.salvationarmy.org

TERRITORY
Southern

DIVISION
Alabama, Louisiana, Mississippi (ALM)
Kids F.E.A.S.T.

**PURPOSE**

Kids F.E.A.S.T. (Food, Education, Activities, Spiritual Development, Teaching) at the Kroc Center is an after-school/evening meal program for children based on a model originally conceptualized by Second Harvest. Our goal is to address the children’s need for food, support, educational help and encouragement in order to increase their chances of being successful in school and lessen other potential problems. The Kids F.E.A.S.T. program integrates healthy meals with structured educational and recreational activities. Children arrive on a staggered schedule beginning at 2pm. Following a light snack, they have individual tutoring (if needed) or work on homework which is checked by staff or a volunteer. Then, the children participate in enrichment activities during which they receive developmentally appropriate supervision and instruction in groups determined by age and gender. Activities include recreation and wellness, the arts, aquatics, spiritual development and community investment. At 5:30pm, students eat dinner family-style with staff/volunteers present to model positive interaction. Kids F.E.A.S.T. is dedicated to empowering community children and youth - and their families - to live healthy and productive lifestyles today and accomplish their goals in the future. Our commitment is to provide a safe environment that fosters individual growth, emphasizes community involvement and prepares/positions students for higher education. We currently serve up to 65 children with a staff of 7 and 5 volunteers/interns.

**PARTNERS**

Local colleges, universities, small business, public schools

**EXPENSES**

$210,000

**REVENUE**

$210,000

**TIME TO PLAN**

Ongoing

**RESOURCES**

Officer

**CONTACT**

Major Steven Lopes
650 Dudley Street
Dorchester, MA 02125
steven.lopes@use.salvationarmy.org

**TERRITORY**

Eastern

**DIVISION**

Massachusetts

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Kids Hope USA

**PURPOSE**

In partnership with Kids Hope USA, a national school based mentoring program, individuals from the Kroc Center spend one hour a week mentoring an at-risk elementary student during their school day. Mentors undergo training to learn best ways to work with students during their sessions as well as how to be a Christian mentor in a state (secular) school. During the mentoring hours, mentors do a variety of educational, fun and relationship-building activities with the students and work closely with teachers to monitor students’ progress. Each mentor/student pair has a prayer partner who commits to pray for the mentor session while it is happening and communicates regularly with the mentor to receive specific prayer requests.

**PARTNERS**

Kids Hope USA

**EXPENSES**

$5,000/year

**REVENUE**

None

**TIME TO PLAN**

5-10 hours/week

**RESOURCES**

Staff

**CONTACT**

Heidi Roberts
2500 S. Division Ave
Grand Rapids, MI 49507
heidi.roberts@usc.salvationarmy.org

**TERRITORY**

Central

**DIVISION**

Western Michigan Northern Indiana (WMNI)
KROC REACH
AFTER-SCHOOL PROGRAM

PURPOSE
Free to Kroc members, the purpose of the program is to invest in our youth and allow the gospel to grip and shape them from the inside out. To impact a generation that will impact its community and shape our future. Designed for youth ages 10-16 encouraging growth by developing physically, spiritually and academically. Our trained staff will work through a spiritual-based curriculum, promoting character development, academic achievement, daily physical activities and more! Daily schedule includes study hall and devotional time.

PARTNERS
Maxine Smith Steam Academy, Target, and Everfi

EXPENSES
$59,850

REVENUE
None

TIME TO PLAN
3 Months pre-start up preparation / 10 hours per week

RESOURCES
Staff

CONTACT
Cleo Griffin
800 E. Parkway S.
Memphis, TN 38104
cleo.griffin@uss.salvationarmy.org

TERRITORY
Southern

DIVISION
Kentucky/Tennessee (KTN)

KROC TOT PROM

PURPOSE
As part of our Kroc Tot programming, we hosted a toddler prom for 3-6 year olds and their dates (mom, dad, etc). Forty-three couples attended the event where they took prom pictures, played games, decorated cookies and danced the night away. Whether they arrived in limos or Pintos, a good time was had by all and a lasting memory was created for parents and tots.

PARTNERS
None

EXPENSES
$2,800

REVENUE
$2,000

TIME TO PLAN
3 months

RESOURCES
Staff

CONTACT
Nathan Ullyot
1375 E Broadway Road
Phoenix, AZ 85040
nullyot@gmail.com

TERRITORY
Western

DIVISION
Southwest
### NO BOYS ALLOWED

**PURPOSE**
This Small Group Training Program is attached to our personal training break down. It is an all female paid training class that targets female based problem areas. It has a minimum of 4 people and a max of 8 to allow for some personal attention between the trainer and client. Goals are set and reached through cardiovascular training, toning and high intensity movements.

| PARTNERS | N/A |
| EXPENSES | $150 |
| REVENUE | $1,400 (one session with 10 people) |
| TIME TO PLAN | 1.5 months |
| RESOURCES | Staff |
| CONTACT | Shavonne Murphy 4200 Wissahickon Ave Philadelphia, PA 19129 shavonne.murphy@use.salvationarmy.org |
| TERRITORY | Eastern |
| DIVISION | PENDEL |

### S.W.A.G.

**PURPOSE**
Every Wednesday our youth programs occur under the banner of S.W.A.G. (Saved With Amazing Grace). We serve dinner at 6, then the youth are split up by age and gender to participate in either Sunbeams, Girl Guards or Adventure Corps. On any given night, we average 90 kids participating in our character-building programs. Then, they get to choose from elective classes that we offer including beginner brass, guitar, drama, ballet, drums, hip-hop and art. The youth spend an hour in their elective classes that are all taught by volunteers.

| PARTNERS | Individual Volunteers |
| EXPENSES | None |
| REVENUE | None |
| TIME TO PLAN | N/A |
| RESOURCES | Officer |
| CONTACT | Lt. Jeremy Mockabee 424 Westfield St. Greenville, SC 29601 jeremy.mockabee@uss.salvationarmy.org |
| TERRITORY | Southern |
| DIVISION | North & South Carolina (NSC) |
SUPER KIDS SUPER SHARE EVENT

PURPOSE
During the week leading up to Super Bowl XLIX, The Salvation Army and the NFL worked together to host the Super Kids Super Share Program. The event partnered with the Arizona Cardinals, Verizon Wireless, Super Bowl Host Committee and more than 100 public and private schools from throughout the valley. On the morning of the event, designated schools dropped off new and gently used books, sports equipment and school supplies. In the afternoon, educators from pre-selected schools in lower-income areas came and shopped for items they could use at their school. The Army was also able to participate in the shopping process. The event was held at the Kroc Center and, as a result, a mutually-beneficial relationship between the Army and the NFL has been strengthened.

PARTNERS
NFL, Verizon, Local Media, AZ Cardinals

EXPENSES
$1,100

REVENUE
NA

TIME TO PLAN
6 months

RESOURCES
Staff

CONTACT
Nathan Ullyot
1375 E Broadway Road
Phoenix, AZ 85339
nathan.ullyot@uswsalvationarmy.org

TERRITORY
Western

DIVISION
Southwest

YADI

PURPOSE
In 2011, the Army partnered with Search Institute to develop and implement the 40 Developmental Assets Initiative into the Kroc Centers. These assets were identified by Search Institute as characteristics all youth should be exposed to during their lives. Search’s research shows that the more assets a child has, the more successful they will be.

PARTNERS
Search Institute

EXPENSES
Salaries, program supplies

REVENUE
None

TIME TO PLAN
Ongoing yearly

RESOURCES
Staff

CONTACT
Molly Putnam
201 Holdsworth Dr.
Kerrville, TX 78028
molly.putnam@uss.salvationarmy.org

TERRITORY
Southern

DIVISION
Texas (TEX)
NEXT GENERATION
THE MOST AMAZING RACE

PURPOSE
“The MOST Amazing Race” is a signature event of The Salvation Army - Northern Division and now being reproduced within the Army around the country. The race is patterned after the TV show “The Amazing Race” and takes place over an entire day, leading teams of two on a scavenger-hunt-like-race around the city on-foot and using public transportation. At each stop, teams must complete a challenge in order to move on - challenges are physical, mental, tedious, eating, problem solving, etc. Peer-to-peer fundraising before the race allows participants to become advocates, helping to raise awareness and donations for the Army while vying for valuable incentives. The MOST Amazing Race in Minneapolis celebrated 10 years in 2015 and has raised more than $630,000 for the Army’s homelessness and hunger programs. More than 1450 racers and 750 volunteers have participated in the race since 2006. This event has found the perfect niche with the Army’s quest to build new relationships among a growing generation of adventurous and socially committed prospects and donors.

PARTNERS
Local corporations and media

EXPENSES
$35,000

REVENUE
Average from our 10 years: $60k+

TIME TO PLAN
6+ months

RESOURCES
Staff

CONTACT
Julie Orlando
2445 Prior Ave N
Roseville, Minnesota 55113-2714
julie_orlando@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern
#150STORIES

**PURPOSE**
For The Salvation Army’s 150th International Anniversary, the Sierra del Mar Division began a social media campaign called #150stories to kick off National Salvation Army Week. The goal was to share 150 stories of people who have been touched by the Army. We saw a large increase in social media engagement and an increase in online donations. The campaign was featured on two local news stations and had participation from members of four local news stations. The campaign puts a face to the stories we often hear, and humanizes the efforts of the Army. It’s a concept that can be applied in countless ways and to bring recognition to any number of occasions surrounding the Army.

**PARTNERS**
None

**EXPENSES**
None

**REVENUE**
Unknown

**TIME TO PLAN**
1 month

**RESOURCES**
Staff

**CONTACT**
Rachael Fowler  
2320 Fifth Ave.  
San Diego, California 92101  
rachael.fowler@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Sierra del Mar

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A SIMPLE GESTURE

**PURPOSE**
This is an ongoing convenience food drive for The Salvation Army Food Bank. We received funds from a local action club to purchase customized reusable bags (which we personalized for the Army) for people to place their donated food. For a few months, we had a sign-up booth at grocery stores where bags were distributed to those who agreed to donate food. We had 350 donors for the first pick-up and the number has grown to 475+. (Each bag has the date of pick-up.) The donor simply has to fill the bag with the requested items and leave it outside the door on that day. We have 15-20 volunteer drivers who pick up bags and leave a new empty grocery bag, with a new date, on the doorstep. We have 20 volunteers available to sort the food. Pick ups occur every two months on the second Saturday.

**PARTNERS**
Community volunteers and Action Club of the Kiwanis

**EXPENSES**
Cost of Bag may vary from vendor to vendor.

**REVENUE**
In-kind food donations and monetary donations.

**TIME TO PLAN**
4-6 month prep and recruitment of volunteers and donors.

**RESOURCES**
Officer

**CONTACT**
Lt. Stephen Milner  
3001 R. Ave. Ste. 100  
Anacortes, WA 98221  
stephen.milner@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Northwest
### NATIONAL DONUT DAY

**PURPOSE**
A “National Donut Day” partnership was established in 2013 with Lamar’s Donuts, one of the largest donut chains in Colorado. Counter top kettles are placed in all their stores throughout June. Customized marketing materials are prominently placed in all stores telling the story of the Donut Lassies. Promotional pieces include counter and window clings, poster boards and table tents. On days leading up to Donut Day, Lamar’s leads a very active advertising campaign in all media, incorporating The Salvation Army’s logo. A percentage of sales from the day support the Army’s youth programs. On National Donut Day, free donuts and coffee are provided to the Colorado State Veterans Home. They also enjoy a small exhibit honoring the Donut Lassies and the Army’s brass band. This event receives significant media attention.

**PARTNERS**
Lamar’s Donut Shop

**EXPENSES**
None

**REVENUE**
Marketing campaign is a huge benefit / Kettle income brings in approx. $1,000-$1,200

**TIME TO PLAN**
2 months

**RESOURCES**
Staff

**CONTACT**
Tahreem Pasha-Glenn
1370 Pennsylvania Street
Denver, Colorado 80203
tahreem.pasha-glenn@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Intermountain

### AFTER-SCHOOL PROGRAM

**PURPOSE**
Tucson Amphi Corps has an after-school program which currently has 78 children enrolled. This program is a Christian-based tutoring/education program that teaches the children the Word of God, life skills, social skills and other activities that make the children use critical thinking as well as elective classes (music, drama, arts, sports, etc.). The program is run by the Corps program director and six recreational aides all under the watch of the Corps officers.

**PARTNERS**
Healthy Life Stars, Community Food Bank, parents of the children in the program

**EXPENSES**
$15,500 yearly (wages not included)

**REVENUE**
Grant $10,000

**TIME TO PLAN**
10 hours/weekly

**RESOURCES**
Officer

**CONTACT**
Lt. Katie Breazeale
218 E. Prince Rd
Tucson, AZ 85705
katie.breazeale@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Southwest
COMMUNITY GARDEN

PURPOSE A joint venture between The Salvation Army, the City and a residential neighborhood transformed a weed lot (previously a Salvation Army house site) into a beautiful gathering place and flower/vegetable garden and gave the Army the opportunity to increase its community involvement and visibility. All of the vegetables harvested went to clients of the pantry creating better awareness of healthy eating habits. Various steps taken included development of the plan; multiple city approvals for site preparation; installation of water meter, pipeline, raised planting beds; acquiring materials and decor (picnic tables, etc). Upon completion, more than 70 attended a community picnic. In 2015, more than 635 pounds of vegetables were harvested in three yields. Clients have begun to understand the importance of proper eating habits. The Pantry clients took all of the vegetables each week. Our Advisory Board Chairman/Gardener received two community awards for his work establishing and maintaining the garden which helped alleviate food insecurity in the community. The location of the garden on a busy intersection provided visibility for the work of the Army.

PARTNERS City of Branson, Neighborhood Association, Health Department

EXPENSES $7,000

REVENUE $7,000

TIME TO PLAN 12 months

RESOURCES Volunteer

CONTACT Jim Lawson
Post Office Box 1715
Branson, MO 65615
jimlawsonj@aol.com

TERRITORY Central

DIVISION Midland

DONATING PERSONAL CARE TRAVEL ITEMS

PURPOSE A board member who works for Charles Schwab has built a culture among the employees to collect and donate soaps, shampoos and other personal care items when they travel for business or leisure. The company has set up donation boxes throughout the building to collect these items. The donated products are then given to The Salvation Army for use in their shelter. This simple concept not only assists the shelter, but keeps The Salvation Army’s mission and message in front of hundreds of employees on a daily basis.

PARTNERS Charles Schwab

EXPENSES None

REVENUE None

TIME TO PLAN 1 month

RESOURCES Staff

CONTACT Andy Junn
2507 E. 22nd Street
Cleveland, OH 44115
andy.junn@use.salvationarmy.org

TERRITORY Eastern

DIVISION Northeast Ohio
FINALLY HOME TRANSITION IN PLACE

PURPOSE
In 2013, The Salvation Army in Boise, Idaho transitioned its facility-based homeless program to a Rapid Rehousing Transitional program to provide best practices in serving the homeless. The Army’s Finally Home program provides up to 20 units of transitional housing for individuals and families with children. As a “Transition in Place” program, families are quickly connected with a permanent home (i.e., apartment, duplex). Securing housing with affordable rent is key to this success. The Army assists participants in multiple, significant ways. This program is the only one of its kind in the Treasure Valley that serves individuals and families with children and allows up to two years of participation. We continue to operate a traditional, facility-based program in a nearby city and are astounded at the benefits we have seen the rapid rehousing program offer clients (i.e., a stable home, privacy, household responsibilities, personal investment in their housing and hope).

PARTNERS
The City of Boise

EXPENSES
$333,737

REVENUE
$333,737

TIME TO PLAN
1 year

RESOURCES
Staff

CONTACT
Amber Young
1904 W. Bannock Street
Boise, ID 83703
amber.young@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Cascade

MOBILE ASSISTANCE UNIT

PURPOSE
A challenging location prompted the Asset Management Committee to seek out a fully mobile office. We ordered a vehicle designed that could be used to serve food like a traditional canteen but also serve as a mobile office/command post (a 24’ vehicle with a warming kitchen and office space). Now, on a daily basis, it travels to multiple locations within the city for 4-hour periods where we provide assistance with food bags, utilities and other services traditionally done out of an office where the need is the greatest. The cost of operation is significantly less than a building and our visibility in the community has grown immensely. The kitchen is equipped with a refrigerator and freezer, both used for the food bag program or food storage when the vehicle is used for disaster services. It also has a warming cabinet, microwave and running water. The office is equipped with a cellular data service providing wifi throughout the vehicle, flat screen TV’s inside and out, a computer, printer/copier and a VoIP phone which is an extension of the Kroc Center system so we can transfer calls directly to the unit or simply call it as an extension. The vehicle is also equipped with a hefty generator and power outlets outside to serve as a mobile outreach vehicle for the Corps. We are exploring duplicating the program in other areas to reduce overhead costs and increase community visibility and outreach ability.

PARTNERS
Solano County Advisory Board

EXPENSES
Vehicle purchase $150,000

REVENUE
Unable to gauge exactly but mail appeal saw decent increases

TIME TO PLAN
1 year

RESOURCES
Officer

CONTACT
Capt Jonathan Harvey
586 East Wigeon Way
Suisun City, CA 94585
jonathan.harvey@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Del Oro
PROJECT BUNDLE-UP

PURPOSE Since 1986, Project Bundle-Up has raised funds so that those most vulnerable throughout Western Pennsylvania can have access to new coats, hats, boots and gloves. As our program approaches its 30th anniversary, we are proud to report that we have raised 12.7 million dollars and provided basic cold weather essentials to more than 250,000 kids and seniors in our local communities.

PARTNERS WTAE, First Niagara Bank, Peoples Natural Gas, Columbia Gas Walmart

EXPENSES $181,000

REVENUE $591,000

TIME TO PLAN Year-round planning

RESOURCES Staff

CONTACT Denice Shilling
700 North Bell Avenue
Carnegie, PA 15106
denice.shilling@use.salvationarmy.org

TERRITORY Eastern

DIVISION Western PA Headquarters

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RECIPESHAPE

PURPOSE For Minnesota FoodShare Month (March), our favorite local “food heroes” – chefs, food bloggers, and local celebrities – helped us by creating special one-pot, one-pan meals for our RecipeShare. RecipeShare was an online collection of 20 simple weeknight recipes crafted with the average family in mind – few ingredients and even fewer dishes – each with a Minnesota hunger fact. Every recipe included a photo of the dish, a Salvation Army food fact, a bio of the recipe author and a link to donate directly to our local food programs. This campaign was mainly focused on awareness and online engagement. Recipes were shared throughout the month on our social media (#RecipeShare) and had significant engagement especially on Instagram. Sample Salvation Army food fact: Our food shelf on Payne Avenue in St. Paul offers coconut milk, baby corn, bamboo shoots, dry noodles including bean thread and other Asian foods for the local Hmong population to help them afford to cook the foods they love.

PARTNERS Local food bloggers and chefs

EXPENSES N/A

REVENUE Up to $800

TIME TO PLAN 2-3 months

RESOURCES Staff

CONTACT Julie Orlando
The Salvation Army
2445 Prior Avenue
Roseville, Minnesota 55113
julie_orlando@usc.salvationarmy.org

TERRITORY Central

DIVISION Northern
RED CARPET AWARDS - ADULT DAY CENTER

PURPOSE
Similar to the famous Oscar Awards Night, we at the Lakewood Adult Day Center also celebrate in style. Staff and participants get all decked out in gowns, top hats and tuxedos. Each participant is honored for that special attribute they bring to our center. From best smile, to most caring person, everyone gets their escort down the red carpet to receive their “Oscar” and have their photos taken by the paparazzi!

PARTNERS
N/A

EXPENSES
Statues cost approximately $100; much of the decor is handmade by staff, fancy clothes are donated...cost really varies

REVENUE
N/A

TIME TO PLAN
Two months in advance

RESOURCES
Staff

CONTACT
Director Pamela Hoover
Lakewood Adult Day Center
2080 Woodlynn Avenue
Maplewood, Minnesota 55109
pamela_hoover@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern

RENTON WEEKEND BACKPACK NUTRITION PROGRAM

PURPOSE
Established in 2007, the Weekend Backpack program provides food for 550 children to prevent hunger over the weekend. The school year-long program provides more than 88,000 meals a year. Fifteen to 20 volunteers provide 100% of the work that it takes to re-package the food, stuff and deliver the backpacks. This program is an incredible collaboration with The Salvation Army, the Renton Unified School District and the Renton Community in Schools program. In the 2015-16 year, we are embarking on serving the weekend nutritional needs of middle school and high school-aged students with numbers expected to reach 1,000 children/teens each week during the school year. We need an additional $40,000 in order to expand the program.

PARTNERS
Renton Unified School District, Renton Community in Schools, Renton Rotary Club

EXPENSES
$335,000

REVENUE
$20,000

TIME TO PLAN
6 months

RESOURCES
Officer

CONTACT
Major Kris Potter
720 South Tobin Street
Renton, WA 98059
kris.potter@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Northwest
RESTRUCTURING THE WILLIAM BOOTH SOCIETY RECEPTION

PURPOSE Four years ago, our William Booth Society reception lacked interest from the Society’s members. We restructured the event by shortening the program (limited speeches) and scheduling a venue and program with high appeal and unique opportunity (i.e., King Tut exhibit, opening of the Denver History Museum). Attendance has grown in four years from 90 to 300.

PARTNERS N/A

EXPENSES Varies

REVENUE N/A

TIME TO PLAN 3-4 months

RESOURCES Staff

CONTACT Sandi Gabel
1370 Pennsylvania Street
Denver, Colorado 80203
sandi.gabel@usw.salvationarmy.org

TERRITORY Western

DIVISION Intermountain

S.M.A.R.T. & CREDITPLUS

PURPOSE In 2009, we were serving more 8,000 angels at Christmas and felt a need to combat the sense of entitlement. We tightened the requirements and were much more thorough in screening applicants. We required clients who were on the Angel Tree more than one year to attend Life Skills classes in order to qualify. At those classes, we introduce them to opportunities for growth and productivity, better parenting skills and other life-improving presentations. We began a program called S.M.A.R.T. - Saving Money And Responsibility Training. Now, about 100 families from the Angel Tree program meet at our Corps once a month. We partner with a local Bank, BankPlus, and they receive training in finances, collaboration with other agencies; basically, it is a life-skills class on steroids. Each parent is asked to place $10 per month in a savings account with BankPlus for each of their children. In November, at the end of the year-long course, BankPlus matches what the client deposited and we take them shopping, teaching them to spend responsibly, and to realize that they are participating in their own responsibility and financial recovery. The second step is CREDITPLUS. These monthly classes take the financial recovery even further. The Bank will loan up to $1500 to each client, enabling them to establish new credit or to repair damaged credit. Over the course of four years, several hundred families now have over $4 million in savings with BankPlus - an amazing transformation of productivity for these families!

PARTNERS BankPlus, collaborative agencies

EXPENSES Minimal

REVENUE N/A

TIME TO PLAN 6 months

RESOURCES Officer

CONTACT Captain Ken Chapman
110 Presto Lane
Jackson, MS 39206
Ken.Chapman@uss.salvationarmy.org

TERRITORY Southern

DIVISION ALM
Salvation Army Today is a news program about The Salvation Army that is broadcast through the Internet across the world on Tuesdays and Thursdays. It features at least two stories from the front lines in any country, and is a means to educate and inform all markets, but especially Advisory Organization members.

**PURPOSE**
Salvation Army Today

**PARTNERS**
USA Southern Territory

**EXPENSES**
N/A

**REVENUE**
Priceless in contacts made and information shared.

**TIME TO PLAN**
Twice weekly broadcasts

**RESOURCES**
Staff

**CONTACT**
Christopher Priest
1424 Northeast Expressway
Atlanta, GA 30329
chris.priest@uss.salvationarmy.org

**TERRITORY**
Southern

**DIVISION**
THQ

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In 2014, the Western Territory collaborated with The Richards Group for an outdoor ad campaign in Seattle. The campaign was targeted at the people who most need the help of The Salvation Army – the homeless and hopeless. A variety of outdoor media was used in the new campaign, aimed at people living on the street – including billboards, bus sides, posters, and flyers throughout the month of October. The campaign ran again in October 2015.

**PURPOSE**

**PARTNERS**
Western Territory, The Richards Group

**EXPENSES**
$120,000 (depends on market size and media costs)

**REVENUE**
Not measureable

**TIME TO PLAN**
One year

**RESOURCES**
Staff

**CONTACT**
Lora Marini Baker
The Salvation Army
111 Queen Anne Avenue N #300
Seattle, WA 98109
lora.marini.baker@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Northwest
### THE H.O.P.E. CENTER – HELPING OTHERS PREPARE FOR EMPLOYMENT

| PURPOSE | Created in a rural community with staggering unemployment and high-school dropout rates, this program assists clients in preparing for, and obtaining, employment by removing possible barriers. Clients are teens and adults (including those with developmental disabilities), and start from ground-zero with focusing on building self-esteem and understanding principles of budgeting and self-sufficiency. They then learn to set realistic and attainable goals, become employment ready and attain employment. Workshops focus on creating a resume, portfolio, job interviewing techniques, job search strategy. Individual support is offered in Spanish and English and other information, resources and referrals are provided. Assistance is given to obtain needed identification or documentation for a job application. Staff and volunteers are available to assist clients in the computer lab for all aspects of their job search. |
| PARTNERS | Memorial Hospital, Habitat for Humanity - Oasis Restore, Community Resource Council, Chamber of Commerce, Worknet of Merced County, Employment Development Dept., Human Service Agency, United Way of Merced County, City of Los Banos, Merced County Mental Health |
| EXPENSES | $19,032 for part-time social service aide |
| REVENUE | In-kind donations |
| TIME TO PLAN | 8-10 months (program started once T.L. Williams funding was obtained) |
| RESOURCES | Officer |
| CONTACT | Lt Felicia Grant 1231 4th Street Los Banos, California 93635 felicia.Grant@usw.salvationarmy.org |
| TERRITORY | Western |
| DIVISION | Golden State |

### TOP CHEF: SALVATION ARMY

| PURPOSE | To raise hunger awareness during Minnesota FoodShare Month (March), volunteers and donors were invited to be a guest judge at Top Chef: Salvation Army. Three Salvation Army chefs were chosen to participate at this event. Combined, these chefs help serve hot meals to about 1,700 people a day at three Army facilities. The event was held at a top-notch cooking school, where the chefs whipped up their best dishes for 50 guests and four celebrity judges: a news anchor, a food blogger, a kitchen store owner and a restaurant chef/owner. After tasting the food, guests and judges were given $100 in fake money to vote for their favorite dish. Guests who wanted to share the wealth could split their dollars. At the end of the competition, the money was counted and the Top Chef received hundreds of pounds of donated food for his food program. All the chefs received real funds provided by sponsors for their food program equal to what was used to vote for their dish. The chefs enjoyed the competition because it improved their ability to make good food for people in need. |
| PARTNERS | Local cooking school and media/chefs |
| EXPENSES | N/A |
| REVENUE | N/A |
| TIME TO PLAN | 2-3 months |
| RESOURCES | Staff |
| CONTACT | Julie Orlando 2445 Prior Ave Roseville, MN 55113 julie_orlando@usc.salvationarmy.org |
| TERRITORY | Central |
| DIVISION | Northern |
WELCOME TO TOMORROW – HOW CLOUD BASED CASE MANAGEMENT CAN TRANSFORM LIVES AND SOCIAL SERVICES

PURPOSE

Purpose of this program is to identify and address spiritual, financial, legal and social service needs concurrently while monetizing all client outcomes to determine ROI (Return on Investment). We focused all programs and services toward specific Client outcomes and improvements in 5 key areas: (1) Spiritual life; (2) Income; (3) Education; (4) Housing; (5) Employment. The Salvation Army is the lead agency in a consortium of service providers to address client needs and bring about life transformation in San Francisco’s most violent and poverty-stricken neighborhoods.

A client completes an electronic intake form and the cloud-based Case Management system’s data analytics. Ultimately, their mission is to apply blue-collar work ethic to data collection, management, analytics, insights and strategies through tried and true methodologies and technology. Through the process, we now have multiple dashboards (quick views of our entire database) to view the picture of a full supporter of the Army and make strategic decisions to expand and grow our fundraising and volunteer capabilities.

Additionally, Altrulytics analyzed our use of social media to help us learn how similar organizations are having success in social media and what, specifically, they are doing such that we can potentially leverage similar strategies and tactics in our social media efforts. Many other advantages and insights we are happy to share.

EXPENSES $250,000

REVENUE None

TIME TO PLAN 1 year

RESOURCES Staff

CONTACT Trey Hiller
4622 3rd Street
San Francisco, CA 94124
trey.hiller@usw.salvationarmy.org

TERRITORY Western

DIVISION Golden State

WHY W.A.I.T?

PURPOSE

Mississippi has one of the highest rates of teen-age pregnancies. The Governor of the State of Mississippi, the Honorable Phil Bryant (who also happens to be an Advisory Board member of our Regional Coordinate), asked The Salvation Army to come up with a plan. We created an educational program called Why W.A.I.T? (Worthy Action, Intentional Thinking). We gather about 100 - 150 teens in a social setting, with food and some entertainment, and then give them facts about teen pregnancy.

Almost all of the information comes from the teens themselves so it is more of a peer-to-peer interaction (supervised and lead by qualified adults). The same group is assembled each week for six weeks. At the end session, we hold a “True Love Waits” type of promise ceremony. Out of this came a Governor-appointed Teen Pregnancy Prevention Task Force that is growing this outreach effort. Over the past four years, teenage pregnancies have been reduced by 11%. The goal is to reduce it by 17% by the end of 2016.

PARTNERS Community Health & Social Agencies

EXPENSES Minimal

REVENUE N/A

TIME TO PLAN 6 months

RESOURCES Officer

CONTACT Captain Ken Chapman
110 Presto Lane
Jackson, MS 39206
Ken.Chapman@uss.salvationarmy.org

TERRITORY Southern

DIVISION ALM
CASE MANAGEMENT MAP

**PURPOSE**
Pathway of Hope Honolulu is a dynamic hub which connects clients to the Army’s internal resources, the Corps, as well as Hawaii’s social, educational, and business institutions. Acting as intermediaries for clients, case managers research available services and programs, meet with stakeholders, and build bridges with service agencies. A case management algorithm, or map, features a localized navigation process implemented by the team to intake clients graduating from TSA’s treatment facilities, assess utilizing recommended measurements, and monitor progress of participants. The map is a snapshot that can be used to familiarize Board Members and funders of the case management process used by the Pathway of Hope team to rebuild lives, nurture the human spirit and increase self-sufficiency.

**PARTNERS**
None

**EXPENSES**
None

**REVENUE**
N/A

**TIME TO PLAN**
N/A

**RESOURCES**
Staff

**CONTACT**
Anna Stone
2950 Manoa Road
Honolulu, HI 96822
anna.stone@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Hawaii and Pacific Islands

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IRONMAN

**PURPOSE**
In implementing phase one of The Pathway of Hope in our Regional Coordinate, we have studied our demographics and determined that one of the major roots of the problem of family dysfunctionality begins with young men 16 - 30 ... many of the underprivileged drop out of school, loiter, run drugs, father babies, etc. Our new program targets these young men, IRONMAN. We have speakers who talk straight to them, talk of potential. We collaborate with other agencies to get the training, focus and preparations this group needs to become more functional. We are seeing that many are beginning to show an interest in becoming better people, more productive citizens. This progress means we can begin to restore and repair many of our broken families.

**PARTNERS**
Community partners

**EXPENSES**
Minimal

**REVENUE**
N/A

**TIME TO PLAN**
3 months

**RESOURCES**
Officer

**CONTACT**
Captain Ken Chapman
110 Presto Lane
Jackson, MS 39206
Ken.Chapman@uss.salvationarmy.org

**TERRITORY**
Southern

**DIVISION**
ALM
RED KETTLE CLUB
ADULT REHABILITATION CENTER/ HOUSEHOLD GOODS DONATION DRIVE

PURPOSE
Red Kettle Club members have organized and publicized a Household Goods Donation Day where we scheduled an Army truck to be available in the school parking lot for anyone in the community to drop off their used household goods, clothing, etc. Members were then invited to tour the ARC to see how these donated items were being used by the Army in helping those in need of substance abuse recovery from addiction.

PARTNERS
Red Kettle Club and ARC

EXPENSES
None

REVENUE
Lots of great donations

TIME TO PLAN
2 months

RESOURCES
Volunteer

CONTACT
Capt. Anthony Barnes
Salvation Army DHQ
2707 East Van Buren
Phoenix, AZ 85008
anthony.barnes@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Southwest

CHRISTMAS ANGEL TREE

PURPOSE
Red Kettle Club members were involved in the collection, organization and distribution of donations in the Christmas Angel Tree program. In cooperation with the Winter Haven Corps, volunteers dedicated their time to make Christmas possible for less fortunate families by fulfilling wishes through charitable donations.

PARTNERS
Haines City High School

EXPENSES
Minimal to no expenses involved due to donations.

REVENUE
Minimal to no revenue involved.

TIME TO PLAN
Days of meetings involved for planning.

RESOURCES
Volunteer

CONTACT
Lt. Jumaine Bernabe
1898 Highway 17 N.
Winter Haven, FL 33881
jumaine.bernabe@uss.salvationarmy.org

TERRITORY
Southern

DIVISION
Florida
**CHRISTMAS ANGEL TREE**

**PURPOSE**
Red Kettle Club members have been very helpful in the organization of the Christmas Angel Tree program for the Tempe Salvation Army. We have had members assist families during the registration process (both in completing the necessary paperwork, as well as Spanish-language interpreters); help out at the local malls at the Angel Tree itself; organize donated gifts at the warehouse; distribute gifts to families on distribution day.

**PARTNERS**
Tempe Corps

**EXPENSES**
None

**REVENUE**
None

**TIME TO PLAN**
Just scheduling

**RESOURCES**
Volunteer

**CONTACT**
Capt. Anthony Barnes
Salvation Army DHQ
2707 East Van Buren
Phoenix, AZ 85008
anthony.barnes@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Southwest

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**EASTER EVENTS**

**PURPOSE**
Perhaps one of the club’s favorite activities is The Salvation Army’s “Easter Eggstravaganza” where club members helped organize Easter activities for children in attendance. They set up an Easter Egg Hunt, ran various games for the children to play and assisted as group leaders in making sure all of the children had a fun day. The concept would apply to any Corps activity when children are brought together for a variety of activities.

**PARTNERS**
Valleywide Corps

**EXPENSES**
None

**REVENUE**
None

**TIME TO PLAN**
Just scheduling

**RESOURCES**
Volunteer

**CONTACT**
Capt. Anthony Barnes
Salvation Army DHQ
2707 East Van Buren
Phoenix, AZ 85008
anthony.barnes@usw.salvationarmy.org

**TERRITORY**
Western

**DIVISION**
Southwest
FOOD/DONATION DRIVES

PURPOSE
One of our most popular donation drives is the collection of water bottles to be delivered to the Tempe Corps. We try to hold 3-4 drives during the year to keep them supplied with water to be distributed to those in need.

PARTNERS
Community

EXPENSES
None

REVENUE
Lots of water!

TIME TO PLAN
Varies

RESOURCES
Volunteer

CONTACT
Capt. Anthony Barnes
Salvation Army DHQ
2707 East Van Buren
Phoenix, AZ 85008
anthony.barnes@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Southwest

IN THE PAST BUT NEVER FORGOTTEN

PURPOSE
Red Kettle Club members cleaned up the Forest Hill Cemetery to express our remembrance and respect for the deceased. From restoration and cleaning of gravestones, removal of overgrowth, to placement of flowers and ornaments, volunteers collaborated to create a beautiful and clean area that showed our respect. Many veterans are buried at this cemetery.

PARTNERS
Haines City High School

EXPENSES
Minimal to no expenses involved.

REVENUE
N/A

TIME TO PLAN
Several days of meetings to set up plans.

RESOURCES
Volunteer

CONTACT
Lt. Jumaine Bernabe
1898 Highway 17 N.
Winter Haven, FL 33881
jumaine.bernabe@uss.salvationarmy.org

TERRITORY
Southern

DIVISION
Florida
MEAL SERVICE

PURPOSE
Red Kettle Club members (as well as employees and their families from the school) have volunteered to help serve Thanksgiving Day dinner at the Tempe Salvation Army location. We have assisted in setting up for the event, serving guests and cleaning up at the end of the day. Members have also provided entertainment - both instrumental and vocal - as guests are enjoying their meal. We have also assisted in organizing donations that were distributed on that same day - from assisting guests in finding necessary clothing articles to folding items and refilling donation tables with appropriate items.

PARTNERS
Tempe Corps, Corona del Sol faculty, Red Kettle Club members

EXPENSES
None

REVENUE
Some donations

TIME TO PLAN
Tempe Corps handles

RESOURCES
Volunteer

CONTACT
Capt. Anthony Barnes
Salvation Army DHQ
2707 East Van Buren
Phoenix, AZ 85008
anthony.barnes@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Southwest

RED KETTLE COUNTING

PURPOSE
Our members assist our Corps officers in counting the proceeds from the various red kettles around the city upon their collection. It's a great help to the corps and offers variety in the ways we can assist.

PARTNERS
Red Kettle Club & Tempe Corps

EXPENSES
None

REVENUE
None

TIME TO PLAN
Minimal - just scheduling

RESOURCES
Volunteer

CONTACT
Captain Anthony Barnes
2707 East Van Buren
Phoenix, AZ 85008
anthony.barnes@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Southwest
RKC LEADERSHIP SEMINAR

PURPOSE
We have held half-day events to bring together students, sponsors, parents involved in Red Kettle Clubs in our valley. Presentations are kept short with a good variety of topics including Salvation Army 101, why RKCs are so important to the Army, a tour of the programs offered at the venue where seminar is held, a testimonial from someone receiving our services. We allow time for the students to brainstorm together, work with their respective officers to plan a calendar for the year or seminar and plenty of food. Finding a Saturday morning that works for everyone is probably the biggest challenge. The students have given the event very high marks!

PARTNERS
Red Kettle Clubs

EXPENSES
Minimal

REVENUE
N/A

TIME TO PLAN
Two months

RESOURCES
Advisory Organization Member

CONTACT
Marlene Klotz Collins
2707 East Van Buren
Phoenix, AZ 85008
marlenerex@cox.net

TERRITORY
Western

DIVISION
Southwest

SOLES FOR SOULS

PURPOSE
Red Kettle Club members were involved in the collection, organization and distribution of shoes for the less fortunate in underdeveloped countries and its poverty-stricken regions. With the sad reality of millions of children without shoes, RKC volunteers dedicated themselves to bring about donations that resulted into nearly a thousand pairs of shoes.

PARTNERS
Haines City High School

EXPENSES
Minimal to no expenses due to donations.

REVENUE
All in-kind

TIME TO PLAN
Many meetings over months to plan and coordinate internationally.

RESOURCES
Volunteer

CONTACT
Lt. Jumaine Bernabe
1898 Highway 17 N.
Winter Haven, FL 33881
jumaine.bernabe@uss.salvationarmy.org

TERRITORY
Southern

DIVISION
Florida
SPECIAL SPEAKERS / FIELD TRIPS / LEADERSHIP SEMINARS

PURPOSE
As part of their membership in the Corona Red Kettle Club, members have had the opportunity and privilege of attending many unique events. The Army includes us in most everything they do for their members. For RKC members, the Army hosted a Leadership Seminar where current club officers/members had the chance to learn more about the Army and collaborate with members of other Red Kettle Clubs in the valley. The Army also arranges special speakers for club meetings, testimonials to help better understand the value of our volunteer efforts. We also tour different programs and facilities like the Kroc Center.

PARTNERS
Tempe Corps; Southwest Divisional Headquarters; ARC

EXPENSES
None

REVENUE
None

TIME TO PLAN
Varies

RESOURCES
Volunteer

CONTACT
Capt. Anthony Barnes
Salvation Army DHQ
2707 East Van Buren
Phoenix, AZ 85008
anthony.barnes@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Southwest

THE FIRST RED KETTLE CLUB IN THE CENTRAL TERRITORY ATTRACTS 100 STUDENTS

PURPOSE
The Brookfield Central High Red Kettle Club, started in November, 2014, is a huge success. Students raised over $1,000 ringing bells, helped staff events, prepared snack bags for children staying at the Army’s Emergency Lodge and cards for attendees of The Christmas Family Feast which serves a meal to 8,500 individuals on Christmas Day. They implemented a “Pay it Forward Challenge,” a competition that raised over $1,500 to support Milwaukee County Children’s Programs. The second year of the Red Kettle Club has seen a steady growth to 100 active student members who will continue to support our efforts.

PARTNERS
The parents support their children, students who attend the Brookfield Central High School

EXPENSES
$2,225

REVENUE
$6,516

TIME TO PLAN
10 weeks

RESOURCES
Staff

CONTACT
Stan Kelley
11315 W. Watertown Plank Rd
Wauwatosa, Wisconsin 53226
stan_kelley@usc.salvationarmy.org

TERRITORY
Central

DIVISION
WUM
### VISITING THE ELDERLY

| PURPOSE | During the holidays, RKC members visited the Crossroads Retirement home to visit with seniors, play games, sing Christmas carols. It was a mutually-beneficial and satisfying experience for everyone. A great visitation program that works well any time of the year. |
| PARTNERS | Haines City High School |
| EXPENSES | Minimal |
| REVENUE | N/A |
| TIME TO PLAN | Meetings held over the course of several days. |
| RESOURCES | Volunteers |
| CONTACT | Lt. Jumaine Bernabe  
1898 Highway 17 N.  
Winter Haven, FL 33881  
jumaine.bernabe@uss.salvationarmy.org |
| TERRITORY | Southern |
| DIVISION | Florida |
SERVICE EXTENSION UNIT

After-School S.T.E.M. program
AFTER-SCHOOL S.T.E.M. PROGRAM

PURPOSE The S.T.E.M. program is a component of the Community Center designed around Science, Technology, Engineering and Math. Students learn how such things work while they are in a creative, supervised environment. The 8-week program takes place during the summer, allowing students to continue exercising their mind and expanding their knowledge throughout vacation. Students participate in weekly experiments or activities, qualifying them for Fun Fridays, an off-campus, active field trip! Examples of weekly S.T.E.M. class experiments/activities: (1) Science – Students performed a chemistry experiment. Activity: L.A. Science Museum and IMAX. (2) Technology – Students learned how to operate a professional digital camera. Activity: Taking pictures at Red Rock Canyon. (3) Engineering – Students built balloon catapults. Activity: Launched balloons at specific targets. (4) Math – Students built bottle rockets. Activity: Launched balloons at specific targets. The Community Center in Tehachapi is truly meeting an un-met need in our city. Before we opened the youth center, there wasn’t any safe and nurturing after-school activities aside from organized sports. We serve youth from Middle through High School, 12 to 18 years of age. The majority come from low-income families. Many of them cannot afford any extracurricular activities. If they were not at our center, they would be hanging out in the streets and each others homes, unsupervised, possibly getting into trouble.

PARTNERS Bakersfield Californian Foundation

EXPENSES $6110.57 plus personnel

REVENUE N/A

TIME TO PLAN N/A

RESOURCES Staff

CONTACT Marget Willer
538 E.Tehachapi Blvd
Tehachapi, California 93561
marget.willer@usw.salvationarmy.org

TERRITORY Western

DIVISION Golden State

CROCKPOT PROGRAM

PURPOSE This program helped low-income citizens learn to stretch their food budget by using crockpot cooking methods. Subsequent savings resulted in less need for emergency assistance. Individuals participated in an evening course where they were educated on stretching their food budget through crock pot cooking, using less costly meats/products. Safe handling of food was also stressed. Food supplies were purchased/provided for each participant ... they each went home with a new crockpot, cookbook and a complete meal ready to be cooked for their household the next day.

PARTNERS Volunteers

EXPENSES Around $43.00 per household for crockpot and food

REVENUE None

TIME TO PLAN Initially about three months

RESOURCES Staff

CONTACT Peggy Kill
P.O. Box 225
Morris, MN 56267
peggy_kill@usc.salvationarmy.org

TERRITORY Central

DIVISION Northern
FOOD BACKPACK PROGRAM

PURPOSE
During the school year, students often go hungry on the weekends. On Fridays, those students who are registered in this program are sent home with a “care package” of food. This is usually easily-prepared packaged food and healthy snack-type foods, sometimes beverages. Foods vary by what is available for purchase from the regional food bank. These schools are covered by two counties so both of these service extension counties pay $150 (for a total of $300) to the food bank as our financial contribution to this project.

PARTNERS
United Way and area churches and organizations

EXPENSES
$150 per month

REVENUE
None

TIME TO PLAN
Ongoing

RESOURCES
Staff

CONTACT
Peggy Kill
P.O. Box 225
Morris, MN 56267
peggy_kill@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern

MOBILE FOOD DROP PARTNERSHIP

PURPOSE
Once a month Douglas County does a Mobile Food Drop that provides a variety of food for people in need. For just the cost of shipping, covered by various donors, we get a semi load of food from the Regional Food Bank. Additional donations are also received from local farmers, excess items at food shelf and area food suppliers. United Way is the lead agency with several organizations (including the Salvation Army) that partner in program. We provide manpower from unloading truck, distributing, filling out paperwork and clean up. Through the year we also man booths to provide information on upcoming projects like Summer Camping Opportunities, back-to-school projects, etc. In November, we provide Meat Certificates to families to shop for their favorite fresh meat at a local grocer.

PARTNERS
United Way and area churches and organizations

EXPENSES
Depends on the numbers attending that month and dollar amount of meat certificate

REVENUE
None

TIME TO PLAN
Ongoing

RESOURCES
Staff

CONTACT
Peggy Kill
P.O. Box 225
Morris, MN 56267
peggy_kill@usc.salvationarmy.org

TERRITORY
Central

DIVISION
Northern
THE FREEDOM EXPRESS

PURPOSE The Freedom Express is a senior transportation program (one full time staff, 15 volunteer drivers, 2 minivans). The program began January 2015. Seven months later, the number of trips were 1,724 (averaging 15 trips daily) and 7,088 miles. The Town of Wickenburg is responsible for the two vehicles (lease, registration, insurance, maintenance, fuel, etc.). The Army’s Wickenburg Service Extension Unit reimburses the Town for vehicle expenses using kettle donations and other designated gifts. The Foundation for Senior Living manages the program including facilities and the funding of one full-time transportation coordinator. The Wickenburg Community Services Corporation (the Advisory organization to the Community Action Program) assists in program development via technical support (i.e., grant writing).

PARTNERS The Salvation Army, the Foundation for Senior Living, the Wickenburg Community Services Corporation, and the Town of Wickenburg.

EXPENSES Budgeted at $85,360 combined (multiagency budget).

REVENUE Budgeted at $85,360 combined (multiagency budget).

TIME TO PLAN Approximately 1 year.

RESOURCES Staff

CONTACT Jack Clitheroe
The Salvation Army
2707 E. Van Buren Street
Phoenix, Arizona 85008
jack.clitheroe@usw.salvationarmy.org

TERRITORY Western

DIVISION Southwest
### STRATEGIC PLANNED GIVING MESSAGE CIRCULATION

**PURPOSE**  
To assist Corps officers, staff, program chairs and others, we have developed a series of communications (letters, possible scripted emails, planned giving articles, etc.) that could be used as templates in reaching out to our various audiences. The strategy was created as a way to utilize the large library of timely, useful educational materials that are often under-utilized. These samples are designed to originate from the officer/staff/chairman and flow through the social structure of their Corps or program. This both assists in the development of community outreach as well as introducing our well-written material. An example of this might be, “Preparing to Be a Surviving Spouse,” a frequent problem. We are pleased to share any of our templates.

**PARTNERS**  
Corps Officers

**EXPENSES**  
Time, printing, postage and reproduction

**REVENUE**  
Gifts stemming from new contacts generated by this process.

**TIME TO PLAN**  
Ongoing and as required to manufacture letters and coordinate with Corps Officers.

**RESOURCES**  
Staff

**CONTACT**  
Thomas Britain  
100 Santa Rosa Ct.  
Laguna Beach, CA 92651  
Thomas.Britain@usw.salvationarmy.org

**TERRITORY**  
Western

**DIVISION**  
Southern California

### THINK TANK GROUP STRATEGY

**PURPOSE**  
Part of our strategy includes creating a think tank group composed of officers in the field and various development staff to meet 3 times a year to brainstorm and discuss different ideas & strategies. This group is selected from a variety of officers to (1) Give the officers an opportunity to give input into the Development Strategy and gain better understanding of some of the areas being focused on; (2) The development staff gaining perspective from those in the field. Our goal is that in working together we can gain a greater perspective and better serve the field in what is needed, as well as reach development goals in fundraising and marketing strategies. Corps officers provide a different perspective as they are the force out in the field and together we have seen great discussions and input on various topics that have helped our strategies. Members’ part of the Think Tank Group: Development staff includes: Public Relations Director, Web and Print Media Director, Direct Marketing Manager, DOD and Assistant DOD. Officers-Variety of roughly 6 field officers whose areas are within a 90-minute drive so they can meet up. Officers who have a variety of experiences and backgrounds chosen as representatives who would have good ideas and input for the group. Examples of topics we have discussed: Marketing strategies for Christmas and throughout the year, mail appeal and new strategies, Best Practices for Christmas such as: Kettle Kick Offs, Corporate Kettle sponsorships, media outlets, etc.

**PARTNERS**  
Corps Officers, Development Staff

**EXPENSES**  
None

**REVENUE**  
Increased fundraising

**TIME TO PLAN**  
Setting up the agenda

**RESOURCES**  
Staff

**CONTACT**  
David Bentley  
2755 N. Freeway Blvd.  
Sacramento, CA 95834  
David.Bentley@usw.salvationarmy.org

**TERRITORY**  
Western

**DIVISION**  
Del Oro
ADOPT-A-ROOM

PURPOSE
Our Adopt-a-Room program gives individuals and organizations the opportunity to partner with us to create an uplifting home environment for our families living in our shelter for homeless families in transition. Individuals or groups adopt one of our 16 rooms to design and decorate (paint, lighting, bedding, bathroom essentials, drapery, towels, furniture, furnishings and miscellaneous accessories). Adopters have included churches, Advisory Board members, local sports teams whose rooms reflect their team colors and mascots, and corporations. One room can house up to 6 family members/beds. Each sponsor commits to spend a minimum $2,000 on initial decor and furnishings and pledges an annual donation of $300 for the upkeep of the room. Plaques identifying each room’s sponsor are affixed at the entrance to each room.

PARTNERS
Advisory Board, organizations, businesses, churches and individuals

EXPENSES
$2,000-$2,500 for initial redecoration of room and $300 annually for upkeep

REVENUE
GIK $2000-2500 for each room and $300 annually for upkeep

TIME TO PLAN
Minimal time to plan

RESOURCES
Officer

CONTACT
Captain Kim Williams
2794 Garden Street
Oakland CA 94601
kim.williams@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Del Oro

EASTER BASKET RUN

PURPOSE
Members of Christian Motorcycle Ministry (MM) purchased, created and delivered Easter baskets to children residing at Lambuth Family Center, our transitional housing facility. The group came thundering on their bikes and were warmly greeted by Lambuth’s kids and staff. The bikers spent time with children decorating eggs and doing an egg hunt. Even the Easter bunny paid a visit. Residents shared their personal stories with the bikers over Lamar’s donuts and coffee.

PARTNERS
Christian Motorcycle Ministry

EXPENSES
None

REVENUE
100 Easter baskets

TIME TO PLAN
1 month

RESOURCES
Staff

CONTACT
Sandi Gabel
1370 Pennsylvania Street
Denver, Colorado 80203
sandi.gabel@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Intermountain
RECRUITING VOLUNTEERS

PURPOSE  Engaging 21st Century Volunteers In Lewisville Texas. Engaging professional volunteers into leadership positions to manage new and existing programs. Presenting an opportunity to collaborate with fellow staff members on developing the volunteer culture required within our Service Center. Making sure that volunteers are fully integrated into the programs to increase public awareness, increase support and to help the community in understanding the work and mission of The Salvation Army.

PARTNERS  Various organizations

EXPENSES  Less than $500

REVENUE  Increases revenue stream

TIME TO PLAN  3 months

RESOURCES  Staff

CONTACT  Shelagh Skipsey
206 West Main Street
Lewisville, Texas 75057
shelagh.skipsey@uss.salvationarmy.org

TERRITORY  Southern

DIVISION  Texas

REPURPOSING HOTEL TOILETRY & SUPPLY DONATIONS

PURPOSE  The Salvation Army has a partnership with a dozen or more hotels in the San Francisco area and picks up their “used” toiletry items (half-used shampoos, conditioners, lotions, and even smaller toilet paper rolls). The Army then secures volunteers to consolidate the products, creating full bottles that get added together in plastic bags to create hygiene kits. The kits are distributed through a variety of Army programs including the “Soap and Hope Program” (homeless shower room), Clothing Distribution program at the Family Service Center, Homeless Outreach and to SROs (Single Room Occupancy residential program) and other agencies who can help distribute them to people in need. The half-used (or small) toilet paper rolls that are pulled from hotel rooms are used to create Toilet Paper packets, which are distributed to clients of the Family Services Center. Any gently used robes or slippers are donated to the ARC, and sheets are used by the Family Service Center as table cloths or backdrops/curtains for events.

PARTNERS  Major San Francisco hotels including: Fairmont, Marriott Union Square, The Handlery Hotel, The Orchard Garden Hotel, Hilton SF Union Square, Park 55 and more.

EXPENSES  Staff time in making contact with hotel and then occasionally picking up donated items from the hotel.

REVENUE  In-kind donations that result in hygiene kits for various Salvation Army programs.

TIME TO PLAN  Varies. Time to (a) contact hotels, (b) pick up product, (c) organize and facilitate volunteers.

RESOURCES  Staff

CONTACT  Jaime Smith
832 Folsom Street
San Francisco, California 94017
Jaime.Smith@usw.salvationarmy.org

TERRITORY  Western

DIVISION  Golden State
SALVATION ARMY AMBASSADOR PROGRAM

PURPOSE

A newly-created senior volunteer role called an Ambassador will be installed at each of the Division’s unit locations. Duties include participation in identifying volunteer requirements, community outreach and coordination of volunteer opportunities. Each Ambassador will also handle volunteer-related orientation, recognition and aspects of statistical reporting. The program is expected to increase the retention of volunteers by improving the consistency and quality of their service experience. It is also designed to expand the ways in which volunteers are used to support mission-critical activity. The Ambassador initiative is currently in the pilot stage of implementation.

PARTNERS

Community members

EXPENSES

N/A

REVENUE

N/A

TIME TO PLAN

1 year

RESOURCES

Volunteer

CONTACT

Jennie Connors
2445 Prior Ave N.
Roseville, MN 55113
jennie_connors@usc.salvationarmy.org

TERRITORY

Central

DIVISION

Northern

VOLUNTEER RECOGNITION EVENT

PURPOSE

This is an annual event recognizing and thanking volunteers who have donated their time and skills in programs and events throughout the year. This is typically a breakfast or outing which makes it easy for volunteers to attend. Held in April during National Volunteer Week, the event features fun entertainment, food and swag bags. Corps officers are invited to reconnect with volunteers and personally thank them.

PARTNERS

Varies

EXPENSES

$1,000-$1,200

REVENUE

N/A

TIME TO PLAN

2 months

RESOURCES

Staff

CONTACT

Sandi Gabel
1370 Pennsylvania Street
Denver, Colorado 80203
sandi.gabel@usw.salvationarmy.org

TERRITORY

Western

DIVISION

Intermountain
WOMEN’S AUXILIARY
4TH ANNUAL SHOE STRUT

PURPOSE
This 4th annual event, a shoe and fashion presentation (not associated with the Family Store), had more than 450 attendees. We considered this a networking opportunity for women (our Auxiliary is called WIN - Women INVolved). It included a silent auction with 100+ items donated by local businesses and community groups. $25 of each ticket was donated back to the Army to purchase shoes for children through partnership with a local retailer. We also included a crowd funding challenge that added an additional $7,000. Models are Shoe Strut committee members and an officer.

PARTNERS
45 corporate sponsors and several in-kind media partners

EXPENSES
$17,000

REVENUE
$12,658.99

TIME TO PLAN
9 months

RESOURCES
Officer

CONTACT
Major Elizabeth Griner
1122 Green Street
Harrisburg, PA 17106
elizabeth.griner@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
PENDEL

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BOOTS & BAGS

PURPOSE
The Women's Auxiliary of York Citadel conducted its first ever "Boots & Bags" event at a local country club. The event was held to raise funds for shoes and backpacks for school age children. It was a success! We had approximately 225 women in attendance and conducted a live and silent auction.

PARTNERS
A local florist, jeweler, television station and other businesses.

EXPENSES
$12,658.99

REVENUE
$44,590

TIME TO PLAN
6-12 months

RESOURCES
Officer

CONTACT
Major Erma Camuti
50 E. King St.
York, PA 17401
erma.camuti@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
Eastern Pennsylvania & Delaware
CAMP SWONEKY AUXILIARY

PURPOSE
We raise money each year to help fulfill The Salvation Army’s ‘wish list’ for summer camp. In 2014, we helped purchase a zipline. In 2015, we purchased barn animals! We have stopped doing fashion show fundraisers and instead do an evening silent and live auction, enjoying serious success in raising more money for the camp! The first year we raised $27,000, then $30,000! Ladies are needed to secure donations, handle everything with invitations (design, print, mail), table assignments and table decorations, set up the silent items and auctioneer. The Army secures a dynamic speaker.

PARTNERS
Essenze Studio, Sibcy Cline Realtors, the BMW Store, Ultimate Air Shuttle, Koehler-Borden Associates, Western Southern, Cincinnati Symphony, theater Management Company, Kroger

EXPENSES $12,175
REVENUE $42,175
TIME TO PLAN Over the course of a year
RESOURCES Volunteer
CONTACT Joddy Perry
815 Princeton Terrace Park, OH 45174
joddyp@gmail.com
TERRITORY Eastern
DIVISION SWONEKY

CELEBRITY CHEFS TASTING LUNCHEON AND SILENT AUCTION

PURPOSE
Our annual fundraising event involves celebrity personalities and prominent business people in Jacksonville, corporate sponsors and friends of the Women’s Auxiliary. A delicious menu is compiled from recipes garnered from the celebrity chefs and a fabulous silent auction raises funds to support the ongoing services of The Salvation Army of Northeast Florida. The event is held at our convention center (free parking) with a celebrity chef at up to 12 booths. They provide tastings of their recipes while wearing aprons and chefs hats with an Army logo. A cookbook is provided to ticket holders with the recipes, profiles of our chefs and major sponsors and information about the Salvation Army Women’s Auxiliary. At the same time, a silent auction is held where patrons can bid on numerous items the auxiliary members have solicited from our community.

PARTNERS None
EXPENSES $50,900.25
REVENUE $127,690.14
TIME TO PLAN 10 months
RESOURCES Volunteer
CONTACT Carol Hamilton
8155 Madeira Drive
Jacksonville, Florida 32217
chamil001@aol.com
TERRITORY Southern
DIVISION Florida
COATS FOR KIDS

PURPOSE
Funds are raised and coats purchased for children in low-income families. Two traveling coats assist in the fund-raising, as groups of all kinds are involved in providing needed resources for the project. Fliers are distributed to all schools in the county, and the local newspaper provides excellent publicity. Instead of requiring families to sign-up in advance, necessitating two trips, the application is done at the same time as the distribution, with activities for children (face-painting, games, etc.) while the parents complete the needed paperwork as well as being introduced to other Salvation Army programs. With an October distribution, coats are made available prior to the start of inclement weather. Coats remain available throughout the winter months upon request.

PARTNERS
Wooster Presbyterian Church

EXPENSES
$15,000

REVENUE
$15,000

TIME TO PLAN
6 months

RESOURCES
Officer

CONTACT
Captain Madelaine Dwier
437 South Market St.
Wooster, OH 44691
madelaine.dwier@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
NEOSA

FABRIC FAIR

PURPOSE
Members of the Women’s Auxiliary work all year long collecting donated fabric, yarn, patterns, craft supplies, art supplies, buttons, zippers and what nots. All the items are donated (and we find some things through the Army’s Family Stores). The members arrive every Tuesday morning to sort items, measure and cut fabric, and tag items. They are then boxed up until the spring sale. The Fabric Fair takes place in the spring for four days and we most recently raised $30,000.

PARTNERS
The Salvation Army and the Chambersburg Women’s Auxiliary

EXPENSES
There are no expenses since all the sale items are donated. Our venue is donated.

REVENUE
Approximately $30,000

TIME TO PLAN
It is an ongoing, year-long project

RESOURCES
Officer

CONTACT
Major Deborah Burr
159 Lincoln Way West
Chambersburg, PA 17201
Deborah.Burr@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
PENDEL
**FABRIC SALE**

**PURPOSE**
From April through September, fabric, notions, patterns, yarn, sewing machines and equipment are solicited via social and local media and collected at our Corps Thrift Store warehouse. The donations are sorted and priced by Women’s Auxiliaries members as they are received. For two days in October, the fabric sale is held. Publicity is in the form of an email blast, social media and local media. The set-up and tear-down takes place with help from local college student volunteers and work release participants from our County jail.

**PARTNERS**
None

**EXPENSES**
$85

**REVENUE**
$4,500

**TIME TO PLAN**
Six months

**RESOURCES**
Officer

**CONTACT**
Alma Riley
165 Chester St
Carlisle, PA 17013
alma.riley@use.salvationarmy.org

**TERRITORY**
Eastern

**DIVISION**
PENDEL

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**FASHION SHOW AND LUNCHEON**

**PURPOSE**
This is the 25th anniversary of the Dallas Fashion Show and Luncheon which has become one of the highlights in the Dallas social calendar. The show features new/gently-used couture collection pieces donated to The Salvation Army Dallas Auxiliary. It is produced by a woman who is top in her field and takes many months of collecting and sorting. This fundraiser includes the runway show and sale; a luncheon where the Army’s story is shared; a silent auction and Chic Boutique sale on the day of the show. For three days following the Fashion Show and Luncheon there is a warehouse sale that continues the fundraiser. Often selling out shortly after the tickets go on sale, this year’s event has been moved to a larger venue. Large sponsorships have added to the proceeds from this event.

**PARTNERS**
Tootsies (Chic Boutique partner); WFAA Media Partner; Oh So Cynthia Social Media Partner; Lisa Petty Fashion Blogger for Dallas

**EXPENSES**
$150,000-200,000

**REVENUE**
$450,000-750,000

**TIME TO PLAN**
Year round

**RESOURCES**
Officer

**CONTACT**
Barbara Rich
8787 N. Stemmons Freeway
Dallas, TX 75247
Barbara.rich@uss.salvationarmy.org

**TERRITORY**
Southern

**DIVISION**
Texas
NEW MEMBER CONNECTION

PURPOSE
The Dallas Women’s Auxiliary can be very intimidating due to size and membership but we have started a program for new members. Our new member liaisons begin recruiting following our spring fashion events. They call and welcome new members and try to make a connection between their interests/passions and our projects/committees. A New Member lunch in the fall is a Salvation Army 101. Executive Committee members are encouraged to mentor new members for one year. New members’ badges are adorned with a heart, designated with a heart in our directory. Reserved seating is available at general meetings. New members are matched with veterans on work projects. We seek every way possible to make them feel special. This pilot program was met with enthusiasm and we will continue to use (and tweak) for years to come.

PARTNERS
Anyone we can get to underwrite the expense

EXPENSES
Up to $5000

REVENUE
No revenue; unlimited volunteer hours

TIME TO PLAN
2-3 months

RESOURCES
Officer

CONTACT
Major Barbara Rich
8787 N. Stemmons Freeway, Suite 800
Dallas, Texas 75247
barbara.rich@uss.salvationarmy.org

TERRITORY
Southern

DIVISION
Texas

PORTLAND WOMEN’S AUXILIARY FABRIC FAIR

PURPOSE
The Annual Fabric Fair, created in 1994, is based upon the success of a similar event conducted each year by the Pittsburg, PA Auxiliary. The members who sewed recognized the tendency of seamstresses to “squirrel away” fabric, and inspired by a bumper sticker stating “She who dies with the most fabric wins,” the event was created. There is a guide prepared by the Pittsburgh Auxiliary that is followed by the women in Portland to prepare and conduct the event. A storage area is acquired to begin collecting and sorting donations and a venue for the event is rented 6-9 months before the event date. Approximately 3-4 months before the event, the Auxiliary works on publicity, posters, collection, sorting and pricing of items. This Auxiliary is quite small, so they depend heavily on a large group of volunteers that come together to organize, set up and run the sale.

PARTNERS
The American Legion in Falmouth, Maine rents space for storage of items. The South Portland, Maine Lion’s Club provides the sale venue.

EXPENSES
$1,827

REVENUE
$7,472

TIME TO PLAN
6-9 months

RESOURCES
Officer

CONTACT
Major Annette Lock
297 Cumberland Avenue
Portland, Maine 04101
Annette.Lock@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
Northern New England
RECYCLED STYLE SHOW

PURPOSE  
First held in 1979, the Recycled Style Show features “gently used” clothing, jewelry, scarves and purses donated by the members, women in the community, as well as from friends and relatives. Clothing and jewelry boutiques and silent auction are included in the activities. The clothes are arranged on racks according to style and sizes. Clothes are cleaned by a local cleaner for the price of an ad in the program book. Clothes are selected for the models and the show is then choreographed. Publicity consists of flyers, posters, magazine articles, social media, TV and radio shows. On the day of the show, doors open at 10:30am for shopping in the boutiques and participation in the silent auction. Luncheon doors open at 11:15am, the show begins at 11:30am, followed by lunch. The boutiques are reopened after the lunch, but the silent auction closes at the end of the fashion show.

PARTNERS  
Local businesses

EXPENSES  
$6,441.96

REVENUE  
$28,499.74

TIME TO PLAN  
One year

RESOURCES  
Officer

CONTACT  
Major Tracey Czajkowski
521 W. Elmira
San Antonio, TX 78212
Tracey.Czajkowski@uss.salvationarmy.org

TERRITORY  
Southern

DIVISION  
Texas

SAWA DC FASHION SHOW & EVENTS

PURPOSE  
For over 66 years, The Salvation Army’s Women’s Auxiliary of Washington, DC has its Fashion Show which raises much needed funds for Turning Point, our local transitional housing program for women and their children. We also provide summer camp alternatives for city children at Camp Happyland and more. Each year, the event continues to grow and raise more money for the National Capital Area Command.

PARTNERS  
Bloomingdale’s, Neiman Marcus, others

EXPENSES  
$120,000

REVENUE  
$150,000

TIME TO PLAN  
One year in advance

RESOURCES  
Officer

CONTACT  
Major Jacqulyn Reckline
2626 Pennsylvania Ave. NW
Washington, DC 20037
jacqulyn.reckline@uss.salvationarmy.org

TERRITORY  
Southern

DIVISION  
National Capital Division (NCV)
“SOUPER” SUPPER AND SILENT AUCTION

PURPOSE
Every year our Women’s Auxiliary has a Souper Supper from 4pm-7pm. For $12, guests enjoy all-you-can-eat of 3-4 kinds of soup, rolls, salad, dessert and refreshments. They also have a person solicit donations from companies for our silent auction.

PARTNERS
Auxiliary members

EXPENSES
Donations

REVENUE
$3,490

TIME TO PLAN
Yearly event

RESOURCES
Officer

CONTACT
Envoy Madeline Soza
150 N. Albany Street
Ithaca, New York 14850
madeline.soza@use.salvationarmy.org

TERRITORY
Eastern

DIVISION
Empire

SPRING FASHION SHOW... AND BEYOND

PURPOSE
Each year the Mesa, Arizona Women’s Auxiliary hosts a Spring Fashion Show, Rummage Sale and Luncheon, with the monies used to assist the children of our community for camp scholarships. In 2015, in an area where homes were flooded, we helped a nearby school buy school uniforms, supplies and shoes. After the luncheon, leftover items are kept until the Mesa Salvation Army does its Christmas applications for approximately 1,400 families, and the Auxiliary then holds a $1-a-bag sale for all the applicants. The clients appreciate the opportunity to purchase inexpensive items and the Auxiliary in turn uses the income to assist needy families.

PARTNERS
None

EXPENSES
$275

REVENUE
$3,000

TIME TO PLAN
3 months

RESOURCES
Officer

CONTACT
Major Candi Frizzell
Post Office Box 4106
Mesa, AZ 85211
candi.frizzell@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Southwest
WOMEN’S AUXILIARY

SUMMER CAMP SUITCASE PROJECT

| PURPOSE | Last summer 60 children attended Camp NEOSA from Mahoning County Area Services. Through the Summer Camp Suitcase Project, every child that attended received a gently used mid-to large-size suitcase filled with clean bath and beach towels, wash cloth, personal toiletries including brand new toothbrush/toothpaste donated from local dentists, brand new pillow/pillow case, sun block and bug spray purchased through the donation of $1,000 from a local Rotary Club. The suitcases were cleaned, filled, labeled and touched off with a Beanie Baby for every child. This was a successful project and extremely practical in meeting the needs of the families and children that attended camp. It was such a success that we are eagerly waiting to get started in the round-up of suitcases for this year. I am so proud of and thankful for my WA ladies. They are the best! |
| PARTNERS | Canfield Rotary Club |
| EXPENSES | $650 |
| REVENUE | The smiles on the faces of the children and their parents |
| TIME TO PLAN | 3 months |
| RESOURCES | Soldier |
| CONTACT | Major Valerie Kahn  
1501 Glenwood Ave  
Youngstown, Ohio 44511  
Valerie.Kahn@use.salvationarmy.org |
| TERRITORY | Eastern |
| DIVISION | NEOSA |

SWISS STEAK DINNER AND BASKET AUCTION

| PURPOSE | Swiss steak dinner is served (take away dinners are also available) followed by a live basket auction. Before dinner is served silent auction items are available for bidding. |
| PARTNERS | Local businesses and vendors |
| EXPENSES | $504 |
| REVENUE | $3,900 |
| TIME TO PLAN | 3 months (to solicit donations) |
| RESOURCES | Officer |
| CONTACT | Major Patricia Kurtz  
529 East Main Street  
Batavia, NY 14020  
patricia.kurtz@use.salvationarmy.org |
| TERRITORY | Eastern |
| DIVISION | Empire |
THE 27TH ANNUAL FABRIC FAIR

PURPOSE  The Greater Pittsburgh Women’s Auxiliary is in our 28th year of our Fabric Fair. Through donations of fabric, notions, craft supplies, yarn, craft/sewing/quilting books and patterns and more, we raised over $40,000.00 last year. Our donations come from stores, groups and individuals. Every Wednesday, and one Monday per month, September, October and January - March, we meet to sort, measure, organize and price these donations for Fabric Fair. Our motto is “It’s a pleasure to measure,” and this is very true as we enjoy the fellowship with one another and build deep friendships!

PARTNERS  Pittsburgh Knit & Crochet Festival, various stores, individuals and organizations

EXPENSES  Approx. $3,500

REVENUE  $40,000.00 + in 2014 & 2015

TIME TO PLAN  We meet each Wednesday and one Monday per month September - October and January - March with our Fabric Fair held in April.

RESOURCES  Officer

CONTACT  Major Jody Kramer
700 North Bell Avenue
Carnegie, Pennsylvania 15106
Jody.Kramer@use.salvationarmy.org

TERRITORY  Eastern

DIVISION  Western Pennsylvania

TOY SHOP AUXILIARY

PURPOSE  The Toy Shop Auxiliary began 60 years ago as a tea in the homes of prominent Cincinnati women. These women purchased and dressed dolls to be given to underprivileged children in the Cincinnati area. Today, the Toy Shop Auxiliary serves children in Hamilton County (Ohio) and Campbell and Kenton Counties (Kentucky). Each December the Auxiliary joins DHQ with distributing toys to more than 4,700 children (700 hand-dressed dolls and 900 teddy bears to eligible age groups and 4,500 books to all children through age 13). The Auxiliary also contributes $4,000 to DHQ to help with toy purchases. To finance our endeavors an annual Fundraiser & Doll Auction is held in early November. The event includes a silent auction of baskets and 8 dolls (chosen from winners of a contest we have for the dressers); silent auction and special dolls with numerous accessories (furniture, clothing, shoes, etc.) and sports packages; a boutique of doll items and hand-mades. Tea and light refreshments are served.

PARTNERS  Quilting groups and doll dressers in the Greater Cincinnati Area

EXPENSES  $3,400

REVENUE  $18,100

TIME TO PLAN  Over the course of a year

RESOURCES  Volunteer

CONTACT  Mrs. Colleen Madewell
960 Olde Station Court
Fairfield, OH 45014
Madewell@fuse.net

TERRITORY  Eastern

DIVISION  SWONEKY
WOMEN’S AUXILIARY

MONTHLY TOURS

PURPOSE
The Salvation Army Women’s Auxiliary of Southern Nevada offers monthly tours to various Army units in Clark County to see what programs and services are offered at these sites. The women have toured the Homeless Services Program, Vocational Programs, Family Services Office, Adult Rehabilitation Center and local corps in the area. As a result, many have committed to volunteering with the programs, others have made donations or contributions, and Women’s Auxiliary members have gained a better understanding of the needs of these different units, thereby allocating Women’s Auxiliary funds as appropriate. The monthly tours have been extremely beneficial to the Women’s Auxiliary and to the Army units in Southern Nevada!

PARTNERS
Other Salvation Army units in Southern Nevada

EXPENSES
Depending on location of the tour, expense would only include gas costs.

REVENUE
N/A

TIME TO PLAN
N/A

RESOURCES
Officer

CONTACT
Lt. Joy Groenleer
2900 Palomino Lane
Las Vegas, Nevada 89107
Joy.Groenleer@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Southwest

WOMEN’S AUXILIARY

MONTHLY TOURS

PURPOSE
When the Women’s Auxiliary began in the mid 1980’s it was called “High Tea in High Places.” They started out with small tea parties and soup suppers. With hard work and dedication over the years, they have expanded to what we now know as the Kenton County Women’s Auxiliary and have one of the most successful basket auctions. They have found that having a specific focus keeps the women engaged. Their main focus over the recent years has been the children of Kenton County. They work closely with the commanding officers to make sure the children’s needs are best met through summer camp, the learning center, supper club, etc.

PARTNERS
Drees Pavilion, Kudera Inc. LLC, Knocks Foundation and many more sponsors

EXPENSES
$6,621

REVENUE
$18,253

TIME TO PLAN
Over the course of a year

RESOURCES
Officer

CONTACT
Lt. Victoria Daniels
1806 Scott Blvd
Covington, KY 41014
Victoria.Daniels@use.SalvationArmy.org

TERRITORY
Eastern

DIVISION
SWONEKY
WOMEN’S AUXILIARY
GOLF TOURNAMENT AND AUCTION

PURPOSE
The golf tournament has been going on for nearly 30 years. It started as a two day event with one day focusing on golf and another day focused on a silent auction. It has since morphed into a one day event with golf and auction happening on the same day. We have been blessed with many great partnerships to help make this event a success. Over the last few years our tournament has grown from grossing under $50,000 to just over $90,000. A big part of this is credited to the partnership with Trans-System, Inc. and other wonderful partnerships the Women’s Auxiliary has formed.

PARTNERS
Trans-System, Inc. (funding partner)

EXPENSES
$17,625

REVENUE
$94,161

TIME TO PLAN
6 months

RESOURCES
Staff

CONTACT
Ryan Rodriguez
222 E. Indiana
Spokane, Washington 99207
ryan.rodriguez@usw.salvationarmy.org

TERRITORY
Western

DIVISION
Northwest
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