



DOING THE MOST GOOD®

2020 Central Virginia Annual Report



Compassion Through Action

Friends,

We know that 2020 was a year of great uncertainty in our community. COVID-19 quickly transformed our normal lives with stay-at-home orders, mask mandates, quarantine, overflowing hospitals, job loss, unexpected deaths and so much more. Many in our community faced the hardest year of their life, while those already experiencing hardships grew more worrisome.

The Salvation Army of Central Virginia saw an enormous need for support in our community. We remained dedicated to serving others, meeting their needs in His name without discrimination. While many of our programs adapted what serving looked like, we remained at the frontline with open doors and open hearts. In a time where our community was full of fear, we remained full of hope that there would be a brighter tomorrow.

Throughout 2020, we saw the impact of compassion through action. From transitioning our Boys & Girls Club to an emergency shelter, to delivering thousands of meals to first responders, we compassionately served thousands of individuals in need in Central Virginia.

We are grateful for your outpouring of support which allowed us to stay steadfast in service.

Blessings,



Captains Jason and Bethany Burns
Central Virginia Area Commanders



Our Mission

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.

15,757

total people
served in 2020

Statement of Financial Activities

*Fiscal Year Ended September 30, 2020

Revenue

\$4,006,902	Public Support
\$1,388,620	Donations In Kind
\$9,884	Special Events
\$124,930	Federal Funds/United Way
\$110,829	Fees/Grants from Government Agencies
\$167,094	Program Service Fees
\$3,451	Other Revenue

TOTAL SUPPORT & REVENUE: \$5,811,710

Expenses

\$1,955,202	Personnel
\$3,652,324	Other Programs & General Expenses

TOTAL EXPENSE: \$5,607,526

\$204,184	Surplus of Revenue over Expenses
\$300,456	Cash Balance Beginning FY 2020 - 2021

*unaudited financials

Planned Giving

Some people's legacies are written in history books. But yours will be written on lives. Now and in the future, your assets can help you, your family and countless people in need.

To find out more about wills, gift annuities, estate planning or other ways to plan your legacy, please contact us today for additional information.

Deborah Williamson
Associate Planned Giving Director
202-774-6525
deborah.williamson@uss.salvationarmy.org



Annual Giving

Gifts by check or credit card are the most popular ways to give, however gifts of other assets can help you save even more. Gifts of stock, bonds, mutual funds and other assets such as real estate, jewelry or art that have increased in value since you have owned them can result in even greater tax savings.

For our friends over the age of 70, it is possible to make tax free charitable gifts directly from your IRA. Funds donated in this way will never be subject to income or estate tax. We also offer NAP credits in select locations that provide state tax credits equaling up to 65% of the donation that may be applied against your state income tax liability. Consult your tax advisor for more information.

To find out more about ways to make your annual gift to The Salvation Army, please contact:

Kim Wentz
Senior Regional Resource Development Director
804-400-5992
kim.wentz@uss.salvationarmy.org

COVID-19 Impact At-A-Glance



10,000
Meals Provided



7,400
First Responders
Served



294
Nights of Shelter
(March 13 - December 31)
*April 1 - May 29 included
additional shelter location

Serving Amidst **Uncertainty**

When the COVID-19 pandemic began, The Salvation Army Boys & Girls Club closed its afterschool programming on March 13th, 2020. As the Greater Richmond Area continued to see the need for shelter, especially amongst community members who were most susceptible to contracting the virus, a plan was quickly set in motion to use the facility to meet the pressing needs. “The R Street Shelter” opened its doors within The Salvation Army Boys & Girls Club on April 1, 2020.

For nearly two months, the R Street Shelter served both men and women in need of housing who were considered high-risk for contracting COVID-19 and suffering severe complications due to existing medical conditions. During the state-wide lockdown, residents were not allowed to leave the shelter. Residents received daily check-ups to ensure they were remaining healthy and safety. While open from April 1st through May 29, 2020*, the R Street Shelter served 40 women and 18 men.

In addition to our emergency shelter response, The Salvation Army of Central Virginia partnered with AT&T and Ukrop's Homestyle Foods to deliver 10,000 meals to over 7,400 first responders at Bon Secours St. Mary's Hospital, Community Hospital, VCU Health and City of Richmond Police. The Army also provided gift cards to Chesterfield Fire Department to more easily obtain meals.

Family Services & Shelter Programs

1,594 Individuals Served (unduplicated)
16,587 Meals Served
709 Households Provided Utility Assistance
269 Individuals Provided Shelter (duplicated)
149 Men Provided Shelter (duplicated)
45 Women Provided Shelter
49 Children Provided Shelter
98 Individuals Placed into Permanent Housing
52 Households Provided Rent/Mortgage Assistance

Boys & Girls Club

197 Afterschool Members (January - March)
39 Members Received Honor Roll
28 Members Attended Summer Camp
26 Members Attended Facilitated Learning

Worship

164 Total Members
273 Vacation Bible School Attendance (duplicated)
52 Worship Services Held
2,119 Individuals Served through Homeless Ministry
19 Music and Performing Arts Lessons Provided (unduplicated)

Seasonal Assistance

3,541 Children Provided Christmas Gifts
1,561 Families Received Christmas Gifts
689 Seniors Provided Christmas Gifts

Volunteers

722 Christmas Volunteers
5,691 Christmas Volunteer Hours
1,200 Total Volunteers
7,581 Total Volunteer Hours

2,119 Homeless Individuals

received spiritual outreach, clothing and warm meals
throughout the pandemic.

Faith From Afar

The Salvation Army's Richmond Citadel Corps offers worship and ministry opportunities year-round. With the onset of COVID-19, many individuals relied heavily on their faith to persevere through the constant adjustments to their daily lives.

Opportunities for virtual worship were held throughout the entire pandemic. Throughout the pandemic, volunteers and members assembled supplies for Sunday School, religious holidays, and back to school items to be dropped off throughout the community. Additionally, The Salvation Army implemented a round-the-clock spiritual hotline for people to call when they were seeking guidance.

When at-home orders began to lift, members resumed a bi-weekly homeless ministry. Two Saturdays a month, members and volunteers distribute over 100 hot meals to homeless individuals throughout the Central Virginia area.



3,541 Children and 689 Seniors

received Christmas gifts through our Angel Tree program.

The spread of the COVID-19 pandemic brought continued uncertainty to many in our community.

Many families faced financial hardships and worry that their children would not receive gifts for Christmas and would miss the joy the season brings. While some found themselves struggling financially for the first time due to unexpected unemployment, others who were already experiencing financial hardships grew more worried of what Christmas would bring.

The Salvation Army set out to rescue Christmas, restoring comfort and joy for families who were suffering. With increased options for online adoptions and donations, the community rallied to provide what they could for those in need.

Thanks to our compassionate Christmas partners, donors and volunteers, we were able to distribute over 57,000 gifts, coats and stockings to children and seniors for Christmas. With CDC guidelines in place, we were able to safely serve thousands of people and bring them hope for the holidays.

Special thanks to our Christmas partners: NBC12, Richmond Times-Dispatch & the Christmas Mother Fund, FOX Richmond, ESPN Richmond, Puritan Cleaners, Page Auto Group, Wegmans, Walmart, StyleCraft Homes, Allianz, Virginia Family Dentistry and Sheetz.



5,691
Volunteer Hours



57,000
Gifts Provided

722
Volunteers

1,561
Families Served





253 Children and Teens
received emotional and educational enrichment through
afterschool, summer and facilitated learning programs.



197

Afterschool
Attendance
(January - March)

26

Youth Attended
Summer Camp

28

Youth Attended
Facilitated
Learning



The year of 2020 was a time of continuous transition at The Salvation Army Boys & Girls Club. When the pandemic began in mid-March, afterschool programming came to a halt. After adapting the facility to serve as a high-risk emergency shelter, our facility and program transitioned again to meet the needs of our community.

When many organizations were not able to open during the summer, we opened a limited-capacity summer camp. Children were placed in groups of 10 people and followed a schedule rotation in order to maintain proper social distancing. We were able to ensure the utmost health and safety of all members, while providing an opportunity for them to be kids again.

When schools did not return in person in the fall, we transitioned our after-school program to a facilitated learning center. Kids could join together to do their virtually schooling while still being able to focus on social development amongst their peers.

Being able to adapt our programs allowed us to be there for children and teens in the community during one of the most stressful times in their lives. We were able to offer support, guidance and opportunities for educational and emotional growth when children most need it.

ADVISORY BOARD MEMBERS

Executive Committee

James Head, Chair, *Hunton, Andrews, Kurth LLP*

Scott Aronson, Immediate Past Chair, *Ukrop's Homestyle Foods*

Ann Ramage, Treasurer, *Keiter*

Assembly

Harold W. Babb, PhD., Retired, *University of Richmond, Robinson School of Business*

Rodney Bryant, *NBC12*

Reginald Gordon, *City of Richmond*

Dick Guthrie, Programs & Services Committee Chair, *Government Consultant*

Antoinette Irving, PhD., *Sheriff, City of Richmond*

Charles James, Jr., Community Relations & Development Committee Chair, *Williams Mullen*

Michael Pruitt, Property Committee Chair, *Pruitt Associates LLC*

Kevin Robinson, *Dominion Resources Services*

Norman Way, *Puritan Cleaners*

LaKisha White, *Bon Secours Mercy Health*

Mary Ann Wilson, *Retired U.S. Dept. of Housing and Urban Development*

Life Members

Robert S. Ukrop, *Ukrop's Homestyle Foods*

Emeritus Members

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

LOCATIONS OF SERVICE

Central Virginia Area Command
Richmond Shelter, Family Services & Administration
2 West Grace Street ~ Richmond, VA 23220
(804) 225-7470

Salvation Army Officers: Captains Jason and Bethany Burns

The Salvation Army Boys & Girls Club
3701 R Street ~ Richmond, VA 23223
(804) 222-3122

The Salvation Army Richmond Citadel Corps
5327 Orcutt Lane ~ Richmond, VA 23224
(804) 745-5524

Salvation Army Officer: Captain Melody Moran

The Salvation Army Tri-Cities Service Center
1228 South West Street ~ Petersburg, VA 23803
(804) 732-8449



DOING
THE MOST
GOOD®



United Way of Greater
Richmond & Petersburg

Partner Agency

www.salvationarmycentralva.org

Connect with us on social media at:

@SalArmyRVA