



THE SALVATION ARMY OF GREATER CHARLOTTE MEDIA KIT





ABOUT

The Salvation Army of Greater Charlotte has been serving its neighbors in need since 1904. With a vision, “To be a catalyst for social, economic and spiritual growth in our community,” the organization aims to be a beacon of hope for safety, shelter and stability. Its core focus areas include:

- **Homelessness Services**
- **Youth Support & Development (Boys & Girls Clubs)**
- **Christmas Assistance**
- **Emergency Disaster Relief**
- **Adult Rehabilitation**
- **Communities of Worship**

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.

HISTORY

The local chapter of Salvation Army was founded in 1904 by Captain Ross McAlpine when she and her sister opened The Salvation Army Temple Corps on South Church Street. As the Charlotte community grew, so did the organization’s relief programs. By 1919, the organization was in full swing.

Over the next 100 years, The Salvation Army of Greater Charlotte continued to expand as more families and people in need turned to the organization for assistance and emergency relief efforts. Today, the organization has service locations across the city, including the, Center of Hope Shelter for Women and Children, an Adult Rehabilitation Center and two Community Worship Centers.

In May 2022, The Salvation Army of Greater Charlotte launched its “Better the Future” fundraising campaign, a \$32 million effort targeted at raising support for new programs and services in the community. Plans include renovating and expanding the Center of Hope emergency shelter, upfitting its second and most recent shelter, Booth Commons Family Center, serving families experiencing homelessness, and expanding several Boys & Girls Club facilities into Neighborhood Centers.

OUTREACH LEADERSHIP TEAM



Majors Todd & Wilma Mason, Area Commanders

Majors Mason have been serving as the Charlotte Area Commanders since June 2020. Their roles include overseeing all programs, services and operations for the organization: Center of Hope and Booth Commons shelters and housing programs; Boys & Girls Clubs of Greater Charlotte; Christmas assistance; emergency disaster response; and more.

Major Todd Mason was born and raised in Louisville, Ky., and has a degree in Business Administration. He graduated from Evangeline Booth College in Atlanta, Ga., and has done additional studies at Gordon Conwell Theological Seminary in Charlotte.

Major Wilma Mason is a native of Ft. Myers, Fla., and has a degree in Christian Teaching. She is a graduate of Evangeline Booth College. Both Majors are also graduates of The Salvation Army's International College for Officers in London.

Their ministry and leadership together began as Corps Officers/Pastors at Corps Community Centers in Morehead City, N.C., Rocky Mount, N.C., Louisville South, Ky.; and Johnson City, Tenn. These locations comprised homeless shelters, social service programs, Family Stores, Corps programming and feeding kitchens.



Amy Hudson, Executive Director, Boys & Girls Clubs of Greater Charlotte

Hudson joined The Salvation Army Boys & Girls Clubs of Greater Charlotte as executive director in January 2022. She is responsible for providing leadership for the organization and overseeing all program activities for the eight Boys & Girls Clubs in Mecklenburg and Union counties. Hudson brings a wealth of experience to the role, specializing in nonprofit leadership, business management and community partnerships.

Before joining the staff in Charlotte, she spent the past six years as the executive director of The Salvation Army Boys & Girls Club of High Point, N.C. There, she supervised all aspects of the organizations, implementing creative youth experiences, sports leagues, summer day camps, character development and health and fitness programs. Under her leadership, the Club experienced tremendous growth, including raising funds for the addition of a dedicated Teen Center at the Club.



Deronda Metz, Director of Social Services

Metz oversees The Salvation Army’s social services and housing programs and its two shelters, the Center of Hope and Booth Commons Family Center. As a native of Charlotte, she is committed to serving her community as a leader and has been an instrumental advocate on the issues of homelessness, affordable housing and poverty.

Metz has been a consistent partner in compiling the community’s HUD Continuum of Care grant for 20 years and currently serves on the Mecklenburg County Continuum of Care Governance Group as well as the State Interagency Council to address homelessness. She is a constant voice on a local and national level—and has been involved in several advocacy efforts that have resulted in affordable housing solutions—for persons experiencing homelessness.



CORE FOCUS AREAS

Ending Homelessness - We Offer Hope & Refuge

At Salvation Army, we understand there are many potential causes of homelessness, including loss of income due to job layoffs and losses, domestic violence, addiction and mental illness. On any given night, there are nearly 3,000 individuals experiencing homelessness in Mecklenburg County. Our foundation of faith compels us to do everything we can to help restore security and hope to families in need of consistent, reliable and safe housing.

Located two miles north of Uptown Charlotte, the Center of Hope provides more than 250 women and children experiencing homelessness with their immediate needs of food and shelter each night. We also assist them in planning a path to secure stable housing. At Booth Commons Family Center, we can now accommodate up to 100 families in individual efficiency units while providing necessities. An active member of the Homeless Services Network, The Salvation Army is a leader in helping families transition into permanent, affordable housing.

Building Strong Families and Communities - We Enrich the Younger Generation

The Salvation Army of Greater Charlotte offers several youth programs through our Boys & Girls Clubs and Neighborhood Centers. These programs are designed to provide a safe place for the community's kids during out-of-school time where they can learn and grow together. Students of every background, circumstance, race, creed and religion are welcome and encouraged to join.

Founded locally in 1934, The Salvation Army Boys & Girls Clubs offer academic support, recreational and art activities, as well as training in leadership, health and life skills. Programming includes afterschool and homework assistance, summer camp, sports programs and learning experiences with highly skilled educators and mentors.

We also offer STEM activities and a Music & Arts Program, which provides a wide array of classes for children. We hope to instill an early love and appreciation of the fine arts.



Sharing Hope - We Lift Families in Prayer

We share God's love with all our neighbors. Charlotte is home to two Salvation Army Worship Centers (or Corps) where people from all walks of life can find healing and a sense of family through weekly worship services, Bible studies, music programs and activities for seniors and youth.

Salvation Army Officers serve primarily as clergy at Salvation Army Worship Centers. They are ordained ministers that can perform marriages, dedicate children and who regularly provide ministerial duties for their congregations.

Restoring Lives - We Tackle Addiction Head-On

Addiction in America is an insidious epidemic, and overcoming it is rarely done alone. This kind of healing requires faith and support from people in your corner. Every year, we help hundreds of men in our community combat drug and alcohol addiction through our no-cost Adult Rehabilitation Center, which serves 116 men at a time.

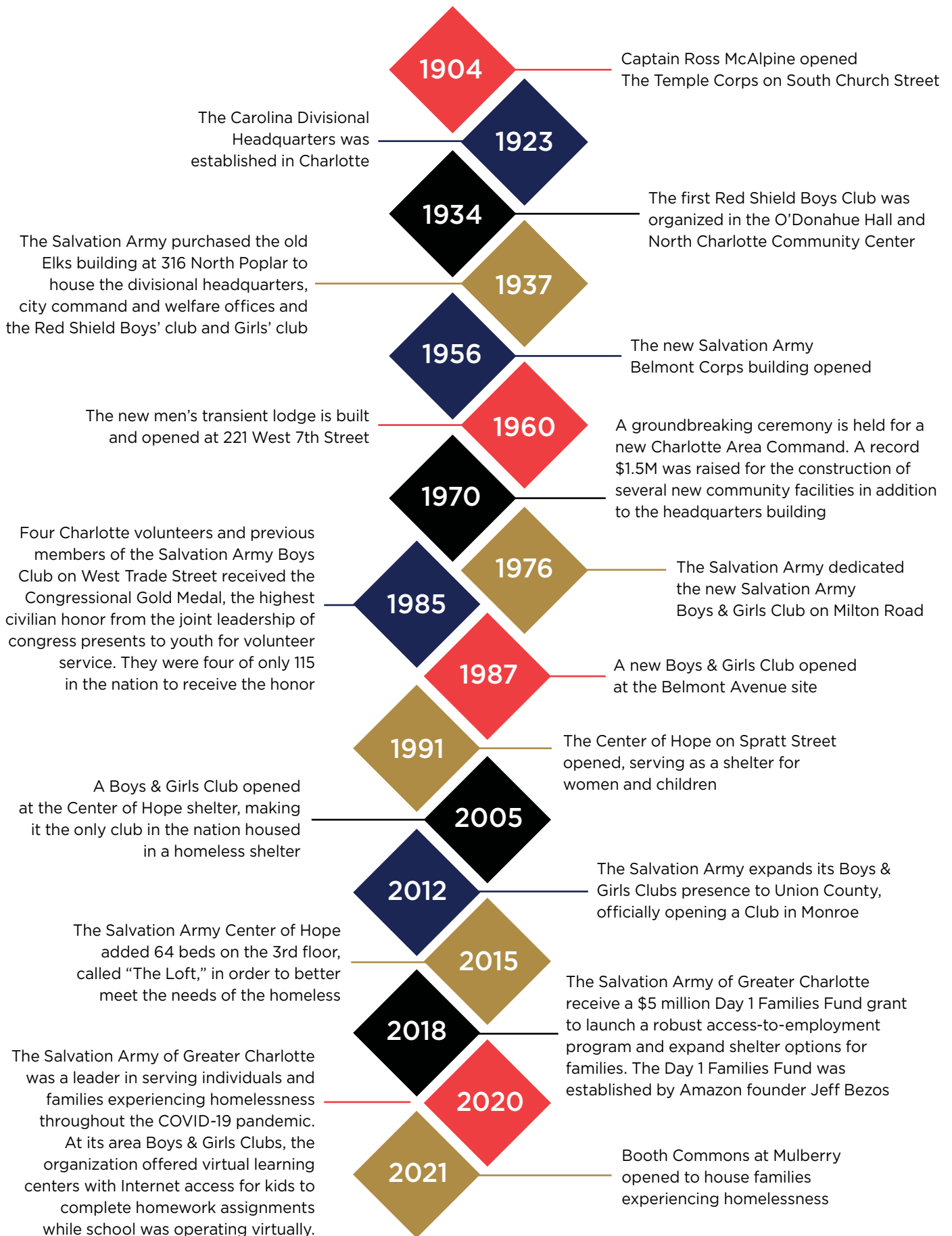
The 180-day residential work-therapy program provides spiritual, social and emotional assistance to those struggling with prolonged substance dependence. Through holistic work therapy, group and individual counseling sessions, spiritual direction and life-skills development, program members learn to abandon substance reliance. We also aid them in restoring their families, building work and social skills and regaining health and stability. Proceeds from the generous donations to our area Thrift Stores support the program.

Spreading Joy - We Celebrate His Love

What better way to celebrate the birth of Christ than by freely sharing His compassion and love? The Salvation Army of Greater Charlotte provides several avenues for offering love, hope and joy to families in need during Christmas. Our holiday giving programs include Angel Tree, Silver Bells and Empty Stocking Fund. Through these programs and the remarkable generosity of the community, we are grateful to be able to provide Christmas gifts and gift cards to thousands of children, seniors on fixed incomes and individuals with disabilities.

Bringing Relief - We Provide Aid in Emergency Situations

Our team is ready for any emergency that may occur in our area and beyond. We work with hundreds of personnel from around the state to quickly provide food, hydration, and emotional and spiritual care to those impacted by a disaster as well as first responders. While each crisis creates its own unique circumstances and special needs, Salvation Army disaster relief efforts focus on seven core services, including training, donations management, social services, emergency communications, emotional and spiritual care, food service and recovery.





OUR
SECRET
INGREDIENT
IS
LOVE.



PROVIDES MORE THAN
175,000+
NIGHTS OF
LODGING ANNUALLY



600,000
MEALS SERVED
ANNUALLY



SERVES MORE THAN
23,000+
PEOPLE THROUGH
PROGRAMS ANNUALLY



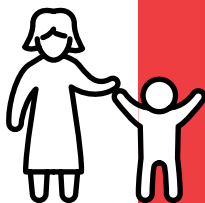
PROVIDES CHRISTMAS GIFTS
FOR MORE THAN
6,000+
CHILDREN EACH YEAR



116
MEN CAN BE
SERVED AT ANY TIME
AT THE ADULT
REHABILITATION CENTER



8
BOYS & GIRLS CLUBS
IN MECKLENBURG
AND UNION COUNTIES



THE CENTER OF HOPE
SERVES
AN AVERAGE OF
250
WOMEN AND CHILDREN
EVERY NIGHT



THE BOOTH COMMONS
FAMILY CENTER
ACCOMMODATES UP TO
100
FAMILIES AT A TIME

THE “BETTER THE FUTURE” CAMPAIGN

“If we are to better the future, we must disturb the present.” These words from The Salvation Army’s co-founder, Catherine Booth, inspire us daily to work to make our community a better place and they echo through every program.

In 2022, The Salvation Army of Greater Charlotte launched a fundraising campaign, “Better the Future,” to raise nearly \$32 million to support its most impactful program and facilities. As Charlotte continues to grow, the organization is committed to increasing aid so that every person in our community has the resources to thrive. Donations will go towards the following goals:

- **\$5 million investment** to expand and improve the existing Center of Hope emergency shelter at 534 Spratt Street.
- **\$8 million investment** to purchase and renovate a hotel facility (Booth Commons at Mulberry) to serve up to 100 families—up to 400 people—expanding the overall capacity of homeless services programs by 50%.
- **\$9 million** to create neighborhood centers, expanding existing sites such as our Oak Forest Club on Milton Road, and building three new ones in the next five years.
- **\$3 million** to provide multiple facilities at The Salvation Army Adult Rehabilitation Center on Central Avenue, including a vehicle maintenance shop and an indoor gymnasium.

The fundraising campaign will wrap on January 31, 2025.

FAQS

How does The Salvation Army of Greater Charlotte relate to the national/international organization?

The Salvation Army has the reach of an international organization, with the local effectiveness of a grass-roots agency. With its own local advisory board, The Salvation Army of Greater Charlotte is able to plan programs and initiatives to best serve the Charlotte area, while maximizing the benefits and depth of services from the well-respected international organization. Our purpose is to fulfill The Salvation Army's mission to meet human needs in Christ's name without discrimination, right here in our community.

Can non-Christian's still get involved?

Absolutely. We welcome everyone to join our programs or serve the community.

Who do you serve?

We currently serve individuals and families residing in Mecklenburg & Union Counties. However, there are Salvation Army branches located throughout the state. To find your closest center, visit [SalvationArmyUSA.org](https://www.salvationarmyusa.org) and type in your zip code.

What programs does The Salvation Army of Greater Charlotte offer?

We offer homelessness services, Boys & Girls Clubs, Christmas assistance, adult rehabilitation, emergency disaster services and resources to build your faith, among other programs. For more information, visit [How We Can Help You](#).

How can individuals learn more about a specific program?

Check out [SalvationArmyCharlotte.org](https://www.salvationarmycharlotte.org) for more information about our programs or give us a call at 704-334-4731. We offer tons of activities and programs for people of all ages, so we can help you find a program that best fits your needs.

How does someone sign up to volunteer?

There are a number of volunteer opportunities listed on our website. Volunteers can choose between one-time events, group projects or ongoing opportunities.

THOUGHT LEADERSHIP TOPICS

The Salvation Army of Greater Charlotte's leadership team are typically available to speak with the media about the following topics:

- **Homelessness** - Individuals, Families, Seniors, Veterans
- **Affordable Housing** - As it relates to the issue of homelessness
- **Poverty** - The needs families are experiencing in the Charlotte area
- **Youth Development** - The needs children are experiencing during out-of-school time; how dedicated programs help students excel in and out of the classroom
- **Volunteerism/Philanthropy** - The importance of giving back
- **Disaster Relief** - Responding to disasters, how the community can help
- **Christmas Assistance** - How the community can help during the holidays

All media inquiries should be directed to Brent Rinehart, Director of Communications & Public Relations, at 704-714-4727 or brent.rinehart@uss.salvationarmy.org.





HOW TO GET INVOLVED

There are many ways to get involved with us and impact peoples' lives in our community.

Volunteer: You can serve a meal at the Center of Hope, help with homework at a Boys & Girls Club, host a drive, sort gifts, or ring a bell at Red Kettle locations during Christmas. Visit [SalvationArmyCharlotte.org](https://www.salvationarmycharlotte.org) to learn about volunteer opportunities for individuals or groups.

Make an In-kind Contribution: Every day, your donations of furniture, clothing or household items at our area Family Stores help to support men in our community battling addiction. 100% of thrift store proceeds fund this critical local program. To find a drop-off location or schedule a free pick-up, call 1-800-SA-TRUCK or visit [SATruck.org](https://www.satruck.org).

We also have opportunities to donate in-kind items directly to benefit the people we serve. At the Center of Hope, we always need toiletries, feminine hygiene products, diapers, linens and sheets. At our Boys & Girls Clubs, we regularly seek school supplies, games or sports equipment. During Christmas, you can buy new, unwrapped toys or provide gifts for a child through the Angel Tree program.

Consider a Financial Gift: Your financial gifts throughout the year help us to meet both short- and long-term critical needs in our community. You can donate conveniently and securely online at [SalvationArmyCharlotte.org](https://www.salvationarmycharlotte.org), or mail checks to P.O. Box 31128, Charlotte, NC 28231.

Remember Us in Your Will: When you remember The Salvation Army in your will, you will also be remembered for your legacy of transforming lives. It's a wonderful way to let your compassion and generosity live on for generations to come. If needed, we can assist you with drafting documents, trustee services and professional investment management and administration. To show your support of The Salvation Army in your will, or by any other means, please call 704-334-4731, or consult with an attorney.

Keep in Touch: Text "Hope" to (833) 709-1052 to join our "Ambassadors of Hope" text list. We won't message you often*, but you will be the first to hear about the latest news, urgent program needs, ways you can get involved, and heartwarming stories of hope. **Never more than 4 messages per month. Standard message rates apply.*



CHARLOTTE AREA COMMAND

4015 Stuart Andrew Blvd, Suite 120, Charlotte, NC, 28217

704-334-4731

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 The Salvation Army of Greater Charlotte

 Salvation Army Charlotte

MEDIA CONTACT

Brent Rinehart, Director of Communications & Public Relations

Phone 704-714-4727 **Text** 704-619-5328 **Email** brent.rinehart@uss.salvationarmy.org