



ALABAMA | LOUISIANA
& MISSISSIPPI DIVISION

2024 ANNUAL
REPORT

DOING THE MOST GOOD®





HIS HEART IS OUR MISSION

A word from the Divisional Leaders

Thank you for considering The Salvation Army's mission and ministries during 2024 and beyond. This year, we pursued God's heart for hurting neighbors across the Alabama, Louisiana, and Mississippi Division. The following pages are designed to inspire, encourage, and motivate you to connect with His Heart and Our Mission.

Youth who often experience neglect, financial and relational stress, and identity crises were offered hope through Salvation Army after-school, character-building, and music programs.

Families struggling with financial disaster found support to break the cycle of generational poverty and begin a new pathway toward stability and sustainability.

Individuals and families experiencing homelessness were welcomed into shelters, where they received clean clothes, comfortable beds, and warm meals. During their stay, they also found better employment opportunities, improved their circumstances, and, in many cases, secured permanent housing.

Addictions resulting in personal, professional, and relational loss were conquered through the love of God and the compassion of professional counselors. We helped individuals navigate the recovery journey toward a lifetime of emotional and physical freedom.

At The Salvation Army's Camp Hidden Lake, children and youth from challenging home situations were presented with exciting new experiences. In a safe place, they found encouragement, self-worth, and confidence while enjoying the beauty of God's creation and forming lifelong connections with caring staff and fellow campers.

Many of our neighbors, whose lives were upended by natural disasters, received hope as they faced unimaginable loss and the destruction of their homes. Our assistance often came in the form of a bottle of cold water, a nutritious meal, a listening ear, and a soft prayer. These efforts enabled many to begin rebuilding their lives.

Through each of these mission outreaches and more, The Salvation Army practically demonstrated God's heart toward His precious people. Again and again, many souls from every circumstance, situation, and walk of life experienced tangible, transformational change.

None of these missional moments would have been possible without you, our volunteers, donors, corporate partners, individuals, and a host of others who came together to serve our communities like never before. Thank you for sharing His heart and our mission.

MAJORS ANTHONY & ELIZABETH JULIANA
Divisional Leaders

HIS HEART

What is His Heart?

The Salvation Army's mission embodies God's love for a hurting world by serving those in need with compassion and dignity. Inspired by Christ's teachings, we strive to "love your neighbor as yourself" by providing practical support and spiritual care to the most vulnerable. Every day, through acts like feeding the hungry, sheltering the homeless, and offering hope to the brokenhearted, we manifest God's heart, revealing His unchanging love and grace.

This past year brought extraordinary challenges to Alabama, Louisiana, and Mississippi communities. As service requests nearly doubled in some areas, many local Salvation Army centers struggled to meet the growing demand amid a decline in charitable giving. Meanwhile, hurricanes devastated parts of the Southeast, leaving countless individuals without homes, food, or necessities, further stretching already limited resources. Yet, even in the face of adversity, our mission remains unchanged: to serve the most vulnerable in our communities—because in times of greatest need, hope cannot wait.

**“WE ARE ON A MISSION
TO BE A TRANSFORMING
INFLUENCE IN THE
COMMUNITIES OF OUR
WORLD BY MEETING HUMAN
NEEDS AND SHARING THE
LOVE OF JESUS CHRIST.”**



OUR MISSION 2024 YEAR IN REVIEW



800,444
Meals Provided



286,284
Nights Of Shelter



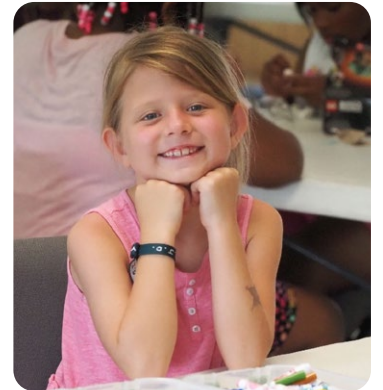
249,774
Families Assisted



776
Seekers for Christ



HIS HEART | OUR MISSION



HIS HEART FOR THE HUNGRY

The Salvation Army's feeding program in Mobile is less like a soup kitchen and more like a culinary arts school. Cecil Morris, who has served as Food Service Manager for 31 years, is at the helm. Under his leadership, this kitchen has garnered more awards than most fine-dining establishments could dream of. The Today Show, USA Today, and the People's Choice Awards have all come knocking, curious about the secret behind this kitchen's extraordinary success.

The secret to Mobile's food service program is a servant-hearted chef who began his journey far from any kitchen. Chef Cecil Morris comes from the last place you'd expect a chef to start - a garbage dumpster. "My story is that I abused drugs. Drugs devastated my life. I even thought about committing suicide, but then a friend told me about The Salvation Army's drug program. Their support took me off the streets, out of the dumpsters, and stabilized me," Cecil recalls.

Desperate for change, Cecil came to The Salvation Army in search of a hot meal, but what he found was much more: a lifeline. He began rebuilding his life, starting with a humble job washing dishes in the kitchen. "Landing a job as a dishwasher opened up a gateway to opportunities that I never knew existed."

“ FEEDING PEOPLE IS A GOOD THING. GOD HAS ALLOWED ME TO TOUCH SO MANY LIVES. ”

Over time, Cecil worked up to the Food Service Manager, transforming the kitchen with his passion and leadership. His dedication has earned national recognition and numerous awards, but what truly matters to Cecil isn't the accolades—it's the people.

"Feeding people is a good thing because people come here underweight, malnourished, just looking for a good hot meal," he reflects. "God has allowed me to touch so many lives. I've probably served over 2 million meals over these 31 years."

Cecil's legacy extends far beyond the kitchen. Many of the men who've passed through The Salvation Army's doors under his guidance have gone on to become chefs themselves across the country. "A lot of the guys who have gone through our program are now running their kitchens with the skills they've learned here," Cecil says proudly.

For Cecil, the real reward is the opportunity to share his story and offer hope. "It's like looking in a mirror—I just tell my story," he says. "I want people to see how great God is. He can do for anyone what He's done for me."



ALABAMA IMPACT STATS

HIS HEART | OUR MISSION



143,602

Nights of shelter
provided



411,204

People were
provided meals



41,620

Items of clothing
distributed



1,496

Days of camp
for kids

676,000

People in crisis
assisted



14,710

Groceries
distributed



20,894

Family Cases
served



3,172

Utility assistance
provided



HIS HEART FOR THE HURTING

Life can change in the blink of an eye. For Camlin, a sudden rough divorce turned her world upside down, forcing her to leave her home in the Pacific Northwest. Seeking a fresh start, she moved to Monroe, Louisiana. But even as she clung to hope, her savings dwindled quickly, and a health crisis landed her in the hospital. Alone and out of options, she faced an uncertain future.

After being discharged from the hospital, Camlin found herself on the front steps of The Salvation Army's Center of Hope with only a meager sack of belongings. "I was dropped off with literally the clothes on my back," she recalls. "Without any family or friends, this was the only place the hospital staff knew to bring me. The only place where I could find any help."

At the Center of Hope, Camlin was greeted by Captain Jerome Casey, the local Salvation Army Commander. Captain Casey's warm welcome and genial presence provided much more than the hot meal and a safe place to sleep. He gave Camlin something she had been missing for a long time—hope and spiritual guidance. The kindness and support she felt from the staff planted seeds of faith. Little by little, Camlin began to rebuild her life.

“ I LOVED ATTENDING
THEIR CHURCH. I HAVE
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GROWN IN MY FAITH. ”

"What impacted me the most was the spiritual aspect of The Salvation Army," Camlin shares. "I loved attending their church. I have learned so much and grown in my faith."

Now, Camlin is working full-time at a local hospital, regaining her independence and rebuilding her future. As she prepares to move into her apartment, she feels more hopeful than ever. "I love working for a faith-based hospital where I can openly express my faith and live a spiritual life," she says. "I couldn't do that before, and now I can. The Salvation Army gave me my life back, and I am so grateful for their help."

Camlin's story is a powerful reminder that no matter how dark life may seem, hope can still be found. Through the support and spiritual guidance she received, she continues to walk a path to recovery and stability. The experience also rekindled her faith—showing that when faith triumphs over fear, transformation is truly possible.



LOUISIANA IMPACT STATS

HIS HEART | OUR MISSION



108,560

Nights of shelter
provided



268,489

People were
provided meals



12,068

Items of clothing
distributed



773

Days of camp
for kids

462,000

People in crisis
assisted



69,710

Groceries
distributed



20,894

Family Cases
served



1,060

Utility assistance
provided



HIS HEART FOR THE HOPELESS

Ricky's story is one of resilience, transformation, and the power of second chances. As a young man in Florida, Ricky made choices that led him down a dark path, ultimately resulting in a 27-year prison sentence. When he was finally released, the world outside had changed beyond recognition, and Ricky found himself facing an uncertain and frightening future.

With little more than the clothes on his back and a heart full of fear, the temptation to return to his old life loomed large. That's when his cousin stepped in with a lifeline, encouraging Ricky to leave Florida behind and move to Mississippi to enroll in The Salvation Army's Center of Hope program.

"The Salvation Army program facilitated integration back into society," Ricky reflects. "The Salvation Army gave me shelter, it gave me church, and it gave me a community. It was just amazing."

At the Center of Hope, Ricky discovered a supportive community that embraced him without prejudice or judgment for his past. The Salvation Army offered him shelter, spiritual guidance, and a sense of belonging that he longed for. Through the program, Ricky gained access to counselors and social workers who helped him navigate the challenges of reintegration.

But the support didn't stop there. Recognizing Ricky's potential and determination, The Salvation Army offered him his first job since his release—sorting clothing donations at the Thrift Store.

With steady work and a newfound sense of purpose, Ricky's life began to transform. Soon, he was able to secure his own home and begin his own small business.

"Today, I am super proud," Ricky says with a smile. "My wife and I have a beautiful child, and I have a small business that centers around software development."

Ricky felt a calling to give back. He now visits prisons to share his testimony and inspire others behind bars.

"I go to prisons to share my testimony, and I hope that the story of my life will bring them some comfort," Ricky explains. "But more importantly, I want to remind those incarcerated that there is a plan. If they turn to the Lord and take responsibility for making good choices, God can redeem and restore them."

“AFTER 27 YEARS IN PRISON, I NEEDED HELP AND HOPE - THE SALVATION ARMY GAVE ME EXACTLY WHAT I NEEDED.”

“Meet Ricky”
Scan the
QR code



MISSISSIPPI IMPACT STATS

HIS HEART | OUR MISSION



34,162
Nights of shelter
provided



120,771
People were
provided meals



20,834
Items of clothing
distributed



2,326
Days of camp
for kids

326,000
People in crisis
assisted



14,251
Groceries
distributed



35,000
Family Cases
served



1,938
Utility assistance
provided



HIS HEART FOR THE HOMELESS

In a season marked by unprecedented storms, Hurricanes Beryl, Francine, Helene, and Milton left a trail of devastation across several regions of our nation. Thousands of families were displaced, homes destroyed, and lives forever changed. The ALM Division answered the call to provide vital relief and recovery services to those hardest hit by these natural disasters.

Our response spanned the impacted areas, delivering:

- **Hot Meals and Water:** More than 250,000 meals and thousands of gallons of water were distributed to families, first responders, and volunteers.
- **Emergency Shelter:** Safe spaces were provided for those left homeless, ensuring warmth, security, and compassionate care during their most vulnerable moments.
- **Critical Supplies:** Essential items, from hygiene and cleanup kits to blankets and clothing, were distributed to help families recover and rebuild.
- **Emotional and Spiritual Care:** Chaplains and trained volunteers offered comfort and hope to individuals grappling with the emotional toll of loss and uncertainty.

“WE ARE COMMITTED TO
HELPING OUR
NEIGHBORS WHEN
THERE IS A NEED NO
MATTER WHERE.”

The Salvation Army's efforts extended beyond immediate relief. As the cleanup began, The Salvation Army partnered with local agencies to assist with long-term recovery, including financial aid, housing support, and community rebuilding projects.

While the road to recovery is long, The Salvation Army remains committed to walking alongside these communities every step of the way. None of this would have been possible without the support of our generous donors and dedicated volunteers.

“We are committed to helping out whenever our neighbors are affected by these natural disasters. I am proud that our volunteers and staff were able to respond to the call,” said Will Trueblood, Emergency Services Director of the Salvation Army ALM Division.



2024 FINANCIAL REPORT

SUPPORT AND REVENUE

Public Support	\$23,194,385.56
Non-Financial Assets and Services	\$6,526,535.97
Allocated by Federated Fund-Raising Org.	\$2,545,546.56
Fees and Grants from Governmental Agencies.	\$3,334,723.79
Funds Internal Support	\$32,016,252.68
Total Support and Revenue	\$67,617,444.56

EXPENSES

Corp Community Expense	\$13,386,918.67
Rehabilitative Centers	\$1,182,199.97
Residential and Social Services	\$42,408,543.69
Total Program Services	\$56,977,662.33

SUPPORTING SERVICES

Management and General	\$10,416,548.69
Fund Raising	\$6,397,193.54
Total Supporting Services	\$16,813,742.23

Total Expenses	\$73,791,404.56
Net Income And Expense	\$6,173,960.02

HIS HEART IS OUR **MISSION**

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OUR MISSION

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



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