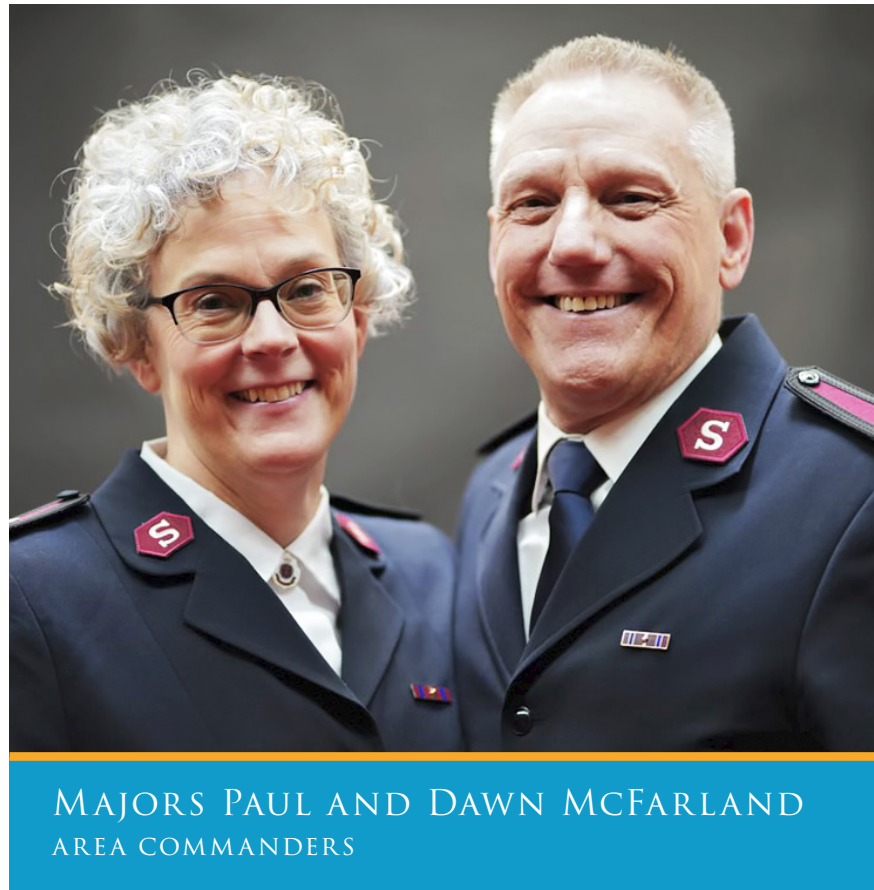




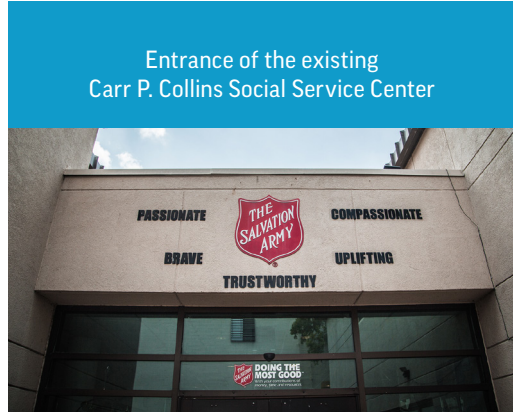
A MESSAGE FROM
MAJOR PAUL MCFARLAND

The Salvation Army's Commitment to Meeting Human Need Without Discrimination

On June 4, 2023, Dawn and I began our 34th year as Salvation Army officers (ministers). During our tenure of actively providing physical, emotional, and spiritual care across the Southern United States, one particular word tucked in the center of John 3:16 has significantly impacted our ministry. "For God so loved the world that He gave His only Son, that *WHOSOEVER* believes in Him shall have eternal life." (NIV)

Whosoever is my favorite word in the Bible because it reminds me that all are welcomed by Jesus, even me. The young, the old, the rich, the poor, the broken, the disenfranchised, the loved, the hated—whosoever may come, and Jesus welcomes them! What a beautiful word.

Whosoever is also one of my favorite things about The Salvation Army. It is included in the mission statement of The Salvation Army, which is "to preach the gospel of Jesus Christ and meet human needs in His name without discrimination." Here at The Salvation Army of North Texas, we welcome and serve whosoever has need. Thank you for your support, as you enable us to actively welcome and serve whosoever comes to The Salvation Army of North Texas.



PHILANTHROPIC IMPACT:

Client Success

Craig began his homeless recovery journey at The Salvation Army's Carr P. Collins Social Service Center. While staying in the shelter, he met with a case manager, who created an individualized service plan to help him stay motivated and work to increase his income and savings. Each day, he attended financial education and job readiness classes on site. There, he learned how to create a resume, prepare for interviews, and develop soft skills integral to retaining a future job.

Today, Craig is gainfully employed and flourishing. He has his own apartment, pays his rent and bills on time, saves money, and improved his credit score by 100 points. He expresses immense gratitude to The Salvation Army, and he attributes his recovery and renewed hope to the services he received as a client.





Field Report

ISSUE 4:
OCTOBER
2023

WE ARE DOING THE MOST GOOD – TOGETHER.

Campaign Status Report

Commitments during the campaign's Insider phase have already reached a new milestone, with almost \$132 million secured as of September 15, 2023, and we thank you for this overwhelming response to the increasing needs in our community.

To be raised
\$27.2M

Total secured
\$132M

Greetings from the Field

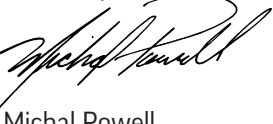
IN AUGUST 2005, HURRICANE KATRINA HIT NEW ORLEANS. RESIDENTS CAME TO DALLAS DESPERATELY SEEKING HELP. THE ARMY RESPONDED, TAKING OVER REUNION ARENA AND SHELTERING 500 DISPLACED RESIDENTS A NIGHT. IT WAS DURING THIS TIME, THOUGH WE DID NOT KNOW EACH OTHER, THAT WE BOTH BEGAN VOLUNTEERING WITH THE SALVATION ARMY.

It was impressive to witness firsthand the hard working, resourceful, and quiet spirit of The Salvation Army and volunteers. While I, Michal, and my family organized a dinner one evening at Reunion Arena and sorted clothing for several weeks, I, Bernie, volunteered sorting shoes in the warehouse. Since then, we have both, in some way or another, continued to serve through The Salvation Army.

When asked to be a part of the One Army, Many Fronts campaign, we agreed to do so with enthusiasm. We know The Salvation Army well, from the mission field to the board room. We strongly believe in this ministry and the vital services and programs provided to the most vulnerable in our community. Each of us is grateful to financially support this campaign, and we made our commitments before reaching out to the campaign's first potential donors.

With the funds raised collectively through this campaign, along with the expertise of The Salvation Army, we will revolutionize the way Dallas cares for the men, women, and children impacted by poverty, addiction, and homelessness. Your support will enable The Salvation Army to indeed "do the most good to the most people in the most need."

Gratefully,

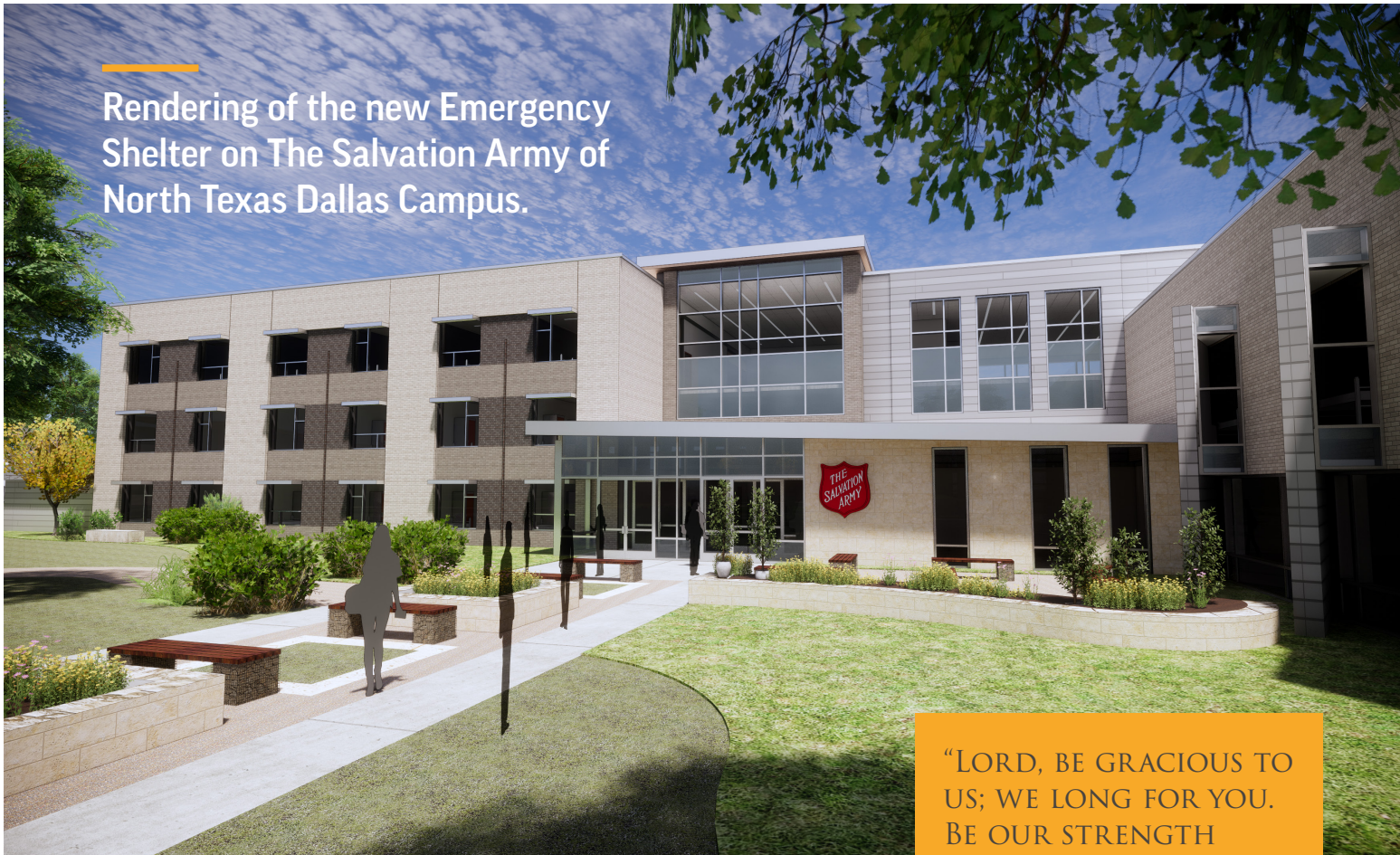

Michal Powell
Campaign Co-chair


Bernie DiFiore
Campaign Co-chair



"THIS IS MY COMMANDMENT:
LOVE EACH OTHER JUST AS I HAVE
LOVED YOU."

~ JOHN 15:12



Rendering of the new Emergency Shelter on The Salvation Army of North Texas Dallas Campus.

TAKING BOLD ACTION: FROM CRISIS TO STABILITY

Asking for help is not easy, even during the most challenging times. Whether a person is facing eviction or has already fallen into homelessness, taking that first step can feel insurmountable. For people seeking shelter, the common trepidations we relate to their concerns for the security of their belongings, questions about how their children will be cared for, or uncertainties about what to expect. The Salvation Army listened to these concerns and is taking bold action to solve them with a new Dallas Campus Emergency Shelter for men, women, and children experiencing homelessness.

The new Dallas Campus is more than a replacement for the aging Carr P. Collins Social Service Center. The campus is a community that restores

body, mind, and spirit through holistic and comprehensive care. Redesigned emergency shelter spaces promote dignity and safety for the thousands of single men and women who will find refuge in our shelter each year. Families will have dedicated space designed just for them, allowing The Salvation Army to serve any family configuration, a current limitation of the existing Carr P. Collins Social Service Center shelter. And a separate sanctuary for survivors of domestic violence and sex trafficking will enable healing to begin from the trauma they have endured.

As people seek help from The Salvation Army's new Emergency Shelter, they will not be alone. Increased investment in expert staff will provide clients with needed advocacy, support, and

“LORD, BE GRACIOUS TO US; WE LONG FOR YOU. BE OUR STRENGTH EVERY MORNING, OUR SALVATION IN TIME OF DISTRESS.”
~ 11 ISAIAH 33:2

connection to resources to help guide them on their journey from crisis to stability. There are also myriad community partners coming alongside The Salvation Army to bring their resources to our clients. No longer needing to go from place to place to place, our clients will access critical medical and dental care, behavioral healthcare, childcare, legal aid, and spiritual care in one location – The Salvation Army's Dallas Campus.

The Emergency Shelter will provide over 1,800 men, women, and children with safe refuge each year. More importantly, because of The Salvation Army's investment in additional beds, enhanced services, and strong partnerships, nearly six times the number of people will end their homelessness and achieve stable housing compared to today.

WE ARE DELIGHTED TO HIGHLIGHT THE PEROT FAMILY FOR THEIR EARLY OPENNESS, EAGER LEADERSHIP, AND SIGNIFICANT COMMITMENT TO THE ONE ARMY, MANY FRONTS CAMPAIGN.

Their philanthropy continually inspires us and others to get involved and to give generously. Their support, like yours, will help men, women, and children in crisis. You, together with the Perot family and The Salvation Army, will help our clients stand strong as their lives transform in our city and region.

CHRISTINA CAVALIER
SENIOR DIRECTOR OF
COMMUNITY RELATIONS

“LET EACH OF YOU LOOK NOT ONLY TO HIS OWN INTERESTS BUT ALSO TO THE INTERESTS OF OTHERS.”
~ PHILIPPIANS 2:4

Exemplary Philanthropy



Margot Perot leads by example. Since the early 1980s, she has dedicated her time, talent, and treasure to The Salvation Army. She has served and is a Life Member on The Salvation Army of North Texas Advisory Board, founder and Life Member of the Dallas Women's Auxiliary, and remains a Life Member of The Salvation Army's National Advisory Board. Whether chairing a fundraiser, hosting an event, offering strategic guidance, or serving clients at a Salvation Army Corps Community Center, Mrs. Perot demonstrates faith in action.

Mrs. Perot's leadership and benevolence echo throughout her family, as they join her in actively supporting The Salvation Army. Two daughters have been Advisory Board members, and a grandson is a current member. Past Perot family contributions have matched Red Kettle proceeds across Dallas/Fort Worth and have provided relief for those impacted by the devastation of Hurricane Harvey. Now the family has stepped forward again by committing to a transformative gift. This much needed project will fulfill the mission of the Army as it benefits our city and the surrounding community.

Mrs. Perot felt called to invest early in the vision around this campaign, which will help deepen The Salvation Army's holistic, compassionate care for children, women, and men through expanded innovative partnerships, programs, services, and spaces on the new Salvation Army Dallas Campus. About her family's unrestricted gift, Mrs. Perot shares,

“As the years have passed, I have become more aware that there is no organization that compares to The Salvation Army in terms of devotion to its mission and success in dealing with the disadvantaged all over the world. Those who serve this organization are some of the finest people I've ever known. Some of my most enduring friendships are with those I've met during my years of association with the Army. It's been a privilege for me to be a member of the 'Army behind the Army'.”

Michal Powell and Bernie DiFiore, co-chairs of The Salvation Army's One Army, Many Fronts campaign, celebrate the Perot family's continued leadership and generosity which fortify The Salvation Army's past, present, and future. “We are humbled by their unwavering willingness to provide guidance, service, and support to those in the most need. Mrs. Perot's leadership and visionary philanthropy quite literally changes lives.” The Salvation Army of North Texas profoundly appreciates the faithful support of Mrs. Perot and her family as well. “On behalf of those served through Salvation Army programs, we convey our deepest gratitude to Mrs. Perot for her generous spirit, founding vision for our thriving Dallas Women's Auxiliary, informed volunteer service through our local and national advisory boards, and response to God's call to help our neighbors in need,” expresses Area Commander, Major Dawn McFarland.

Witnessing this impact firsthand, Christina Cavalier, Senior Director of Community Relations for The Salvation Army, exudes, “It thrills us to share this news about the Perot family's transformative gift, which reflects Mrs. Perot's deep commitment to Dallas, to North Texas, and to our country. Understanding that the time to act is now, they join with us once again as leaders united as one army across many fronts in support of our mission.”