

DOING  
THE MOST  
GOOD



IN GREATER WINSTON-SALEM



# 2024 IMPACT REPORT

OCTOBER 2023 - SEPTEMBER 2024

# 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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Thank you for supporting the families and  
community we serve

*“Above all, love.”*

*- 1 Peter 4:8*



# AT A GLANCE

2023 - 2024

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*Shelter Meals  
Provided*  
17,548



*Housing  
Aid Provided*  
171

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*Utility Bill  
Assistance*  
127



*Pastoral  
Visits*  
629

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*Annual Volunteer  
Hours*  
7,380



*Toys  
Distributed*  
7,923

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*Red Shield Youth  
Center Members*  
115



*Total People  
Served*  
26,578

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Dear Friends,

As we begin our commission to serve the Greater Winston-Salem community as Area Commanders for The Salvation Army, we are excited to see what God has planned for us. Every community has its unique challenges, in addition to the universal needs of all God's children. We look forward to meeting with the people in our community and everyone at the Greater Winston-Salem Salvation Army, in order to better understand our shared priorities and how to best address them.

While we are still new to the area, we have already seen the incredible impact you have had on our community. Because of your generous support over the years, The Salvation Army has been able to offer the programs and services that the most vulnerable among us could not do without. Together, we have made a remarkable difference in the lives of thousands of families.

It is truly humbling to be a part of an organization that exists for the sole purpose of meeting the needs of people through God's love and in His strength. We all need help at some point in our lives, but some of us need the kind of help that is only possible because of people like you. For those of us who are blessed with the resources to help, it is our privilege to do so.

Through our programs, ranging from food assistance and shelter provision to youth development initiatives, we strive to create a positive and lasting impact in the lives of our neighbors. Your continued partnership enables us to expand our reach, enhance our services, adapt to evolving needs, and ensure that no one is left behind.

As we look ahead, we are committed to deepening our impact and expanding our reach, guided by our unwavering dedication to serving those in need. Together, let us continue to build a community where compassion knows no bounds and where every individual has the opportunity to thrive.

With grateful hearts,



MAJORS CHUCK & JULIE WHITEN

Area Commanders



# CENTER OF HOPE

COMPASSION IN ACTION

## CHALLENGE:

Enough funding for building maintenance and repairs to support the programs that help break the cycle of poverty. Providing families enough time and resources to address the full spectrum of causation and underlying patterns to forge a new life of sustainable independence.

## GOAL:

Introduce more programs at the Center for Hope geared toward children and teens, and enhance the Life Skills program with a stronger focus on financial literacy, self-sufficiency, and personal growth.



## A FRIEND YOU CAN COUNT ON



What would you do if your life suddenly fell apart? Would you have someone to lean on? Someone to help take care of you and your children for a while? Someone to give you a place to stay until you figured out how to get back on your feet?

Some of us are fortunate enough to have someone like that, to help us when we need it most. But, some of us are not that fortunate. Some of us need a lifeline because there is nowhere to turn when things fall apart.

The Salvation Army Center of Hope is that friend to hundreds of families every year, and it is our mission to be that friend to whoever needs us.

Because of your help, no family ever has to be alone when all they need is someone who cares.



*Shelter Meals  
Provided*

17,548



*Volunteer Hours*

941



*Total People  
Served*

552

# QUIET STRENGTH AND DETERMINATION

## THE TRIUMPH OF MS. DAVIS

When Ms. Davis arrived at The Salvation Army's Center of Hope, she brought more than just her things—she also carried the weight of doing everything right and still losing everything. At 46 years old and a mother of four, Ms. Davis came to the shelter with her children, looking for help.

Her journey there wasn't the result of one sudden crisis, but the slow, relentless pressure of rising rent, reduced work hours, and growing grocery bills. Despite her relentless effort—stretching every dollar, postponing bills, and exhausting every option to make ends meet—everything fell apart.

"She did everything she could to stay afloat," said Melissa Burgess, Shelter Director at the Center of Hope. "But when the bottom finally dropped out, she made the most courageous choice of all—she walked through our doors with her children."

Ms. Davis stayed at the shelter for 151 days. During that time, she made the most of every opportunity, enrolling in life skills workshops, asking questions, and quietly rebuilding her life. She began saving money, paying down old debts, and leaning into the community that warmly embraced her.

"She didn't complain—she built," Burgess added. "That quiet determination is what set her apart."

Her youngest son, James—a soft-spoken boy with special needs—was also struggling. He had fallen behind in school and was nearly silent during his first weeks at the shelter. Through Project HOPE, a tutoring partnership with local universities, James began receiving daily academic support. At first, he was hesitant, but over time, he began to trust his tutors. His grades improved, and his confidence grew. This fall, James will start high school on time.

Beyond the classroom, James found a sense of belonging at The Salvation Army Ken Carlson Red Shield Youth Center. He's now a regular visitor, smiling, laughing, and engaging with friends—joyful signs of the burden lifting.

Ms. Davis recently moved into a home of her own—no longer just a shared room, or a temporary shelter, but a place where she and her family can begin again. The Salvation Army celebrated her success by providing a basket of household goods and food to stock the pantry until her benefits began.

Now, when she and James walk into the Red Shield Youth Center, they do so with smiles—more confident and more prepared. For Ms. Davis, hope has taken root—and it all started with 151 days, a safe space, and a community of people who believed in her.



# SOCIAL SERVICES

WHEN “THE BASICS” BECOME EMERGENCIES

## CHALLENGE

Securing enough funding for reimbursements that help families stay above water when all of the “normal” things become overwhelming. Offer rent assistance, stopgap payments for utilities, rides to work and doctor appointments, and a transition to permanent housing to those who are in imminent peril of losing their home, food security, or utilities.

## GOAL

Provide every family in need of temporary assistance with the means to continue supporting their family.

## FAMILIES ASSISTED



Rent  
Assistance

171



Utilities

127



Permanent  
Housing

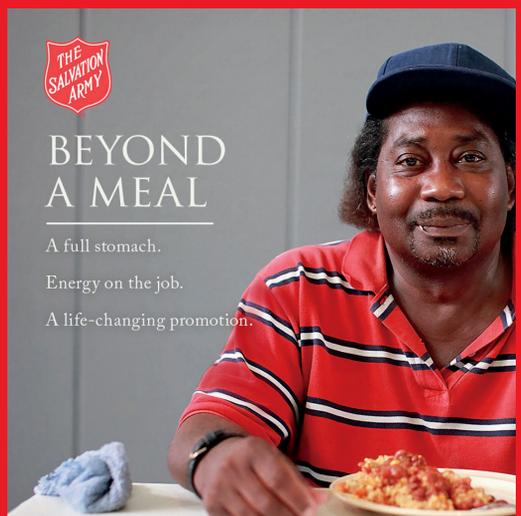
17



Transportation  
Assistance

2,715

## SMALL THINGS ARE BIG THINGS TO SOMEONE IN NEED



# A LITTLE HELP MEANS THE WORLD

## MARIA THOMPSON GETS IT DONE

When 34-year-old Maria Thompson walked into the offices of The Salvation Army of Greater Winston-Salem, she wasn't looking for a handout – she was looking for a lifeline. Two months earlier, her car broke down and, without reliable transportation, Maria lost her job. What followed was a slow slide into despair.

Despite her efforts to apply for work, take the bus when she could, and lean on friends for rides, her savings quickly dried up and she fell behind on her rent.

When Maria came to us, it was with a quiet determination in her voice. “I just started a new job,” she told Social Services Case Manager Kiara Penn. “But I don't get paid until the end of the month.” It was a story Penn had heard before, but it was no less heartbreaking.

“Maria reminded me that people don't always fall behind because they're reckless,” Penn said. “Sometimes, it's one unexpected problem—like a car repair—that triggers everything else to fall apart.”

Penn helped verify Maria's employment and guided her through the application for emergency rent assistance. She also contacted Maria's landlord to advocate on her behalf and connected her to a local support program offering transportation vouchers and food assistance.

The turnaround was immediate. As Maria left the office, she smiled for the first time in a while. “She looked at me and said, ‘I feel like I can breathe again,’” Penn recalled. “That's the power of just showing up for people. A little help at the right moment can keep someone from falling off the edge.”

The Salvation Army of Greater Winston-Salem serves hundreds of individuals like Maria each month, offering emergency relief to those teetering on the edge of homelessness.

“Our goal is to restore dignity and stability,” Penn said. “We're not just handing out checks—we're walking alongside people while they rebuild.”

For Maria, that gesture of help meant hope and a new beginning.





# RED SHIELD YOUTH CENTER

YOUTH EMPOWERMENT PROGRAM

## CHALLENGE

Reach all of the young people in need, in order to help them reach their full potential as productive, caring, and responsible adults.

## GOAL

Increase the number of young people who receive a world-class learning experience and ensure success is within the reach of every young person who enters our doors. Help all members get on track to graduate from high school with a plan for the future, while demonstrating good character and citizenship, and living a healthy lifestyle.



Total  
Members

115



Meal and  
Snacks

15,997



Healthy Lifestyle  
Meetings

2,903



Volunteer  
Hours

1,837





# RED SHIELD YOUTH CENTER

## YOUTH EMPOWERMENT PROGRAM

### ON A MISSION FOR TEENS

Our youth center has a new name, but the same heart and mission behind it. We are proud to introduce the Ken Carlson Red Shield Youth Center, a name that reflects both our legacy and our future. Formerly known as the Boys & Girls Club, the center has returned to its original identity, reaffirming our commitment to providing faith-based, community-focused youth programming rooted in The Salvation Army's values. While the name may be new to some, everything our families have come to love and rely on remains the same.

In addition, we have opened a new Teen Center to serve as a safe haven and resource hub for Winston-Salem youth ages 13-18, funded by the City of Winston-Salem's ARPA grant and supported by the Taco Bell Foundation, Twin City Kiwanis, and the Reynolds American Foundation.

Programs at the Teen Center emphasize education, job readiness, and mental health. This includes a unique 14-week workforce development program that helps prepare teens for life beyond high school. Our summer mentorship program empowers teens to guide the younger children, sharing their skills and wisdom. Our Teen Center also partners with licensed therapists from the Mental Health Association in Forsyth County to provide teens in need with access to trained professionals.

All of these programs and resources serve to support our primary goal at the Red Shield Youth Center, to keep local youth engaged in safe, structured activities that foster personal growth, resilience, and social responsibility.



Students Enrolled in  
After-School Program

115



Students Enrolled in  
Summer Program

173



# VOLUNTEERS

DOING THE MOST GOOD TOGETHER

## CHALLENGE

The success of The Salvation Army has always been heavily reliant upon volunteers to help share the workload required to serve our community. We are always in need of volunteers with diverse skill sets for the numerous events we sponsor throughout the year, especially around Christmas time.

## GOAL

Increase the number of volunteers and volunteer hours to meet the demand throughout the year. Motivate more people in our community to be a true blessing to the families and children most in need.



**Annual Volunteer Hours**

**7,380**



**Total Volunteers**

**2,281**



## OPPORTUNITIES:

- Tutors
- Dinner donations, servers
- Adult and Youth Center member mentors
- Food Pantry distribution
- Welcome Home Kit supplies
- Senior Program speakers and facilitators
- Beautification projects
- Activity coordinators
- Inventory management
- Lifeskill class speakers

Whatever your skill set and interests are, we have a need for your help

Interested in Volunteering?

Scan this QR Code  
to learn more!



# DISASTER RELIEF

FIRST TO ARRIVE, LAST TO LEAVE.

Since the Galveston, Texas Hurricane of 1900, The Salvation Army has been on the scene meeting needs following virtually every U.S. disaster.

## CHALLENGE:

Donations and volunteers are needed in preparation for, and in response to, all disasters. Greater resources enable us to better serve our neighbors in need during times of disaster.



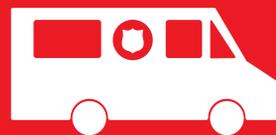
## GOAL:

Secure enough donations and volunteers in order to serve our community during local and national disasters with the necessary physical, emotional, and spiritual care as soon as it is needed.

# HURRICANE HELENE

The Salvation Army was among the first to respond to the affected areas and was able to provide critical assistance to survivors and their families. As with every disaster relief effort, our initial response to Helene was to provide food, drinks, emotional and spiritual support to every survivor in our care. As the critical phase of the disaster abated, we remained in the area, continuing to provide much needed assistance to those in need. The generous support for our hurting neighbors given by The Salvation Army's Greater Winston-Salem Area donors totaled \$104,149, making it possible for us to provide this critical assistance to our neighbors.

As long as there are people in need, we will be there.



## HOW YOU CAN HELP:

- Visit [www.SalvationArmyUSA.org](http://www.SalvationArmyUSA.org)
- Call 1-800-SAL-ARMY
- Make a contribution through Alexa by saying, "Alexa, make a donation to The Salvation Army"
- Text "STORM" to 51555



# KERNERSVILLE WORSHIP & SERVICE CENTER

## FOOD PANTRY PROGRAM

Serving the Korean community through worship, fellowship, and outreach. The Food Pantry helps bridge the gap for all families and individuals in the Kernersville area facing food insecurity.

## CHALLENGE:

Raising funds for facility improvements and recruiting and enough volunteers to effectively serve the community, especially during peak times or emergencies.



Food Boxes Provided

11,627



Volunteer Hours

2,838



Families Served Each Month

414



Food Pantry Hours:

Mon, Tues, Thurs  
11:30am to 12:15pm



Captains Peter & Youngsun Kang  
Corps Officers /Pastors

## GOAL:

Provide a path to spiritual growth along with nutritional support, while offering a welcoming environment for people of all backgrounds.



# WINSTON-SALEM INTERNATIONAL WORSHIP & SERVICE CENTER

## CIVIC SENIOR PROGRAM

Corps Administrators / Pastors

We provide a welcoming and inclusive environment for older adults in need of good company, healthy activities, and compassionate support. Also serving the community's diverse needs by offering Spanish and English worship services.

## CHALLENGE:

The recruitment of volunteers to support programs and activities for older adults. With an increasing demand for services, there is a need for more community members willing to donate their time and skills to help enrich the lives of seniors in the area.



Sergeants Alves &  
Evelyn Gonzalez



Volunteer Hours

299



Meals Provided

1,054



Active Seniors

75



## GOAL:

Increase the number of volunteers to help with the day-to-day activities, as well as a greater number of day trips and social outings for senior participants. Encourage local leaders and organizations to participate in educational sessions and informative presentations.

Interested in Volunteering?

Scan this QR Code  
to learn more!



# A LIFE OF SERVICE AND STRENGTH

## VELMA HINTON'S LEGACY WITH THE SALVATION ARMY

At 97 years old, Velma Hinton remains a beacon of strength, faith, and community spirit at The Salvation Army Senior Center in Winston-Salem. Known for her warmth, wisdom, and resilience, Velma's life has been deeply intertwined with The Salvation Army for decades.

Velma first connected with the organization during her 14 years of service as a cook at The Salvation Army in Raleigh, where she prepared meals for the homeless, prisoners, and members of the advisory board. "The Lord led me there," she recalled, sharing how a moment of faith inspired her to apply for the position that would become a cornerstone of her life's work. Despite never attending culinary school, she mastered her craft by learning from her mother and grandmother, both professional cooks, and went on to prepare meals for clients and community leaders in Raleigh.

Since joining the Winston-Salem Senior Center around 2016, Velma has brought the same spirit of service to her fellow seniors. She quickly became more than a participant—she became a spiritual leader, counselor, and source of comfort and inspiration. Whether leading devotionals, answering questions, or offering encouragement, she is known affectionately as the center's pastor.

Her passion for life is contagious. At 93, she picked up volleyball for the first time and quickly became a crowd favorite, inspiring others with her enthusiasm and agility. Even after surviving a stroke, Velma remained a symbol of perseverance and faith. "They thought I was gone," she said, "but the Lord said, 'Not yet. You still have work to do.'"

In April, the center honored Velma's 97th birthday with a full celebration and a plaque presented by Major Andrew Wiley. The party was filled with laughter, music, and testimonies of the impact she has made on so many lives.

Velma says the center gives her a reason to get out and connect. "It gives me an outlet," she said. "We laugh, we love, and we look out for each other. That's what makes it special."

To those unfamiliar with the center, Velma has just one message: "Come on and enjoy it! Whether it's volleyball, devotionals, or just a good lunch, there's something here for everyone."



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### The Senior Center is located at:

2850 New Walkertown Road,  
Winston-Salem, NC 27105

### Program Schedule:

Tuesday and Thursday, 10:00am to 12:00pm

Activities: "Chair volleyball", cards, dancing, yoga, choir, and "Lunch & Learn" presentations.



# CHRISTMAS SEASON

THE MOST WONDERFUL TIME OF THE YEAR

Every Christmas, the spirit of giving comes alive through the heartfelt initiatives of The Salvation Army, creating cherished memories that last a lifetime.

## CHALLENGE:

The meaningful season of Christmas calls for an increase in volunteers to reach more families, children, and seniors in need. Matching every child and senior with an Angel Tree donor is our top priority

## GOAL:

Increase the presence and impact of the iconic Red Kettle campaign, which stands as a symbol of hope for families in need and embodies the generosity of people like you. Increase the number of children who are able to experience the magical joy of opening Christmas gifts under the tree, through generous contributions to the Angel Tree program.



Raised by  
Ringing Bells

**\$125,881**

Toys Distributed

**7,923**

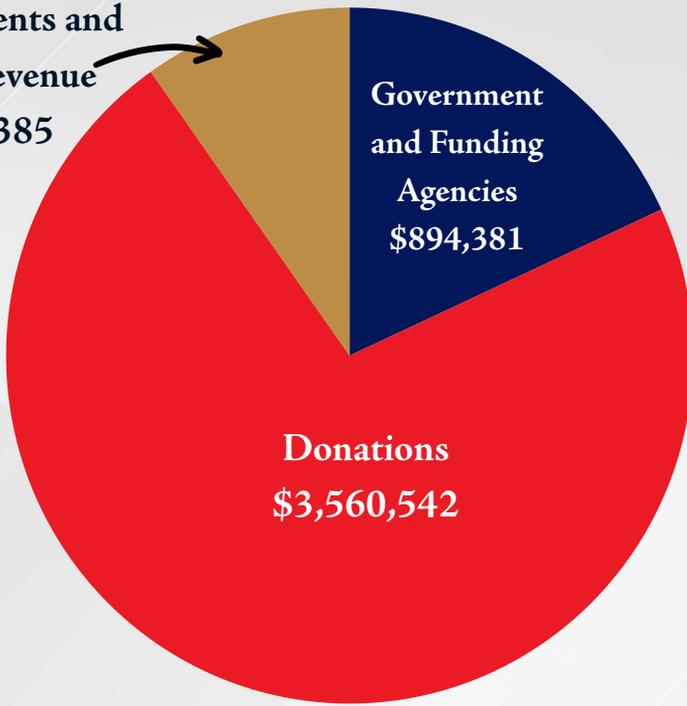
Volunteer at  
[www.RegisterToRing.com](http://www.RegisterToRing.com)



# REVENUE

**\$4,940,308**

Special Events and  
Other Revenue  
\$485,385



# EXPENSES

**\$5,090,522**

Corps  
Community  
Centers  
\$1,998,383



# THE SALVATION ARMY ADVISORY BOARD

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Linda Jackson-Barnes  
Jeff Cardwell  
Ken Carlson  
Jamy Cassidy  
Debbie Clark  
Jimmy Eggers  
Dick Glaze  
Bill Goodson  
Diane Harper-Long

Suzanne Jabbour  
Dr. Cal Jeffers  
Alejandra Lobelo  
Andrew Lopina  
Martha Martinat  
Ryan Niland  
Michele Norwood  
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Joel Schneider

Dr. Pam Peoples-Joyner  
Karen Simon  
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Jack Sutton  
Robert Weiss  
Rob Welch  
Win Welch  
PJ Williams  
Sandi Nance

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John Ford  
Diane Harper-Long  
Shirley Mazzarella  
Nate Keil

**THANK YOU TO OUR ESTEEMED ADVISORY BOARD AND  
ADVISORY COUNCIL MEMBERS**





The Salvation Army of  
Greater Winston-Salem  
P.O. Box 1205  
Winston-Salem, NC 27102-1205



Thank you for supporting  
the families we serve.  
“Above all, love”  
1 Peter 4:8

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Donate**