

FY 2021 ANNUAL REPORT

THE SALVATION ARMY AUSTIN AREA COMMAND

HOPE MARCHES



DoingMostGood.org/ATX



AUSTIN AREA COMMAND

Hope Marches On

You may recognize these three words as our recent national slogan for seasonal fundraising. But they are more than that. This slogan serves to remind us, as an organization, to keep doing what we do best: Give hope. This pledge calls us to stay focused on the constants. There are people who need us, we have a community behind us to help, and we are an Army in motion.

Hope is defined as a feeling of expectation; to trust and have confidence in and to consider something possible. Most of us cannot imagine what it's like to be completely hopeless, but that's exactly how the majority of those who walk through our doors feel.

Much has changed this past year, and much has stayed the same, as always. Serving, caring, giving, sharing, and loving in The Salvation Army will not change. It's no accident that our logo for the past 156 years is a shield. Without saying a word, it communicates trust and protection for those who need us most.

You, our donors, have not only given these women, children, and men a reason to hope, but you also give hope to The Salvation Army. With each gift that we receive, you tell us we will keep going, keep moving, and keep marching under the banner of hope.

Your decision to donate time and money to The Salvation Army is the very reason Hope Marches On. It's the very reason there are safe beds to sleep in rather than cars. It's the reason a mom won't have to choose between paying bills or buying groceries this week.

Thank you for your generous hearts and lives. The spirit of this loving community will keep us moving forward, and it will keep our shield strong for those who need it most. With your help, countless can expect the impossible to be possible because HOPE is here.

"May the God of all hope fill you with all joy and peace as you trust Him, so that you may overflow with hope!" **Romans 15:13**

May God bless you,

J. A. K.
Major Jacquelyn Reckline

Majors Lewis & Jacquelyn Reckline





LEADERSHIP

Inspiring Hope and Healing

I am honored to serve as the Chair of the Advisory Board for another year. Beyond amplifying the mission and services of The Salvation Army, the Board helps to provide advice, insight, and perspectives from the community. It is a blessing to continue supporting the programs and services of The Salvation Army Austin, and I am deeply grateful for all of the officers and staff who give their time and talents to this amazing organization.

On behalf of the entire Advisory Board, I would like to thank everyone who has contributed to our success over the last year. We could not have done it alone. When I think of the generosity of our donors and volunteers, I am reminded of the ways in which we are living out the Lord's calling for our lives and glorifying Him. 1 Peter 4:10-11 says, *"Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms. If anyone speaks, they should do as one who speaks the very words of God. If anyone serves, they should do so with the strength God provides, so that in all things God may be praised through Jesus Christ."*

As you turn the pages of this Annual Report, I pray you would be inspired to continue supporting The Salvation Army as we to bring hope and healing to our neighbors. Hope marches on because of the incredible work The Salvation Army does each day. I am proud to lead the Board in offering guidance toward creating a better future for each and every person in our community.

God bless you,

Randy Present
Advisory Board Chair





THE RATHGEBER CENTER FOR FAMILIES



Facts & Figures

SHELTER TYPE

Any family unit with a child
(including moms, dads, grandparents, and guardians)

SERVICES & AMENITIES

- Rapid rehousing programs
- Case management
- Private rooms and bathrooms
- Employment assistance and skills training
- Childcare options
- Child and family therapist
- Two computer learning centers
- Two certified teachers
- Free laundry facilities
- Full-service kitchen and dining room
- Children's playground and sport court
- Community living rooms

YEAR OPENED

2020

FY 2021

419 Unduplicated new adults and children served

36,048 Nights in shelter

84% Successful exits to safe housing





THE RATHGEBER CENTER FOR FAMILIES

Father Finds Hope, New Life

Luis didn't have the best role models while growing up on the streets of Las Vegas. His dad was an addict, and his mother was busy with multiple jobs and raising other children. Much of his time was spent with friends who came from similar, if not worse, family situations. "There was nothing at home for me, so I hung out with some shady people in a rough neighborhood," Luis said.

Once he left high school, he landed a bouncing job on the strip where he met Jasmine. But after a few weeks, they parted ways, and Luis forgot about their relationship.

Then he received a call that would change everything. Jasmine was having a baby boy. It was his, but there would be no reconciliation. "We tried our best to make it work, but we were just two different people," he said. "She actually ran into some problems with the law. I found out when I was trying to set up visitation for him, and the lawyer told me to just pick him up because Jasmine had abandoned him."



Luis was granted custody of his son and began work as a line cook. The pandemic took his job and his apartment, so he decided to get a fresh start in Austin with his father. The relationship was good at first, but then Luis was forced to leave with nowhere to go. "I didn't see a way out," he said. "A friend told me about The Salvation Army, and they accepted me and my boy. We moved into The Rathgeber Center, and it turned my life around."

Luis and his case manager worked to create a plan for self-sufficiency that included debt resolution, building a resume, and improving computer skills. The staff also made the transition to shelter easier for his son. "I was really worried that living in a shelter would be stressful for him," Luis said. "But every person there was welcoming. One of the monitors even taught my son how to play chess."

After a couple of months, Luis found a job with a local school district and moved into an apartment with his son. "People just don't realize the power of hope," he said. "And The Salvation Army gave that to us. It's so much more than a roof over your head. These are people who work so hard to help folks get back on their feet and I will be forever grateful."

“ People just don't realize the power of hope, and The Salvation Army gave that to us. ”



THE AUSTIN SHELTER FOR WOMEN AND CHILDREN



Facts & Figures

SHELTER TYPE

Women and dependent children experiencing homelessness

SERVICES & AMENITIES

- Rapid rehousing programs
- Case management
- Private rooms
- Employment assistance and skills training
- On-site childcare
- Child and family therapist
- Computer learning center
- Certified teacher
- Free laundry facilities
- Full-service kitchen and dining room
- Community living rooms
- Three playgrounds

YEAR OPENED

2004

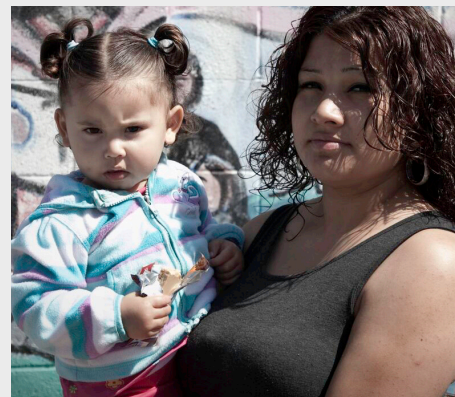
FY2021

344 Unduplicated adults and children served

26,913 Nights in shelter

79% Successful exits to safe housing

52% Of adults increased their financial stability





THE AUSTIN SHELTER FOR WOMEN AND CHILDREN

Help in the hardest times

Tina had a good job, a husband, and three children. The family lived in a middle-class neighborhood on the outskirts of Austin. Daily life was rolling along despite the difficulties induced by the pandemic.



In the span of three weeks, Tina was laid off from work and lost her husband to a heart attack. Her financial situation was dire. They did not have much in savings, and with no family in Central Texas, it was only a matter of time before they would be homeless.

Tina struggled to find another job while taking care of the children, and once the house was foreclosed, she turned to The Salvation Army for help.

"I never thought this could happen to me," she said. "Our lives were turned upside down, and I had lost all hope. That's when I learned about The Salvation Army and their shelters."

Tina and her family moved into The Austin Shelter for Women and Children where they received meals, their own room, childcare, and employment assistance. After a few months, Tina found a job and the family moved into an apartment. She is working toward a nursing degree and the kids are delighted to be back in school.

"I'm not sure what would have happened to us without The Salvation Army," Tina said.

Tina is one of many who are facing incredible hardships since the pandemic arrived. Your generosity and support of The Salvation Army will bring a sense of hope to those struggling.

"I just want to thank everyone who gives," Tina said. "Most people do not think it can happen to them, but homelessness is just a few bad events away from becoming a reality. When you have the means, you should give to organizations like The Salvation Army so that families like mine have a chance to get back on their feet."

“ I’m not sure what would have happened to us without The Salvation Army ”



THE DOWNTOWN SHELTER & SOCIAL SERVICES CENTER

Facts & Figures

SHELTER TYPE

Single men and women experiencing homelessness

SERVICES & AMENITIES

- Case management
- Employment assistance
- Computer learning lab
- Rapid rehousing programs
- Cold weather shelter family intake

YEAR OPENED

1988



FY2021

538 Unduplicated clients served

31,428 Nights in shelter

81% Of caseload-managed individuals exited into safe housing

61% Of caseload-managed adults exited with increased employment income

Passages Program

Provides temporary case management and rental assistance for up to 18 months to assist those who exit shelter or at risk of homelessness. The program is a collaboration between The Salvation Army, Caritas, SafePlace, Foundation for the Homeless, Lifeworks, and Foundation Communities.

Passages I

449 unduplicated persons served
88% successful exits to safe housing

Passages II

179 unduplicated persons served
90% of clients exited successfully
45% of clients saw income growth





THE DOWNTOWN SHELTER & SOCIAL SERVICES CENTER

Finding safety and shelter

Tiffany and her one-year-old son were in danger. An argument with her boyfriend spiraled out of control. The exchange escalated and he threw her onto the ground. With little time to spare, she grabbed her son, and nothing else, and ran out of the front door.

A person driving down the street noticed Tiffany and her young child frantically trying to flee. He stopped and asked if she needed help. "I didn't know where I was going or what I was doing," Tiffany said. "I just knew that we had to get out of the house immediately. That man who picked us up actually bought me a pair of flip flops because I was barefoot."



He took Tiffany to a battered women's shelter, and she was later transferred to a Salvation Army shelter. She stayed there for just over a month and received the resources needed to get back on her feet.

"They provided diapers, childcare, food, and a safe place to sleep," Tiffany said. "This allowed me to focus on finding a job and creating stability for me and my son."

She is now a manager at a Lego store and has her own home.

"If you just go to The Salvation Army and ask for help, they have the resources to get you back on your feet," Tiffany said. "I am so grateful for everything they did for me and my son."

“ If you just go to The Salvation Army and ask for help, they have the resources to get you back on your feet. ”



THE WILLIAMSON COUNTY SERVICE CENTER

Preventing Homelessness

The Salvation Army Williamson County Service Center, opened in 2014, offers services to people at risk of homelessness in Williamson County. The service center offers:

- Intake and assessment
- Food, rent, and utility assistance
- Referrals to other local social services



FY2021

1565 individuals were provided rent/utility assistance by The Service Center to prevent the loss of housing.

New Leadership

Sergeant Kathy Farmer was assigned to lead operations in Williamson County this year. She grew up in a home dedicated to The Salvation Army as both of her parents were officers, and she is continuing the family tradition.

Kathy has begun to address immediate needs of the community, and she is working on a plan to best serve Wilco moving forward.

One of her long-term goals includes adding a church in the area to address the community's spiritual needs.



2020-2021

Williamson County Advisory Council

- | | |
|------------------|-----------------|
| Gilbert T. Bragg | Delton Robinson |
| Jim Deuser | Susan Snelson |
| Mary Johnson | Jay Warren |



THE SALVATION ARMY WOMEN'S AUXILIARY

About SAWA

The Salvation Army Women's Auxiliary (SAWA) is a local expression of a world-wide movement that seeks spiritual redemption and social rehabilitation to those it serves. As a fundraising group, the women of SAWA help The Salvation Army to continue *Doing the Most Good* in Central Texas.



AUSTIN METROPOLITAN AREA COMMAND

We are the largest non-profit provider of emergency shelter in Central Texas. Inspired by our Christian mission, we lift up those in crisis in our community.

FY 2021

10,000+ People received resources including a safe place to sleep, warm meals, support services, Christmas gifts, and financial assistance

93,300 Bed nights provided across our three shelters

75% Of those we served were women and children

82% Of people exiting shelter moved to safe housing





2020 HOLIDAY SEASON

Red Kettle Campaign

Ringling bells at kettles began in 1891, making it one of The Salvation Army's longest standing traditions. The sight of bell ringers standing next to a Red Kettle in front of a store is one of the most iconic Salvation Army symbols.

Public contributions to kettles empower The Salvation Army to continue its year-round efforts to help those in our community. During the 2020 holiday giving season in Central Texas, we raised \$3,644,699 from kettles, individual donors, foundations, and corporate gifts.



Angel Tree Program

Last year, we spread the joy to children in need by fulfilling the wishes of 7,262 Angels in Central Texas.

A Snowy Shelter Christmas

An unusual occurrence happened in Austin during the Christmas season in 2020 – it snowed. Well, at least it snowed in a parking lot. Children from The Rathgeber Center for Families and The Austin Shelter for Women and Children were treated to not-so-cold powder from a snow machine and a visit from Santa Claus in his sleigh.

With his deep voice bellowing through a long white beard, Santa began this festive event with a “Ho, ho, ho,” and a “Merry Christmas!” His helpers passed out presents to wide-eyed children who were overcome with excitement. “I love seeing these wonderful children filled with joy during the most wonderful time of the year,” Mr. Claus said.



The children and their parents also received hot chocolate and were treated to live Christmas songs from Cory Morrow. “This is the first year we have hosted an event like this for our family shelters,” Major Lewis Reckline said. “It was a special night, not only for the kids but also for the parents, shelter staff, and the volunteers.”



2020 Rock the Red Kettle

Rock the Red Kettle is one of The Salvation Army's main annual fundraising events in Central Texas. Since its inaugural event in 2014, Cory Morrow has served as host of the fundraiser, which includes a concert, live auction, and success stories from our former clients.

While we were unable to gather together safely in 2020, Rock the Red Kettle was virtual. Guests participated in a virtual silent auction and enjoyed live music from Cory Morrow, Drew Womack, and Walt Wilkins. The event raised \$110,000 which helped to support our mission throughout the past year.



2021 Winter Storm URI

While the 2021 Winter Storm brought significant hurdles to shelter operations, our staff was critical in keeping the people in our shelters safe and fed.

When food vendors were unable to safely deliver their twice-weekly shipment of food, our kitchen staff quickly pivoted and creatively used reserves to develop small batches of meals every day.

Our staff also worked around the clock to get portable restrooms and bottled water, leveraging our network including The Salvation Army Texas Divisional Headquarters in Dallas, the City of Austin, and the State of Texas.



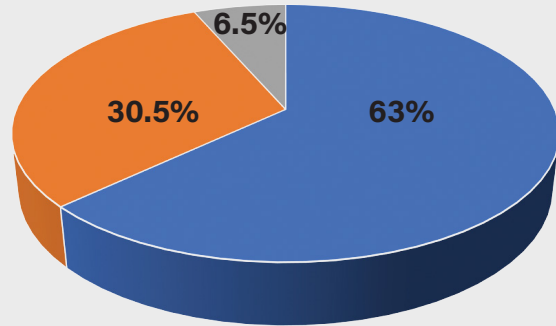
Our shelters continuously provided meals and beds during all eight days of the winter storm, feeding and sheltering more than 225 individuals.



AUSTIN AREA COMMAND FINANCES

FY 2021 Income

■ Total Donation Revenue	\$9,754,289
■ Government Grants/Funds	\$4,731,746
■ Other Income	\$1,002,876
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Total Income	\$15,488,911

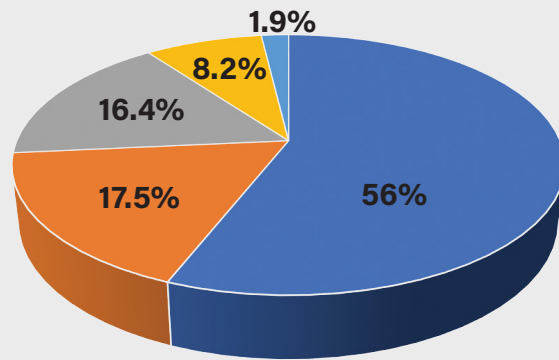


FY 2021 Expenses

■ Social Services	\$8,039,748
■ Fundraising	\$2,510,771
■ Direct Client Assistance	\$2,360,821
■ Administration & Management	\$1,170,591
■ Community Center Operations	\$277,315

Total Expenses **\$14,359,246**

Change in Net Assets **\$1,129,665**



Numbers unaudited at the time of publication.





AUSTIN AREA COMMAND

The 2022 Advisory Board

Austin Area Commanders

Major Lewis R. Reckline

Major Jacquelyn Reckline

Randy Present, **Chair**

Jay Angell

David Barnett

Nelson Barre

Gilbert T. Bragg

Bob Cole

Exalton Delco

Stephen Elkins

Sam Espinosa

William Gammon

Rudy Garza

Rob Golding

Margaret Gosselink

Brian Haley

Jan Lehman

Cory Morrow

Michael J. Nasi

Joe Ogilvie

Dewitt Peart

Freddie Proffitt

Dick Rathgeber

Becky Roche

Jamille Ruebsahm

Jenifer Sarver

Gabriel Sepulveda

Tom Sweet

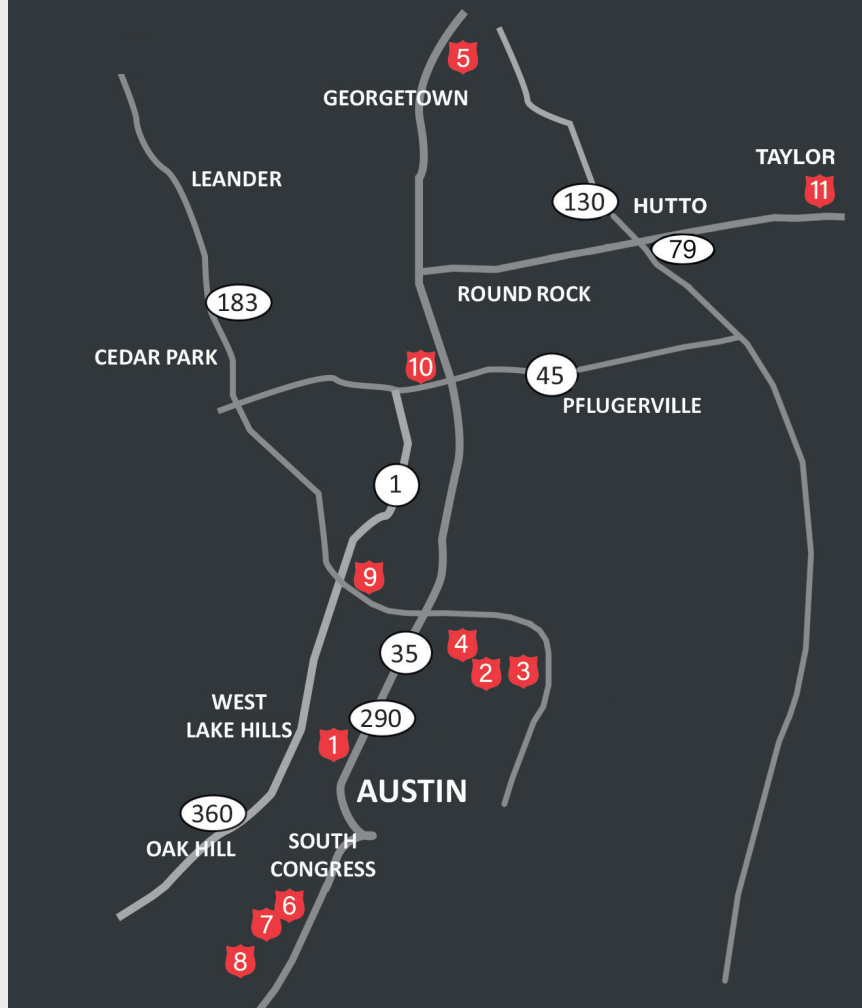
Dwight Thompson

Neel White

Howard Yancy



OUR LOCATIONS



1. The Downtown Shelter & Social Service Center
2. The Rathgeber Center for Families
3. The Austin Shelter for Women & Children
4. Austin Area Command
5. The Williamson County Service Center
6. Adult Rehabilitation Center
7. The Salvation Army Family Store & Donation Center
8. Christmas Warehouse
9. The Salvation Army Family Store & Donation Center
10. The Salvation Army Family Store & Donation Center
11. Taylor Service Center

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