



# ANNUAL REPORT

## THE SALVATION ARMY

### CENTRAL VIRGINIA

2  23





# A LETTER FROM OUR LEADERS

Dear Friends,

We are honored to share with you our 2023 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.

In 2023, Greater Richmond saw an 8.7% increase over the past year in people experiencing homelessness. The crisis continues to worsen. We are taking action to address this crisis through our This is Hope Capital Campaign. This capital campaign is raising funds to renovate an existing building into a Center of Hope (COH) where the shelter can serve more individuals and families and will include wrap-around services for shelter residents and the community at large.

Great strides with a historic public-private funding partnership between The City of Richmond and The Salvation Army for the COH were started in 2023. As we close the funding gap, the space is being used as an Inclement Weather Shelter (opened in December 2023) and an additional Emergency Shelter (opening May 2024). This is, of course, in addition to our current shelters on W. Grace Street.

Last year we launched two events: The Leaders Doing The Most Good Awards Luncheon, which highlights Corporate, Nonprofit and Individual Excellence in Greater Richmond and the Run For Hope, which benefits youth programming. Both events will be back in 2024 and we hope to see you there!



A lot of work has been done, but a lot remains. We thank you for your support, your belief in our mission, and your dedication to making a difference in the lives of others. Together, we are #BetterTogether.

Blessings,

Majors Samuel and Christine Kim

## 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 & Utility Assistance
- Food Assistance
- Pathway of Hope

### Emergency and Disaster Services

#### Shelter Services

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

### Ministry

- Canteen Ministry
- Church Services & Sunday School
- Men, Women & Youth Ministry
- Music & Arts Ministry

### Oasis Wellness Center

### Youth Services & Character Building

- The Salvation Army Boys & Girls Club after-school & camp programs

# BY THE NUMBERS

## STATEMENT OF FINANCIAL ACTIVITIES

### INCOME

Donations	\$2,724,394
Gifts in Kind	\$1,633,321
Special Events	\$16,224
Government Grants and Federated Funds	\$493,368
Other Income	\$1,450,997
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$6,318,304</b>

Fiscal Year October 1, 2022 -  
September 30, 2023  
(unaudited)

### EXPENSE

Salaries & Benefits	\$2,261,740
Social Services	\$2,101,029
Program & Operating	\$1,527,403
Support Services to Divisional Headquarters	\$400,963
<b>TOTAL EXPENSE</b>	<b>\$6,291,135</b>
<b>SURPLUS (DEFICIT)</b>	<b>\$27,169</b>



EDUCATIONAL  
PROGRAMMING  
ATTENDANCE +

22,098

COMMUNITY  
SWIM LESSONS  
PROVIDED ++

6,403



MUSIC AND ART  
LESSONS  
PROVIDED

3,435

OASIS  
WELLNESS  
FACILITY VISITS

18,071



SHELTER  
NIGHTS  
PROVIDED

13,907

POUNDS  
OF FOOD  
DONATED

81,225



ANGELS AND  
SILVER BELLS  
ADOPTED

4,231

CHRISTMAS  
IN-KIND GIFTS  
DISTRIBUTED ^

106,140



COMMUNITY  
VOLUNTEERS

7,790

HOURS  
VOLUNTEERED

32,835



MEALS \*  
SERVED

51,705

SNACKS \*  
SERVED

44,829

+ Educational Programs include on- and off-site learning at The Salvation Army Boys & Girls Club, the Corps (our church), Vacation Bible School, after-school programs and day camps. Off-site learning includes local field trips to museums, parks, college visits and sleep-away camps at Camp Rappahannock.

++ Recorded numbers are for a half year only. 2024 will reflect the full year.

^ 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 feedings, canteen ministry, youth/teen/adult ministry, The Salvation Army Boys & Girls Club after-school and camp programs.

STAY CONNECTED. FOLLOW US @SALARMYRVA



# SUCCESS STORIES TESTIMONIALS

Corps Success Story



Richard's story



FROM SUNDAY SCHOOL CLASS TO OFFICER TRAINING

Paige's story



A VOLUNTEER FOR LIFE

Volunteer Success Story



Youth stories



YOUTH STRIVING TO #BETHEGOOD

Youth Success Stories



Felton's story



SECOND CHANCES MAKE FOR GREAT BEGINNINGS

Shelter Success Story



DOING THE MOST GOOD

"My family had a house fire and lost everything. Now we are getting back on our feet. The Angel Tree is a blessing for my 11-year-old, husband and me this year at Christmas to take the burden off my family and be able to purchase necessities for our home."

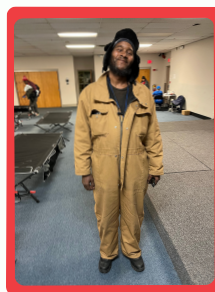
**Jarwona L.**  
Angel Tree Recipient

"This program is the difference between our children having Christmas presents under the tree. We are a one-income family. I'm a full-time college student. What you do for the families is amazing and we are beyond grateful. Thank you so much, you are all angels."

**Rachel T.**  
Angel Tree Recipient

"This program means a lot. It's pretty hard on my mom financing everything on her own. Having this program makes everything better, especially for Christmas. My siblings deserve a smile and my mom deserves to see them smiling. It's hard when you're the sole provider."

**Angel Tree Recipient**



**Kevin S.**  
Shelter Guest

"Being in the inclement weather shelter has helped me a great deal. It has added a substantial amount of positivity to my life. My aspirations have changed. I want to better my life and have decent clothes and shoes. Thanks to an army of blessed warriors, I have a real motivation to get back to where I need to be."

## INCLEMENT WEATHER SHELTER

In a historic private-public partnership with the City of Richmond, The Salvation Army Central Virginia opened its 150-bed Inclement Weather Shelter on December 1, 2023, to help provide daily shelter and meals to our unhoused neighbors. In its [first 60-days of operations](#), this partnership has:

- Sheltered nearly 680 unique individuals;
- Provided 8,693 bed nights = daily average of 140 guests;
- Served 17,386 meals = daily average of 280 meals.

## BREAKING NEWS

On February 12, the Richmond City Council voted to make an historic \$7 million challenge match grant towards construction of a new Salvation Army Center of Hope at 1900 Chamberlayne Avenue. The This Is Hope capital campaign is now at 51% of the \$15.5 million goal. Learn more and contribute at [www.thisishoperva.org](http://www.thisishoperva.org).

Learn More: [This Is Hope Campaign](#)





# MIND OVER MATTER

## THE SALVATION ARMY BOYS & GIRLS CLUB OF RICHMOND



SHARED SUCCESSES NURTURE STRONG,  
COMPASSIONATE AND RESILIENT LEADERS.  
TODAY'S HOPES ARE TOMORROW'S REALITY.

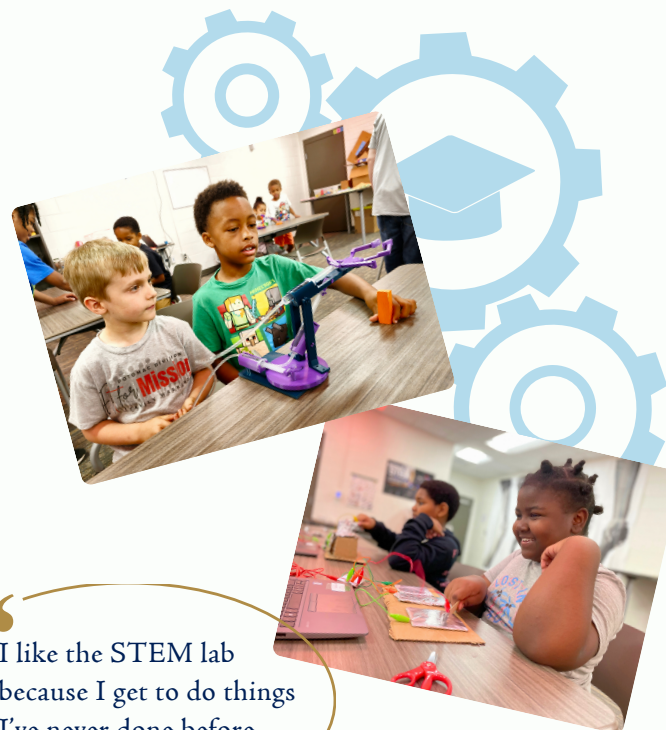
The first Run for Hope benefited The Salvation Army Boys & Girls Club of Richmond. Our hope is that every child has a supportive, safe and nurturing community to call their own.



## STEM UNLOCKS OPPORTUNITIES

Hands-on learning is the best teacher and our STEM lab (science, technology, engineering and mathematics) provides that opportunity for our club members to bring to life a myriad of comprehensive projects while pushing the boundaries of their imaginations. Projects such as the construction of 3D printed wind-up cars, stop-motion animation, simulator flight controls, imaginative games, syringe-operated hydraulic claws and more.

From spindle tops to catapults, each project brought with it a wealth of knowledge, skill and most importantly, the joy of discovery. The STEM programming club of 2023 stood as a testament to the boundless potential that lies at the intersection of curiosity and hands-on learning.



“I like the STEM lab because I get to do things I've never done before.  
**Brandon**”

STAY CONNECTED. FOLLOW US @SALARMYRVA



# GROWING OUR REACH

The first 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.

## 2023 SHIELD AWARD WINNERS



UKROP'S HOMESTYLE FOODS  
CORPORATE EXCELLENCE



RICHMOND CHRISTMAS  
MOTHER FUND  
NON-PROFIT EXCELLENCE



MS. MARY ANN WILSON  
INDIVIDUAL EXCELLENCE



MAY 24, 2023  
UNIVERSITY OF RICHMOND

## BEING GOOD STEWARDS OF YOUR FOOD DONATIONS



4870



Pounds recycled annually



65



Agency partnerships for food donation and volunteer hours

1%



Our monthly food waste.  
National average is 46%.

81,225



Pounds of food distributed  
in 2023 around RVA.

## ADVISORY BOARD

Jamie Head, Esq.  
Hunton, Andrews, Kurth LLP  
*Chair*

Ann Ramage  
Keiter  
*Treasurer*

Scott Aronson  
Ingenuitive Ventures  
*Immediate Past Chair*

John Foley  
Recharged

Karla Goings  
Kroger  
Dick Guthrie  
Government Consultant  
Antoinette Irving, Ph.D.  
City of Richmond

Chuck James, Jr., Esq.  
Williams Mullen

Michael Pruitt  
Pruitt Associates, LLC

Kevin Robinson  
Dominion Resources Services

Chris Sill  
SIMA Financial Group, Inc.  
Adam Smith  
Virginia REALTORS

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

Robert S. Ukrop  
Ukrop's Homestyle Foods  
*Life Member*

Coleman Rice, Jr.  
Coleman Rice Associates LTD  
*Emeritus Member*

Lt. Col. Allan Hofer  
Divisional Cmndr. Potomac Division  
*Ex Officio Member*

Major Samuel Kim  
Area Commander  
*Ex Officio Member*

Major Christine Kim  
Area Commander  
*Ex Officio Member*





# CHRISTMAS

## 2023 ANGEL TREE HIGHLIGHTS

THE SALVATION ARMY CENTRAL VIRGINIA



HOUSEHOLDS  
ADOPTED

2,226

INDIVIDUALS  
ADOPTED

4,231



BIKES  
DONATED

1,500

IN-KIND GIFTS  
DISTRIBUTED

51,982



COMMUNITY  
VOLUNTEERS

1,811

HOURS  
VOLUNTEERED

8,032



STOCKINGS  
STUFFED

5,094

STOCKING  
STUFFERS

35,658



COATS  
COLLECTED

17,000

*\*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 Douglas Payne, Associate Planned Giving Director at 202.774.6525, or [douglas.payne@uss.salvationarmy.org](mailto:douglas.payne@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](mailto:kim.wentz@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 Charlene Nieman, Development Director at 804.591.3808, or [charlene.nieman@uss.salvationarmy.org](mailto:charlene.nieman@uss.salvationarmy.org).

[Learn More](#)



STAY CONNECTED. FOLLOW US @SALARMYVA





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

STAY CONNECTED. FOLLOW US @SALARMYVA



## OUR LOCATIONS

### Central Virginia Area Command

Shelter, Family Services & Administration  
2 W. Grace Street, Richmond VA 23220  
804.225.7470

**Officers:** Majors Samuel and Christine Kim

### The Salvation Army Boys & Girls Club

After-school programs, camp & enrichment  
3701 R Street, Richmond VA 23223  
804.222.3122

### Oasis Wellness Center

Indoor gym, fitness center & swimming pool  
3701 S Street, Richmond VA 23223  
804.591.3838

### Richmond Citadel Corps

Ministry, worship, Christian education  
5327 Orcutt Lane, Richmond VA 23224  
804.745.5524

**Officer:** Captain Melody Moran

### Tri-Cities Service Center

Financial assistance  
1228 S. West Street, Petersburg VA 23803  
804.732.8449

### Inclement Weather Shelter

Daily, overnight shelter  
(Dec. 1, 2023-April 15, 2024)  
1900 Chamberlayne Ave, Richmond VA 23222



DOING  
THE MOST  
GOOD



United Way of Greater  
Richmond & Petersburg  
Partner Agency

WWW.SALVATIONARMYCENRALVA.ORG



SCAN TO  
DONATE

