



ANNUAL REPORT

THE SALVATION ARMY

CENTRAL VIRGINIA

2025



A LETTER FROM OUR LEADERS

Dear Friends,

We are honored to share with you our 2025 Annual Report. Our hope is that you will be inspired by the stories, share what is happening with others and come see firsthand the work of The Salvation Army Central Virginia. The need is great, but so is the dedication and love of the community. When compassion, resources and expertise come together, transformation occurs.

The past year brought both urgent challenges and powerful reminders of what's possible when neighbors care for neighbors. As extreme temperatures and dangerous conditions continued, the Inclement Weather Shelter remained a critical lifeline — offering safety, warmth, and dignity when it mattered most. In every season, commitment remains the same: showing up for our neighbors in need with practical help and steady compassion.

Progress continues toward the Center of Hope with our "This Is Hope" Capital Campaign — an investment in a more comprehensive shelter and resource hub with wrap-around services for individuals and families working toward stability. Thanks to extraordinary support, the finish line is within reach. Less than \$3 million remains to be raised by December 31, 2026, to close the gap and unlock the City of Richmond's pledge—bringing this historic public-private partnership to fruition.

Gratitude also goes to Richmond for showing up in force. Attendance reached new highs at the Run for Hope and the Leaders Doing the Most Good Awards Luncheon, highlighting the businesses, nonprofits, and individuals helping strengthen Central Virginia. These events do more than raise funds—they build a community of hope around the mission.



Area Commanders
Majors Samuel & Christine Kim

Finally, the season of giving once again demonstrated the heart of this region. Through our Christmas assistance program, thousands of neighbors experienced the relief of meals, gifts, and essential support—made possible by donors, volunteers, and partners who refuse to let families face the holidays alone.

Together, we can provide hope, housing, and healing for those who need it most. Thank you for being part of the solution. We are Doing The Most Good and Better Together.

Blessings,

MISSION STATEMENT

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.

OUR SERVICES

Assistance

- Christmas assistance
- Financial, rent and utility assistance
- Food assistance
- Pathway of Hope

Corps/Church & Ministry

- Led by Captains Jowens & Kadian Méroné
- Worship Services and Sunday School
- Men, Women and Youth Ministry
- Music and Arts Ministry
- Canteen Ministry

Emergency and Disaster Services

Oasis Wellness Center

- Basketball court/gym
- Cardio equipment/weights
- Dance studio/swimming pool

Shelter Services

- Inclement Weather Shelter
- Family Emergency Shelter
- Men's Emergency Shelter

Youth Services & Character Building

- After-school programs
- Camp programs
- Swim Lessons



BY THE NUMBERS

STATEMENT OF FINANCIAL ACTIVITIES

Fiscal Year Oct. 1, 2024 - Sept. 30, 2025 (unaudited)

INCOME

Donations	\$3,629,853
Gifts in Kind/Events	\$1,072,263
Government Grants and Federated Funds	\$1,011,000
Other Income	\$906,603

TOTAL SUPPORT AND REVENUE \$6,619,719

EXPENSE

Social Services	\$3,126,145
Corps Community Expenses	\$1,621,132
Supporting Service Fees	\$1,366,735
Support Services to Divisional Headquarters	\$520,934

TOTAL EXPENSE \$6,634,946
SURPLUS (DEFICIT) (\$15,227)

HOW YOU DELIVERED THE MOST GOOD IN 2025



+ Educational Programs include on and offsite learning at The Salvation Army Red Shield Youth Center and the Corps/our church, including Vacation Bible School, after-school programs and camps. Offsite learning includes field trips, Youth and Music Councils, and sleep-away camp at Camp Rappahannock.

^ Christmas in-kind gifts include: donated bikes, Angel tree gifts, stocking stuffers and coats. See Angel Tree Highlights chart for full info.

* Meals and snacks (counted as individual items) include: Shelter meals, community feeding, canteen ministry, youth/teen/adult ministry, The Salvation Army Red Shield Youth Center after-school and camp programs.

Includes both shelters: 2 West Grace Street (family and men) and 1900 Chamberlayne Avenue (men), including the adult Inclement Weather Shelter (106 beds daily between Nov. 15 - Apr. 15, as needed Apr. 16 - Nov. 14).

STAY CONNECTED. FOLLOW US @SALARMYRVA



SUCCESS STORIES

Click on the picture, story title, or scan QR code to read the story



CHRISTOPHER'S STORY

A Journey to Stability and Hope



KYREE'S STORY

Coding a Math Game that Boosted Confidence



SHANTE'S STORY

Healing as a Pathway to Stability



EVELINE'S STORY

Planning for What Matters, One Project at a Time



THIS IS HOPE CAMPAIGN



On February 12, 2024, the Richmond City Council voted to make an historic \$7M challenge match grant towards construction of a new Salvation Army Center of Hope at 1900 Chamberlayne Avenue, which will increase capacity to serve the unhoused community and prepare our neighbors to thrive. A capital campaign to fund renovations is underway. Learn more, take a tour or contribute at www.thisishoperva.org.

TESTIMONIALS

November 15 - April 15: Serves 106 men and women daily



INCLEMENT WEATHER SHELTER

"Thank God for this shelter—it feels like home and family. It's warm, the meals are good, and the staff truly care. At Christmas, I received a blanket, boots, a scarf, and a hat. I didn't realize how many people care—until now."



Dolly W.



Marvin J.

"Being here has been uplifting. Everyone is friendly, and the staff and security are wonderful. I might be homeless, but I'm not helpless. Through faith, I'll get through this."

"I feel very blessed. The staff see the person, not the circumstance—kind, professional, and always ready to help with what's needed. During the holidays, volunteers brought warm gifts and hot chocolate. I'm grateful for the sisterhood here, and for a place to rest, eat, and feel cared for."



Janae M.



EMPOWERING YOUTH

CLOSING THE GAP SO EVERY CHILD HAS ACCESS TO OPPORTUNITY.



Through afterschool, summer camp and enrichment programs, The Salvation Army Red Shield Youth Center is creating safe, supportive spaces where youth can thrive. Access to afterschool care should not be a luxury — it is a lifeline for working families and growing children. In 2025, we:



- Delivered **4,825 hours of structured afterschool programming**
- Offered structured recreation and gym activities
- Engaged youth in hands-on STEM and creative arts classes
- Fostered personal development through the PEACE Program
- Invested **4,079 hours in spiritual development and character formation**
- Provided academic support through homework help and reading enrichment
- Partnered with Live Red Foundation and Blue Sky Fund to provide weekly life skills training and outdoor education that build confidence, leadership and academic growth



THIRD ANNUAL RUN FOR HOPE

- Nearly **300 registered runners**
- Benefited Red Shield Youth Center programs
- Helped close the gap in afterschool access
- Powered by dedicated volunteers and community partners



STAY CONNECTED. FOLLOW US @SALARMYRVA



GROWING OUR REACH

LEADERS DOING THE MOST GOOD AWARDS LUNCHEON

MAY 1, 2025 | THE JEFFERSON HOTEL | RICHMOND, VA

The third annual Leaders Doing The Most Good Awards Luncheon honored corporate, organizational and individual excellence. Since 1885, The Salvation Army Central Virginia has served the Greater Metro Richmond Area thanks to you — a community passionate about Doing the Most Good.



2025 SHIELD AWARD WINNERS



THE PAGE AUTO GROUP
CORPORATE EXCELLENCE



LIVE RED FOUNDATION
NON-PROFIT EXCELLENCE



MS. JASMINE TURNER*
INDIVIDUAL EXCELLENCE

*Accepted by recipient's mother Ms. Carolyn Turner

ADVISORY BOARD

Jamie Head, Esq.
Hunton Andrews Kurth LLP
Chair

Scott Aronson
Ingenuitive Ventures
Immediate Past Chair

Nicole Diamond
NextHome Signature Properties

Randy Ellis
Johnson & Johnson

John Foley
Recharged
*Community Relations &
Development Committee Chair*

Dick Guthrie
Government Consultant

Sheriff Antionette Irving, Ph.D.
City of Richmond

Chuck James, Jr., Esq.
Williams Mullen

Michael Pruitt
Pruitt Associates, LLC
Property Committee Chair

Ann Ramage
Keiter CPAs

Kevin Robinson
Dominion Resources Services

Chris Sill
SIMA Financial Group, Inc.
Finance Committee Chair

Karla Smith
Kroger

Mary Ann Wilson
U.S. Dept. of Housing and
Urban Dev. (Retired)



Advisory Board members at
annual board retreat

Major Christine Kim
Area Commander
Ex Officio Member

Major Samuel Kim
Area Commander
Ex Officio Member

Major Daniel Nelson
Divisional Commander
Potomac Division
Ex Officio Member

Coleman Rice, Jr.
Coleman Rice Associates LTD
Emeritus Member

Robert S. Ukrop
Ukrop's Homestyle Foods
Life Member



CHRISTMAS

THE SALVATION ARMY CENTRAL VIRGINIA



2025 ANGEL TREE HIGHLIGHTS



HOUSEHOLDS
ADOPTED

2,630

INDIVIDUALS
ADOPTED

5,035



BIKES
DONATED

1,100

IN-KIND GIFTS
DISTRIBUTED

60,420



COMMUNITY
VOLUNTEERS

2,840

HOURS
VOLUNTEERED

9,887



STOCKINGS
STUFFED

5,200

STOCKING
STUFFERS

36,400



COATS
COLLECTED

14,000

**In addition to the child's coat, families were invited to shop for all household members.*



WAYS TO GIVE

LEAVE YOUR LEGACY OF LOVE

Your legacy can be carried for generations through the lives you touch. To learn more about wills, gift annuities, estate planning, and other ways to plan your legacy, please contact Rachel Martin, Associate Planned Giving Director at 540.287.7694, or rachel.martin@uss.salvationarmy.org.

GIVE A GIFT

Thanks to generous community support, we are able to make a powerful impact on our community by serving those in need. Contact Lionel Bacon, Community Relations & Development Director at 804.591.3808, or lionel.bacon@uss.salvationarmy.org.

PLAN YOUR SECURITIES GIVING

You can make a gift of your bonds, funds, stocks and other securities to help those who need it most. Contact Kim Wentz, Senior Regional Resource Development Director at 804.400.5992, or kim.wentz@uss.salvationarmy.org.

[Learn More](#)



STAY CONNECTED. FOLLOW US @SALARMYRVA





The Salvation Army of Central Virginia
 P.O. Box 12400
 Richmond, VA 23241-0400

STAY CONNECTED. FOLLOW US @SALARMYRVA



OUR LOCATIONS

Central Virginia Area Command

Men and Family Shelter & Office Administration
 2 W. Grace Street, Richmond VA 23220
 Mailing: P.O. Box 12400, Richmond VA 23241
 @SalArmyRVA | 804.225.7470

Oasis Wellness Center

Indoor gym, fitness center and swimming pool
 3701 P Street, Richmond VA 23223
 @SalArmyRVAOWC | 804.591.3838

Chamberlayne Avenue Shelters

Inclement Weather Shelter
 Daily walk-up, overnight shelter (Nov. 15-April 15)
 As needed weather relief (April 16-Nov. 14)

Red Shield Youth Center

After-school programs, camp and enrichment
 3701 R Street, Richmond VA 23223
 @SalArmyRVARSYC | 804.222.3122

Men's Emergency Shelter (Year-round)

Access via Homeless Connection/Resource Lines
 (within 3 days of losing housing): 804.972.0813
 (more than 3 days of losing housing): 804.422.5061
 1900 Chamberlayne Ave, Richmond VA 23222
 @SalArmyRVA | 804.653.5707

Richmond Citadel Corps

Ministry, worship, Christian education, Pathway
 of Hope and Tri-Cities financial assistance
 5327 Orcutt Lane, Richmond VA 23224
 @SalArmyRVACorpsChurch | 804.745.5524



DOING
 THE MOST
 GOOD



United Way of Greater
 Richmond & Petersburg
 Partner Agency

WWW.SALVATIONARMYCENTRALVA.ORG



SCAN TO
 DONATE

