



JUNE 2026

## ONLY \$9.8 MILLION NEEDED!

### HOPE HAS A PLACE...NOW IS THE TIME!

**The Salvation Army of Charlottesville's Center of Hope is Only \$9.8 Million From Becoming a Reality. YOU Can Help Us Get Over the Finish Line.**

The Salvation Army of Charlottesville is on the verge of an historic moment that will transform the lives of generations of our neighbors in need while significantly improving life in Charlottesville and its surrounding communities. The Center of Hope will double our capacity to shelter and feed our residents as we continue our work to lift people out of homelessness and guide them toward independent, self-sustaining, and fulfilling lives.

It is an effort 114 years in the making for the Salvation Army here. And NOW is the time to make it happen.

### AIMEE ANDREWS RETURNS AS DEVELOPMENT DIRECTOR



The Salvation Army of Charlottesville is thrilled to welcome back one of its greatest champions with the return of Aimee Andrews in the role of development director – a role she held from 2020 to 2023. Aimee, who has also served as Chair of the Advisory Board of TSA of Charlottesville as well as development chair, brings more than 25 years of experience in leadership, fundraising, community engagement, and strategic partnership development.

“The need could not be greater, and the stakes could not be higher when it comes to serving those facing homelessness in our community,” Andrews said. “We have an extraordinary track record of success, a dedicated team of professionals, and a solid plan for the future that can only be realized by moving on from buildings that can simply no longer support the remarkable work that happens inside them.”

## BOARD HIGHLIGHT ANTHONY WOODARD



For Anthony Woodard, when it came to The Salvation Army, seeing was believing.

The CEO of the family business, Woodard Properties, was asked by a friend to consider joining The Salvation Army board in 2020 and started with a fact-finding tour. That was all it took.

“Touring that day was transformational for me,” Woodard said. “When you see firsthand the work they do to positively transform the lives of people in our community, it changes any preconceived notion you might have of who we are and what we do. What happens there every day is inspiring, and it is all happening in a three-building complex where the most recent construction happened in 1985.”

Everyone should be impressed by the statistics that highlight The Salvation Army of Charlottesville’s success, including that they transition more than 10 people per month people a year out of homelessness.

Woodard points to other equally important numbers that are perhaps harder to nail down. “The Salvation Army does so much to prevent people from experiencing homelessness,” he said, “including financial literacy programs, trauma therapy, substance abuse therapy, preparing people for job interviews through training and providing appropriate attire, and so much more. These are things not everybody knows about.”

These transformations don’t just benefit the people who experience them, he points out. “This is a great benefit for our entire community. These people fill in gaps and help to create a more stable workforce for Charlottesville and Albemarle County in a way that tangibly helps our economy. The Salvation Army creates an environment of accountability and standards that leads to success.”

## “A PLACE TO LAY MY HEAD” ...AND SO MUCH MORE

Jerry Morrison had run out of places to turn. “I was ready to turn my life around, and I figured if I got a place to lay my head, I could figure out the rest.”

The Salvation Army, he said, gave him a starter kit. “They gave me opportunities and resources, like job search help and support in getting housing. The Salvation Army is not going to do it for you—you’ve got to want it for yourself. What they do is set you up for success.”

He was taken by the slogan, *Doing the Most Good*. **“I love that. My life used to be about me, me, me. Here it is all about giving. I love serving people and helping people and that is what The Salvation Army is all about.”**



These days, Jerry is living on his own and juggling three jobs. Yet, every Wednesday, there he is in his former case manager Pam Self’s office, just catching up. Time flies with old friends. “Most times it’s like, ‘It’s 4 o’clock and we’re still here talking,’ he said. “This place gave me so much, and I love coming back.”



**HOPE**  
THE SALVATION ARMY  
HAS A PLACE  
**CAPITAL CAMPAIGN**



Future **CENTER OF HOPE**  
Mitchell Matthews Architects & Planners

COMMUNITY NEED	THE SALVATION ARMY'S CURRENT RESPONSE	NEW CENTER OF HOPE
<p><b>113 unhoused individuals are waiting on a shelter space.</b> There is nowhere for these people to go.</p> <p><i>Source: Blue Ridge Area Coalition for the Homeless</i></p>	<p><b>Shelter the homeless!</b></p> <p>Operate a year-round 55-bed shelter for men and women.</p> <p>The shelter is generally at 100% capacity, especially in inclement weather.</p>	<p><b>More than double shelter capacity to 114 beds for men and women.</b></p> <p>Four-person pods designed for privacy.</p> <p>HVAC circulation designed for safety.</p>
<p><b>8,000+ Albemarle County residents are food insecure.</b></p> <p><i>Source: Feeding America</i></p>	<p><b>Feed the hungry!</b></p> <p>Prepare and serve 50,000+ meals annually from a 60-seat dining room that requires eating in shifts.</p>	<p><b>Double seating capacity</b> to 120 seats to serve more at one time.</p>
<p><b>Unhoused families have no shelter option where they can be housed together.</b> As a result, some live in their car or couch surf.</p> <p><i>Source: Operating environment and shelter requests</i></p>	<p><b>Shelter the homeless!</b></p> <p>A six apartment, 24 occupant family shelter is open. Thanks to help from the Building Goodness Foundation, Woodard Properties, and Albemarle County.</p>	<p><b>Increase capacity</b> to seven two-bedroom apartments for 28 occupants.</p>
<p><b>13,500 Albemarle County households are estimated to be asset-limited, income-constrained, and employed...the working poor.</b> An unplanned financial expense can cause a disaster.</p> <p><i>Source: United for ALICE</i></p>	<p><b>Keep individuals and families housed!</b></p> <p>Assist an average of 2,000 households annually (almost 5,000 individuals) with utility bills, food boxes, and hygiene items like diapers. We field an average of 300 calls monthly seeking assistance with a utility bill.</p>	<p><b>Increase program accessibility.</b></p> <p>Have more:</p> <ul style="list-style-type: none"> <li>• Space to host collaborative partners</li> <li>• Space for more case work professionals</li> <li>• Space for life skills classes like financial literacy</li> </ul>

**GIVE NOW**



**CAMPAIGN UPDATE**

**\$9.8 million** is needed to complete the project.

[charlottesvillehope.org](http://charlottesvillehope.org)