



Field Report

ISSUE 7:
MAY 2025

WE ARE DOING
THE MOST GOOD –
TOGETHER.

Campaign Status Report

Commitments during the One Army Many Fronts Campaign's Insider phase have already **reached a new milestone, with almost \$162.8 million secured as of March 6, 2025.**

We are reminded of the promise in Isaiah 43:20: *"See, I am doing a new thing! Now it springs up; do you not perceive it? I am making a way in the wilderness and streams in the wasteland."* Together, we are building a future where homelessness is no longer seen as an insurmountable problem. While the challenge continues to rise nationwide, we are proud of the progress we've made in Dallas and are devoted to building on that momentum, creating new pathways for those in need, restoring hope and making a way where there once was none.



GREETINGS FROM THE FIELD: A MESSAGE FROM THE CO-CHAIRS

Preparing for the Groundbreaking of The Salvation Army's Dallas Social Services Campus

Immense gratitude and anticipation fill the air as the final stages of preparation unfold for the groundbreaking of the new Dallas Social Services Campus. This milestone signifies a renewed commitment to serve the most vulnerable members of the community and is a significant moment for the One Army Many Fronts Campaign, as it launches the campaign's largest project. The construction of this flagship campus will allow The Salvation Army of North Texas to extend a compassionate hand to neighbors in crisis struggling with poverty, addiction and homelessness.

The words of Galatians 6:2 serve as a guiding light: "Carry each other's burdens, and in this way, you will fulfill the law of Christ." Through the lens of the One Army, Many Fronts Campaign, this verse reflects a collective effort to build a future where hope, dignity and opportunity are within reach for all who seek help during their most challenging times.

The new campus will feature emergency shelter, inpatient and outpatient addiction recovery programs, shelter for survivors of domestic violence and sex trafficking, housing for veterans, family services and more, creating a streamlined experience for clients seeking immediate and long-term support. By addressing multiple needs on one campus, The Salvation Army sets a new standard for integrated social services, serving as a model for the nation while fostering community engagement through volunteer opportunities and partnerships. This initiative reflects The Salvation Army's mission to serve without discrimination, reduce barriers to assistance and provide comprehensive, life-changing support.

Tremendous progress has been made toward the creation of The Salvation Army's new Dallas Social Services Campus. This project is a testament to the power of unity, made possible through the dedication of countless supporters and partners. The steadfast generosity of donors, volunteers, and community partners has brought this vision closer to reality. Even with the incredible progress made through fundraising, additional support is still needed to bring this project and others within the campaign to completion.

With the groundbreaking nearly upon us, The Salvation Army of North Texas is hopeful for the future and the transformative change this campus will bring to North Texas. Thank you for standing in support of this mission to build a place of healing, hope, and renewal.

Gratefully,

Bernie DiFiore
Campaign Co-chair

Michal Powell
Campaign Co-chair



THE DALLAS SOCIAL SERVICES CAMPUS PAVES THE WAY FOR LASTING CHANGE

For more than a decade, The Salvation Army of North Texas has been laying the foundation for a new vision, one that will transform the way it serves individuals and families experiencing homelessness. That vision is now becoming a reality with the Dallas Social Services Campus, a 21-acre campus designed to provide comprehensive, life-changing support under one roof. The campus will more than double the number of men, women and children lifted out of homelessness each year.

The design of the campus has been shaped by the voices of those we serve, along with insights from local leaders across housing, criminal justice, homeless response and family violence sectors. These conversations revealed critical gaps where The Salvation Army could make a lasting impact. Many shared that traditional emergency shelters, often resemble large warehouses or military-style barracks, leaving individuals feeling overwhelmed and unsafe. For families,

the challenges are even greater. Most shelters aren't designed to accommodate parents and children together, forcing them to separate or seek alternative options. Pet owners too must face the impossible choice of keeping their companion or securing a bed for the night.

The Dallas Social Services Campus was designed to provide a different experience with these realities in mind. Clients will have access to a choice food pantry, modeled after a grocery store, where they can select fresh ingredients. In the adjacent teaching kitchen, they'll have the opportunity to learn how to prepare healthy meals while gaining valuable employable skills. A key feature of the new facility is the inclusion of 20 private apartments and onsite childcare, designed to accommodate any family configuration, ensuring parents and children can stay together in a safe, supportive environment.

We are committed to ensuring this campus serves North Texans not just today, but for generations to come. Forty

The campus will set a new standard in providing holistic support for families, individuals and the community for generations to come.

years ago, The Salvation Army's Carr P. Collins Social Service Center was considered a state-of-the-art facility, addressing the needs of the time with innovative solutions. Now, as we look toward the future, we aim to set a new standard once again, creating a campus that is not only cutting-edge today but also adaptable to the evolving needs of our community over the next 50 years. In this pursuit, we are reminded of the words from Galatians 6:9: *"Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up."* This verse captures the spirit of the perseverance that drives this vision, knowing that the work we put in now will yield lasting results for generations to come.

BE PART OF THE HISTORIC GROUNDBREAKING

Join us as we launch a transformative new chapter for North Texas

We are thrilled to announce that this May, we will break ground on the Dallas Social Services Campus, a transformative new campus that will provide comprehensive care and support for individuals and families in need. This momentous occasion marks the next step in our mission to bring hope, dignity, and opportunity to North Texas.

This milestone will be celebrated with key donors, volunteers and local leaders who have played an essential role in bringing this vision to life. As a valued supporter, we invite you to join us on Tuesday, May 13 at 10 a.m. for this special event as we celebrate the beginning of a new chapter in the fight against poverty, addiction and homelessness.



A MESSAGE FROM LT. COL. WILLIAM G. MOCKABEE

Returning to Where It All Began

More than 20 years ago, my wife and I arrived in Texas on a mission. Dallas was growing at an unprecedented rate, and it became clear that the city needed a dedicated command to address the increasing needs of its most vulnerable residents. Our first offices were tucked away in the closets of the Carr P. Collins Social Service Center. From that vantage point, we didn't just observe our mission, we lived it. We saw families who had lost everything, and individuals trapped in cycles of poverty, addiction, and homelessness. But we also saw hope reignited and lives transformed. That experience lit a fire in us, and that fire still burns today.

The Carr P. Collins Social Service Center wasn't just where we began the command; it was also the result of the last capital campaign The Salvation Army launched in North Texas nearly 40 years ago. Now, we find ourselves standing on the threshold of another transformational moment, the

groundbreaking of the Dallas Social Services Campus, the cornerstone of the One Army, Many Fronts Campaign.

While the groundbreaking on May 13th is a significant milestone, it's only one piece of a much larger vision. We're committed to expanding our support network across all six North Texas counties. The One Army Many Fronts Campaign will also revitalize five strategic Salvation Army sites in Dallas County: Oak Cliff Corps Community Center, Irving Corps Community Center, and Garland Corps Community Center. The capital improvements taking place at these locations is critical to the connected path of healing and stability for those we serve. Not only will people in those communities be helped with comprehensive services and case management, but those who leave our campus will be connected to a Corps Community Center in their new neighborhood for continued care and support to ensure that they are successful. Additionally, the campaign has capital projects at our Christmas & Disaster Center and the Adult Rehabilitation Center, a critical program for aiding those in recovery from substance use disorders. With a powerful combination of resources, no one will be left to navigate these transitions alone.

For me, this campaign is deeply personal, a chance to bring full circle what we started in 2001. While my friends might joke that my uniform is my cape, the true heroes are the men and women on the front lines, working tirelessly through crises like the pandemic and freezing temperatures, changing lives every day. When the call came to help lead this effort, I had already stepped into retirement, but some missions are too important to ignore, and I was honored to dust off my cape and serve once more.

In my office sits a small jar of dirt, a daily reminder of what we're building. The groundbreaking ceremony will be like taking a Polaroid picture, the moment we capture today will take time to fully develop, but in the coming years, we will see the impact come into focus. When the ceremony takes place in May, while others might take dirt as a keepsake, I will return mine as an investment in the future we are creating together. I thank you for joining us in this mission. Together, we can change the future for North Texas, one life at a time.

Blessings,
Lt. Col. William Mockabee
Executive Officer,
One Army, Many Fronts Campaign

