

CREATING COMMUNITY

WHERE FAMILIES CAN THRIVE

For over a decade, The Rees-Jones Foundation has been a generous partner of The Salvation Army of North Texas, both through program gifts and now with two transformational gifts to the One Army, Many Fronts campaign.

Jan and Trevor Rees-Jones founded The Rees-Jones Foundation in 2006 with a vision of helping others experience the love of Christ in very tangible ways. With a mission to serve God by serving others, to share His resources in ways that provide opportunities for the disadvantaged, and to relieve suffering and encourage the growth and well-being of children and families, their vision is being fulfilled.

In the last 18 years, their foundation has developed a focused and relational approach to philanthropy. Through partnerships with more than 2,500 nonprofit organizations, including The Salvation Army here in North Texas and others worldwide, the foundation works to protect the welfare of children, provides youth with character development opportunities, and encourages healthy families and communities.

In 2019, The Rees-Jones Foundation was an early supporter of our One Army, Many Fronts campaign with a gift of \$750,000 to help meet the urgent capital improvement needs of The Salvation Army's Pleasant Grove Corps Community Center. Then in June 2023, the foundation committed additional funding of \$10 million for a new Family Services building as part

of the Supportive Living facility on our new flagship Dallas Campus. The three-story building will feature apartments for families and operates as a hub for family programming centered around education, counseling, and vocational services. Family Gateway and Vogel will be onsite to offer homeless recovery case management and childcare.

Shares Thornton Hardie, President of The Rees-Jones Foundation, "The Rees-Jones Foundation is honored to partner with The Salvation Army of North Texas in support of its One Army, Many Fronts campaign again. Our hope is for children and families to experience the love of Christ as they find resources to meet their greatest needs at this new campus. The Dallas Campus will provide opportunities for those hurting in our community to access shelter and safety in the midst of crises, receive services if they have been impacted by poverty, and find hope so they can thrive."

The Salvation Army of North Texas is deeply grateful to The Rees-Jones Foundation and their strong partnership over the years that helps vulnerable North Texans find help and hope. The factors underlying poverty, addiction, and homelessness are complex. It can take years for a family to fully recover from such hardships. This gift, and the spaces and resources it makes possible, will revolutionize the way families develop the life skills necessary to achieve and maintain independence to help end homelessness.



INVESTING IN HOPE

THE SALVATION ARMY AND VOGEL PARTNER FOR A BRIGHTER FUTURE

The Salvation Army of North Texas and Vogel will come together on the new Dallas Campus in a strategic collaboration to address the rising challenges faced by families experiencing homelessness. Central to the collaborative initiative is The Salvation Army's planned onsite childcare facility, designed to provide comprehensive support for parents and their children as they strive to overcome the harsh realities of homelessness. As a vital service provider in the space, Vogel will bring its expertise in trauma-informed care



for homeless children and families, which complements The Salvation Army's longstanding commitment as the region's largest social service provider.

Major Dawn McFarland, Area Commander of The Salvation Army of North Texas, emphasizes the pressing needs driving this collaboration. "The magnitude of need becomes clear when considering the impact of homelessness on children. Children experiencing homelessness face higher risks of emotional and behavioral issues, frequent illness, and persistent worries about their well-being. Through this collaborative partnership, Vogel and The Salvation Army aim to address these needs more comprehensively on the new Dallas Campus."

The onsite childcare center is a central component of the Dallas Campus. Through it, clients will receive free childcare services and after-school activities. With four classrooms catering to different age groups and a capacity to serve 360 unduplicated children annually, the center will address a longstanding gap in supporting families working to overcome homelessness.



Karen Hughes, President/CEO of Vogel, explains, "The collaboration between Vogel and The Salvation Army signifies a continuation of a partnership dating back approximately 30 years, as both organizations have been committed to a holistic and innovative approach to tackling homelessness. We are very excited about continuing our collaboration through this new project by integrating specialized services and leveraging each organization's strengths. Together we can create supportive environments that empower families to overcome challenges and build a brighter future."

Continues Major Dawn, "With family homelessness on the rise, and one in four children in Dallas living in poverty, the urgency of addressing this issue cannot be overstated. The Salvation Army has been a pillar of support for over 130 years, providing shelter, food, clothing, and essential services as part of our ministry to those in need. Now, in collaboration with Vogel, we aim to do even more. The childcare center is not merely a physical space. It is a beacon of hope for families in crisis."

The Salvation Army's flagship Dallas Campus represents a revolutionary approach to addressing poverty, addition, and homelessness by offering comprehensive services consolidated on one campus, whether shelter, assistance for survivors of domestic violence and sex trafficking, addiction treatment, wellness services, legal aid, and a food pantry. The on-campus childcare center marks a significant leap forward in the ability to care for client families holistically, as parents can now pursue employment or maintain their jobs without the logistical challenges of securing transportation and childcare.



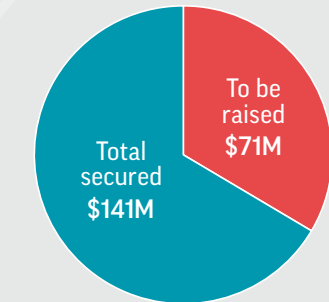
Field Report

ISSUE 5:
APRIL 2024

WE ARE DOING
THE MOST GOOD –
TOGETHER.

Campaign Status Report

Commitments during the campaign's Insider phase have already reached a new milestone, with over \$141 million secured. We thank you for this overwhelming response to the urgent and increasing needs in our community.



Greetings from the Field

WITH THE ARRIVAL OF SPRING, THE SALVATION ARMY'S HISTORIC CAMPAIGN, ONE ARMY, MANY FRONTS, CONTINUES TO MOVE FORWARD ENTHUSIASTICALLY.

First and foremost, please accept our sincere gratitude for your generosity, prayers, and genuine interest in this campaign. Your support is a tangible expression of your compassion for and belief in those challenged by poverty, addiction, and homelessness. Thank you.

Over the past 15 years in Dallas, the number of people living in poverty increased by 42 percent, outpacing population growth. In looking back to 2017, Dallas' poverty rate was 18.5 percent, already higher than the national average of 13.4 percent. Since then, our poverty rate has continued to swell, with more than 28 percent of all children now living in poverty. In fact, this year as compared to last, the number of families falling into homelessness in our city increased by 15 percent.

Each year on one specific evening, a community-wide Point-in-Time count is conducted to capture a snapshot of the number of people experiencing homelessness in Dallas and Collin counties. This count is led by Housing Forward, formerly known as Metro Dallas Homeless Alliance. In January 2023, when the Point-in-Time count was conducted, 3,726 people were identified as homeless in Dallas County alone. More broadly, the count reflects well over 10,000 people experiencing homelessness each year.

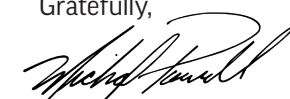
Dallas is clearly growing, and with this growth come challenges. As the largest social service provider in the region, The Salvation Army is strategically in place, with tremendous experience and expertise, to help meet the needs of our neighbors in crisis. For example, just last year The Salvation Army's Carr P. Collins Social Service Center sheltered 1,788 clients, including veterans, single adults, families, and those impacted by domestic violence. Built in 1986, the Center's doors have been open wide every day, never closing for even five minutes. It is now a tired, worn out, and broken building. The facility is fully depreciated with failing infrastructure, insufficient technology, and a children's playground with outdated equipment.

The Salvation Army must be afforded the necessary facilities and program services to shelter and transform lives. Through the campaign, together we have the exciting opportunity to make a profound impact by investing in The Salvation Army’s plan to revolutionize how we care for the most underserved in our community. Your support strengthens homeless prevention programs and expands case management services that help clients progress beyond homelessness into stable housing.

When asked to co-chair this campaign, we were honored to do so. Due to our experience with and a keen knowledge of The Salvation Army, we strongly believe in this ministry

and the vital services and programs it provides. Before we scheduled any meetings with potential donors, our own personal financial support was extended to this campaign. It is important for you to know that we believe in the mission of The Salvation Army and in this campaign, and we are grateful for this opportunity to invest our time, energy, and financial support for such a life-changing purpose.

Gratefully,


Michal Powell
Campaign Co-chair


Bernie DiFiore
Campaign Co-chair

PROJECT UPDATE

In Fall 2021, The Salvation Army of North Texas launched a historic One Army, Many Fronts campaign in support of a bold vision and comprehensive strategic plan to transform and expand services for our neighbors seeking to rise beyond poverty, addiction, and homelessness. Plans for our new flagship Dallas Campus are well underway, with \$141.1 million in early leadership campaign funding secured. This generous, initial support humbles and encourages us for our work ahead.

Planning for the Dallas Campus and campaign began pre-pandemic. Since then, homelessness and poverty rates have soared, as has the cost of construction and materials. This has resulted in a necessitated increase in the One Army Many Fronts campaign goal to achieve this bold vision.

Fortified by those who invest in our mission, The Salvation Army leadership and Advisory Board evaluated next steps with construction and the campaign. As good stewards, we identified efficiencies on the project side, while still holding true to our shared vision and ministry to serve the growing number of those in crisis. At the same time, we know the campaign must stretch. As such, the new One Army, Many Fronts campaign goal has increased to \$212.7 million.

Thank you for your belief in our mission. If you have already contributed to The Salvation Army’s One Army, Many Fronts campaign, thank you. If you would like to make an indelible impact or even enhance your impact through it, please let us know. It takes one army united across many fronts to transform lives.

Major Paul McFarland
Area Commander

Major Dawn McFarland
Area Commander

Mark Schortman
Advisory Board Chair



THE SALVATION ARMY DALLAS CAMPUS

WHAT MAKES IT UNIQUE

The Salvation Army of North Texas is proud to be part of the local homeless response system which has made tremendous strides to achieve our collective goal of making homelessness rare, brief, and nonrecurring in our community. As noted in *The Dallas Morning News*, “Together the coalition reduced unsheltered homelessness last year by 14 percent and reduced chronic homelessness by 32 percent, despite national trends.” Housing placements are up by more than 160 percent, and over 2,800 people have secured housing in recent years, thanks to community-wide initiatives.

Even with these accomplishments, however, we still have work to do. On any given night in Dallas, more than 3,700 men, women, and children are without a home. The Salvation Army of North Texas has a plan – a new Dallas Campus that will revolutionize the model of intervention, education, and recovery. Through its intentional design, service investments, and collaborative partners, this campus will provide hope and healing to people who seek help during their most challenging times.

The 21-acre flagship project will be the largest and most comprehensive in the region. The campus will have capacity to provide nightly shelter for 600 men, women, and children through emergency and transitional shelter and recovery-based programs. These programs include specialized services for veterans, survivors of domestic violence and sex trafficking, and those with complex behavioral health needs. In addition, 300 people will have access to safe shelter during times of inclement weather.

Investment in the Dallas Campus will enable The Salvation Army to significantly impact the Dallas homeless response systems by helping shelter at least 1,800 men, women, and children each year, with 900 of them ending their homelessness every year.



THE STATE-OF-THE-ART DALLAS CAMPUS REPRESENTS:

Innovation

- The campus will host an integrated medical, dental, and behavioral health clinic due to collaborative partners with Parkland and Metrocare to ensure clients with complex medical and mental health needs receive holistic and comprehensive care.
- Taking a cross-functional approach to building design, the campus will create opportunities to maximize clients’ income potential. Two examples: the commercial kitchen that connects to a culinary training space, and the forklift certification training program in the warehouse.

Dignity

- The Salvation Army is eliminating mass sheltering by creating semi-private sleeping areas to provide a sense of dignity to those we serve.
- An onsite dog kennel makes it so people experiencing homelessness do not have to make the choice between shelter and their companion.
- The chapel serves as a beacon of light. Thoughtfully located at the center of the campus and visible from every building, it serves as a constant expression of hope and faith.



Collaboration

- The Salvation Army is leveraging the expertise of our partners to provide critical services to meet the unique needs of those we serve.
- Family Gateway, Legal Aid of NorthWest Texas, Metrocare, Parkland, Vogel, and WiNGS will provide family services, legal services, behavioral healthcare, medical and dental care, childcare, and financial education.
- For every Salvation Army onsite collaborative partner, we improve access to needed care and services and decrease operational overhead. This allows The Salvation Army to be more efficient and more effective as we work to create permanent change in our clients’ lives.



Holistic Care

- We are creating a sanctuary for those impacted by trauma and expanding our victim services programming to include survivors of domestic violence, sex trafficking, and sexual assault.
- The campus is designed with services and spaces that nourish mind, body, and spirit.
- Clients can be engaged in learning and in recovery services throughout the day, with access to life skills, job readiness, financial education, healthy relationships, relapse prevention, and more.
- Outdoor walking paths, the gymnasium, and exercise rooms provide clients with the opportunity to take care of their physical health.
- The chapel and onsite ministers provide the space for spiritual care and ministry services.

“THERE WILL BE A SHELTER TO GIVE YOU SHADE FROM THE HEAT OF THE DAY, AND REFUGE AND PROTECTION FROM THE STORM AND THE RAIN.” ~ ISAIAH 4:6



A MESSAGE FROM

MAJORS PAUL AND DAWN MCFARLAND

In November 2023, I (Paul) spent an evening with three families that had moved from our shelter programs into permanent housing. It was a special evening, as one of our partner businesses provided each family with \$2,500 of Christmas decorations for their new homes. Seeing the joy on the faces of each family member is something I will never forget. This happy moment was the culmination of a long and weary journey.

Oftentimes the sole possessions of a homeless family are their clothes, basic toiletries, children’s “lovies,” and, if fortunate enough, a vehicle. Furniture, linens, and other basic household items need to be purchased when our guests transition from a family shelter to permanent housing. Decorations are often an unaffordable luxury.

Donors and partners like you hold a beautiful role in more than just providing the support to lift North Texans out of poverty and homelessness. Together, we will continue helping families in North Texas start life anew in homes and create wonderful, new memories. Thank you for pouring love into each of the families served by The Salvation Army of North Texas.