



Field Report

ISSUE 6:
FEBRUARY
2025

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 \$157 million secured as of December 18, 2024, and we thank you for this overwhelming response to the increasing needs in our community.

To be raised
\$20,260,291



Total secured
\$157,239,709

Greetings from the Field: Serving Together

WE ARE DELIGHTED TO ANNOUNCE THAT IN THE COMING MONTHS, THE SALVATION ARMY OF NORTH TEXAS WILL BREAK GROUND ON THE LONG-AWAITED DALLAS SOCIAL SERVICE CAMPUS. THIS MILESTONE MARKS A SIGNIFICANT STEP FORWARD IN OUR SHARED VISION TO PROVIDE CRITICAL SUPPORT TO THOSE IN NEED. WE ARE DEEPLY GRATEFUL FOR YOUR PARTNERSHIP AND COMMITMENT THROUGHOUT THE PLANNING, REFINEMENT, AND ACTIVATION OF THIS HISTORIC PROJECT.

As co-chairs of the One Army, Many Fronts campaign, we reflect often on the words of Ecclesiastes 4:9: *"Two are better than one, because they have a good return for their labor."* This verse resonates deeply with our mission and efforts, reminding us of the strength and impact that come from working together.

The Impact of Our Collective Effort

Our united efforts are both inspiring and essential. The excitement we feel from the support and dedication of our community is truly invigorating. This collective response is crucial in addressing the acute needs faced by children, women, and men across North Texas. The new Dallas Social Service Campus will be instrumental in alleviating these challenges.

The need for our services is evident in recent statistics:

Poverty: As of 2023, about 16.5% of North Texas residents live below the poverty line. This figure highlights the critical need for support and resources to uplift families and individuals facing economic hardship.

Addiction: The region has seen a 7% increase in drug and alcohol addiction cases from 2022 to 2023. This rise underscores the urgent need for effective recovery programs and comprehensive support services.

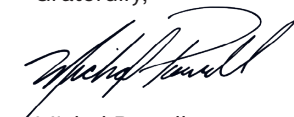
Homelessness: In 2023, North Texas experienced a 9% rise in homelessness, reflecting the increasing demand for emergency shelters and long-term housing solutions.

Despite the progress made through our fundraising efforts, there remains a gap between what has been secured and what is fully needed to realize this project. Our commitment to bridge this gap is unwavering. We look forward to engaging with more community members to invite support and share updates as we move forward.

The new Dallas Social Service Campus will be a pivotal resource, offering comprehensive support in one location for our neighbors most in need. We are filled with eager anticipation for the future and the positive impact this project will have.

Thank you for joining us and The Salvation Army in this momentous endeavor. Together, we are making a lasting difference and transforming lives for generations.

Gratefully,


Michal Powell
Campaign Co-chair


Bernie DiFiore
Campaign Co-chair



LAYING THE GROUNDWORK

Anticipation Grows for Blessing of the Land and Groundbreaking of New Flagship Dallas Social Service Campus

The Salvation Army of North Texas is preparing for two significant milestones in 2025 as we begin construction on our new flagship Dallas Social Service Campus, a beacon of hope for the region. A **Blessing of the Land** ceremony in February will serve as an internal gathering, allowing officers, staff, and volunteers to consecrate the site in preparation for the life-changing work to come. This private event reflects the theme of Laying the Groundwork, a symbolic recognition that our foundation of service is built with dedication and faith.

The **official groundbreaking** will follow in May, where founding donors, community stakeholders, and local leaders will come together to celebrate the center's future impact. This comprehensive campus will offer residential programs, medical and dental care, and food distribution services, positioning The Salvation Army as a central hub for vital support across North Texas.

As we begin this new phase of work, the organization reflects on a guiding principle from Hebrews 3:4: *"For every house is built by someone, but God is the builder of everything."* These words serve as a reminder that the Dallas Social Service Campus' mission is not just about brick and mortar, but also about the divine purpose of building hope, dignity, and opportunity for all.

FEATURED PROJECT

Shelter and Sustenance

The Salvation Army of North Texas is preparing to introduce a new Supportive Living facility as part of our flagship Dallas Social Service Campus. This Supportive Living building will provide shelter and sustenance to the most vulnerable. This space and its programming will address the immediate needs of those experiencing homelessness, providing more than a roof – it will offer hope, stability, and a path to independence.

Reflecting the teachings of Matthew 25:35 – *"For I was hungry, and you gave me something to eat. I was thirsty, and you gave me something to drink. I was a stranger, and you invited me in,"* the Supportive Living facility will expand our organizational reach in offering compassionate care. This program is designed to meet critical needs for both families and individuals across North Texas.

With nearly 7,000 North Texans currently homeless and over 200,000 at risk of becoming homeless, The Salvation Army's expanded capacity will be a lifeline to many. In 2024, The Salvation Army provided 119,984 nights of shelter to more than 1,700 people at its Carr P. Collins Social Service Center alone. This new facility is expected to significantly increase our ability to serve more of those in need.

This flagship facility underscores our commitment to fighting homelessness and helping individuals and families rebuild their lives with dignity and care.

SUPPORTIVE LIVING

Key Program Features:

- Interim housing and longer stays, helping participants transition to permanent housing.
- Promotes independent living, offering comprehensive support services.
- The facility will quadruple the current capacity for family housing.
- Access to licensed residential and outpatient recovery services.
- Childcare services on campus to support family stability.
- 450 men, women, and children will achieve housing each year.
- Specialized programs that support families, single adults, and recovery services.



DONOR HIGHLIGHT

Generosity of Spirit

The Salvation Army of North Texas is celebrating the profound impact of two early donors, Mary and Rich Templeton, whose generosity is helping bring the vision of the Dallas Social Service Campus to life. Their commitment to supporting those in need is rooted in the belief that giving is about more than financial support – it's about changing lives. As Proverbs 11:25 models, *"A generous person will prosper; whoever refreshes others will be refreshed."* The Templetons' gift certainly embodies this spirit of generosity and renewal, as they continue to inspire others through their actions.

The Templetons' unrestricted gift to The Salvation Army's One Army, Many Fronts campaign provides essential resources for the creation of the new Dallas Social Service Campus for North Texans in need. Their support extends beyond financial contributions, as they are deeply aligned with the mission and vision of the organization.

Their generous contribution continues to fuel the momentum behind this critical project. As Campaign Co-Chair Bernie DiFiore notes, "The Templetons' gift allows us to expand and improve our services in profound ways that will meet the evolving and growing needs in our community. Their support is truly propelling The Salvation Army's mission forward."

Mary and Rich Templeton's vision and generosity will leave a lasting legacy at the Dallas Social Service Campus, helping to change the trajectory of countless lives across North Texas. Their meaningful contribution reflects the heart of The Salvation Army's mission: to bring hope, healing, and opportunity to those who need it most.



"WE BELIEVE IN THE SALVATION ARMY'S ABILITY TO CREATE LONG-TERM CHANGE IN THE LIVES OF VULNERABLE PEOPLE. OUR HOPE IS THAT THIS CENTER WILL NOT ONLY PROVIDE SERVICES BUT HELP PEOPLE FIND A PATH TO DIGNITY AND SELF-SUFFICIENCY."

~ MARY AND RICH TEMPLETON

PROGRAM SPOTLIGHT

Restoring Stability: Home Sweet Home

The Salvation Army of North Texas continues our mission of providing lasting solutions for families in need through our Home Sweet Home program, which focuses on restoring stability to homeless and at-risk households. Inspired by Isaiah 58:11 – *"The Lord will guide you always; he will satisfy your needs in a sun-scorched land and will strengthen your frame. You will be like a well-watered garden, like a spring whose waters never fail"* – the program offers hope and resources for families working to rebuild their lives.

Our Home Sweet Home program provides professional case workers who collaborate with community partners to prevent homelessness, not just at

the point of family eviction, but also by addressing long-term needs. Through financial education, case management, and monthly budgeting, families are empowered to avoid months of hardship and regain stability. The program includes one-to-six months of financial assistance, offering immediate relief and sparing the community significant shelter and rehabilitation costs.

To participate in the Home Sweet Home program, families must show a strong desire to improve their situation and work within the program's guidelines, demonstrating a commitment to change. In addition, philanthropic support provides essential rent and utility assistance, as well as food pantry

access, giving families the tools to rise above the poverty line, while maintaining their dignity.

By offering practical resources and compassionate guidance, our Home Sweet Home program provides a beacon of hope for families struggling to stay afloat, ensuring they not just survive, but thrive.



A MESSAGE FROM LT. COL. WILLIAM G. MOCKABEE

Building Foundations of Hope

As I look to the future, The Salvation Army of North Texas is poised to make a significant impact with the upcoming blessing and groundbreaking of our flagship Dallas Social Service Campus in 2025. This ambitious project represents the culmination of over a decade of strategic planning and dedication. The new campus will feature programmatic innovation, expanded partnerships, and enhanced services to help individuals rise above poverty, addiction, and homelessness. I am deeply grateful for the unwavering support, generosity, and dedication of our donors, volunteers, and partners who are making this historic endeavor a reality.

As the region's largest social service provider, The Salvation Army is committed to transforming lives across Dallas, Rockwall, Tarrant, Ellis, Denton, and Collin counties. The past few years have brought unprecedented challenges, affecting everyone, particularly those who are most vulnerable. Inflation, rising living costs, and the ongoing impacts of the pandemic have exacerbated struggles for many in our community.

Thanks to your belief in our mission, The Salvation Army of North Texas has revolutionized the ways we deliver transformative services. The immediate need for shelter for those experiencing homelessness is critical, and your compassion and generosity through The Salvation Army are crucial in this mission.

Emily and John T., former shelter residents, shared their experience: "The Salvation Army's shelter was a lifeline for us. After losing our home, we didn't know where to turn. The support we

received not only gave us a safe place to stay but also helped us find stability and hope for a better future. We are forever grateful for the kindness and compassion we experienced."

With 131 years of expertise, The Salvation Army of North Texas is uniquely positioned to respond to the evolving needs of our community. Serving over 4,000 square miles, we are the largest Salvation Army Command in the world. This expansive footprint allows us to reach our most vulnerable neighbors throughout North Texas.

Our expanded capacity through this campus will enable us to house thousands each week, providing shelter and rental assistance to break the cycles of poverty and homelessness, helping individuals and families achieve long-term stability and self-sufficiency. Our recovery programs offer compassionate, Christ-centered care to address the physical, spiritual, and emotional needs of those battling addiction, seeking refuge from domestic violence, or struggling with mental illness. As Proverbs 16:3 inspires us, "*Commit to the Lord whatever you do, and he will establish your plans.*" This guiding principle reflects our dedication to making a lasting difference.

The Dallas Social Service Campus will serve as a central hub for food distribution, providing nutritious meals through 12 drive-through and choice food pantries to ensure no one goes without basic supplies. As the primary provider of inclement weather protection, our new facility will safeguard individuals from life-threatening heat and freezing



temperatures through comprehensive shelter, financial assistance, and resource distribution.

With a vision to transform generations, the new facility will also feature a year-round onsite childcare center in partnership with Vogel, offering educational and enriching character development programs for children and youth.

As North Texas' largest social service organization, we have adapted and expanded our delivery model to address the root causes of need in every community we serve. Our commitment to meeting human needs in His name, without discrimination, continues as we strive to alleviate poverty, fight addiction, and combat homelessness. We remain dedicated to serving on the front lines, ensuring tens of thousands of North Texans have food, shelter, and stability.

I am grateful for your partnership as The Salvation Army continues our mission to Do the Most Good and face the new generation of need in North Texas with unwavering resolve.

With heartfelt gratitude,
Lt. Col. William G. Mockabee
Executive Officer,
One Army, Many Fronts Campaign