



MAY 2026

\$28 MILLION GOAL

A Successful Public Launch Puts the Center of Hope on the Path to Reality. Join Us in Crossing the Finish Line!



Major Donny Wilson

Our public launch was a powerful milestone for the Center of Hope, drawing strong community attention with the presence of elected officials, the Mayor, and local media. This momentum reflects a growing awareness of both the urgent need in our community and the critical role this project will play in meeting it. The Center of Hope is not simply a building—it is a pathway to stability and transformation for individuals and families working to rebuild their lives.

The following local outlets covered the event:

- 29News WVIR: Provided video coverage and detailed how the nonprofit intends to replace its decades-old Ridge Street facilities.
- CBS 19 News: Covered the campaign's push forward to the public phase, highlighting remarks made at the event.
- Cville Right Now: Reported extensively on the kick-off event, detailing the campaign goals and the urgent need to address gaps in Charlottesville's homelessness services.



Locke Ogens
Chair of Advisory Board



Thanks to generous early support, including \$850,000 in new commitments at the launch, we have now surpassed \$18 million raised and are within reach of our goal. We are deeply grateful for those who have already invested in this vision. For those considering a gift, we invite you to join us in bringing lasting change to our community—your support will help make hope, restoration, and opportunity possible for so many.

SCAN HERE



SUPPORT THE NEW CENTER OF HOPE

\$28,000,000 to fund (1) Construction of a new 40,000 square foot Center of Hope, (2) Equip and furnish the new building, (3) a small contingency fund, and (4) add \$2,200,000 to an operations endowment.



DOING THE
MOST GOOD®

Michelle's Story



Michelle has a superpower that she uses for good every single day.

"My husband always says that I can imagine things the way I want them to be and then making them happen that way!"

As she mans the front desk at The Salvation Army in Charlottesville, that superpower offers a critical first step toward helping those in our community who need it most.

***"Salvation Army, this is Michelle,
how can I help you?"***

It's a refrain repeated more than a dozen times in the hour we spent together. The requests varied, from those looking for a bed, to others seeking help with food, items from the Salvation Army's hygiene closet, seeking help with their energy bills, and more.

"I normally field an average of **50 calls a day**," she said. "I see people at their worst, and I always tell them I am not going to say, 'Don't stress out,' because they might be at their absolute lowest."

She knows what they are going through, because she has been on the other end of that phone call. Michelle came to the Salvation Army in Charlottesville following a stint in prison in another part of Virginia.

She knew she needed to leave her home environs to avoid falling into familiar patterns and was told that Charlottesville was a place that "takes care of its people."

As it happened, her transitional housing was a block away from The Salvation Army, and she showed up at the door and began giving back, helping to serve food before getting a call that there was an opening at the front desk. By this time, she was a member of the church there and had a unique appreciation for her journey and her destination. "I don't know how God got me here to this door, but He definitely knew what He was doing!"

While the circumstances of those coming to the Salvation Army varies, Michelle's message is often the same.

"I always tell people when they come in that we can take care of the little stuff. We'll get you fed and give you a place to sleep so you can focus on the big stuff like figuring out how you are going to get money, how you can sustain employment, and find a place to live. It is all about them being willing to do their part. That goes a long way."

Michelle has another superpower that also goes a long way: empathy.

"When I talk about 'Doing the Most Good,' it is not just a slogan. Every single person who comes in here, whether they are residents or people who come in here to eat breakfast and dinner, I make sure they know that I am always here if they need a hug, or if they need to talk or pray. I'll do anything I can to help."



On average 50 calls per day seeking assistance



15
Shelter

Calls seeking shelter



15
Partner Referrals

Calls referred to a partner in service



20
Utility & Food

Calls seeking utility, food pantry, or hygiene closet assistance

The Salvation Army's Programs & Service Continuum



Preventing Homelessness

Utility bill assistance	Referrals to other partners in service
Food pantry	Case management
Hygiene closet	Community dining room



Sheltering the Unhoused

Shelter for single men and women
Family shelter