The Salvation Army of North Texas

Impact Report

A Year of Combating Poverty, Addiction, & Homelessness (in a pandemic)
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Dear Friends,

The spirit of generosity in North Texas is unparalleled, as you have demonstrated through your magnanimous support of The Salvation Army's mission over the past year.

Your generosity and belief in our mission have enabled us to continue our work during a time of incredible need. Food, shelter, and financial assistance are always essential. In a global health crisis, they are critical. For the first time, families who never imagined that they’d be asking for help found themselves in distress.

As the region’s largest provider of social services, The Salvation Army of North Texas has remained on the front lines for our community’s response, evolving to provide continuous food, shelter, financial support, spiritual care, and more. Since March 2020, The Salvation Army of North Texas has provided:

- More than 6.75 million nutritious meals
- Approximately 475,000 nights of shelter to the most vulnerable in our communities
- Emotional and spiritual support to more than 84,000 North Texans
- Nearly $2 million in financial assistance with rent, mortgage payments, and utilities

While our ability to serve was tested by historic levels of need, it was strengthened in many different ways. Our talented team, supporters, volunteers, organizational partners, and local leaders stepped up to help those in need — whenever and wherever the need existed. Out of necessity, we’ve evolved to more efficiently serve our neighbors struggling with poverty, addiction, and homelessness.

In the pages that follow, you’ll read stories of life-changing transformations made possible by your support. We hope you are as inspired as we are.

Thank you, from the bottom of our hearts, for doing the most good. We are grateful to be with you on this journey. Although our work is far from finished, we remain committed to serving for however long it takes.

In His Name,

Majors Bethany and Todd Hawks  
Area Commanders

Jay Dunn  
Managing Director
By the Numbers
How We’ve Served

Shared more than **6.75 MILLION MEALS**

Provided approximately **475,000 NIGHTS OF SHELTER & HOUSING**

Given emotional and spiritual support to more than **84,000 INDIVIDUALS**

Provided nearly **$2 MILLION** in financial assistance to about **8,000 INDIVIDUALS**
By utilizing online forums for ministry and working with partners to increase the number of food pantries we operate, we doubled the number of people we support — often serving 10,000 people per week.

Though The Salvation Army has a long history of responding to disasters and emergencies, the constraints of the pandemic also challenged our ability to serve. The onset of COVID-19 forced us to rapidly shift many programs to a virtual or socially distanced format, and we quickly implemented enhanced safety protocols at all locations.

The shelter-in-place order during the spring of 2020 necessitated that residents of our emergency shelters and transitional programs stay in our facilities 24 hours a day. And our staff, volunteers, and partners worked tirelessly to care for our neighbors despite enduring challenges in our own lives.

But while the last year was filled with difficulties, it was also filled with opportunities. We now think differently about how we solve problems and have accelerated our strategic initiatives to serve our five-county region.

We operate with even more regional coordination amongst our 22 locations. Our relationships with service agencies, policymakers, corporate partners, and other supporters are stronger, opening the door for us to continue tackling wide-scale issues together.
Here are just a few examples of how we’re using these strategic internal improvements to address poverty, addiction, and homelessness in North Texas:

POVERTY

We’ve evolved to meet the ever-changing needs of individuals who found themselves furloughed, jobless, or lacking the income they relied upon to feed and house their families. We’ve provided nearly $2 million in financial assistance to North Texans struggling to pay rent and utility bills, buy groceries, and provide for their families.

In particular, through our homeless prevention program, Home Sweet Home, we have helped individuals and families on the brink of homelessness achieve financial stability.

And we’ve expanded our programming for youth, which provides children with additional structure and support needed to succeed both in school and in life.

ADDICTION

Throughout the pandemic, we have continued to provide physical, spiritual, social, and emotional support for men and women who struggle with a substance use disorder and mental illness. With The Salvation Army Family Stores shuttered, we sought alternative funding sources to support this important work and provide critical care during a stressful time for clients.

Through wraparound support, we help clients find healing, hope, and a path to self-sufficiency. From residential and outpatient treatments to counseling and employment assistance, our evidence-based programs provide clients with the tools to lead a healthy, substance-free life.

HOMELESSNESS

When you’re homeless, you’re far more vulnerable to the perils of this world, such as weather, hunger, and sickness. In the first year of the pandemic, The Salvation Army of North Texas provided approximately 475,000 nights of shelter across four emergency shelters. We also worked with local health systems, including Parkland Hospital and JPS Health Network, to expand COVID-19 testing, contact tracing, and vaccinations for those experiencing homelessness.
Connie had stopped working at the beginning of the pandemic because her doctor advised her to minimize exposure to COVID-19 due to her high-risk pregnancy. Even still, she contracted COVID-19 twice.

Tragedy struck when her husband unexpectedly passed away in September.

She suddenly found herself a single parent with restricted income, unable to keep up with rent and other expenses. She received federal stimulus payments, but they were not enough to support her and her two children.

Then Connie found hope at The Salvation Army. During her intake appointment, she wept tears of joy, telling her case manager that her hope had been restored.

She received rental assistance for five months and safely delivered her baby. Both are in good health.

She now has stable housing and is working full time to support her family. She is incredibly grateful for the help she received.
Aquivia

Like thousands of North Texans, Aquivia and her husband lost their jobs as a result of COVID-19.

Although Aquivia receives unemployment assistance, her husband was denied benefits and was unable to work due to a lack of transportation.

When unemployment and stimulus funds were not enough to cover rent for their family of six, Aquivia reached out to several agencies for assistance before being referred to The Salvation Army.

“We are a hardworking family that fell on tough times,” Aquivia said. “We are all human, and everyone has hard times, but we pray they do not last long.”

She said The Salvation Army was the only agency that answered her phone call. Her family received several months of assistance to keep a roof over their heads, the lights on, and food on the table.

“We are forever grateful for the help we received.”
Doing the Most Good

Broderick

When the pandemic limited our ability to serve, Broderick helped transition the Carr P. Collins food pantry to the drive-thru model, making it safe for individuals and families to receive food and limit exposure to COVID-19. Today, it continues to serve five times as many households as it did before the crisis.

Despite having to pivot due to the pandemic, Broderick said he felt ready to accept the challenge — even without knowing all that we would be faced with.

Over the past year, he has helped many families who were seeking assistance for the very first time in their lives, but he said seeing the appreciation on their faces has motivated him to continue serving.

“I will never forget on the last day our pantry would be open before Christmas, a gentleman and his two small children drove up after we had already closed for the day,” he recounted. “He was not able to receive food from another agency, and they sent him to The Salvation Army. Right before he drove in, we had received a food donation, and we were able to bless his family with food and Christmas gifts for the children. With tears in his eyes, he thanked us. I thank God for being able to help this family and the many others we serve every day.”

Broderick has served through every season, enduring severe weather conditions ranging from the intense summer heat to rainy days in the fall, exemplifying bravery and an uplifting spirit.

He continues to extoll the virtues of serving our neighbors during this time, telling others to “be willing to help when you can, for we never know when we may be the one in need.”
Robyn Sanders continues to demonstrate trustworthiness and compassion during one of the most challenging times in our organization’s history.

Despite being considered high risk for severe illness caused by COVID-19, Robyn became a utility player around Carr P. Collins, filling gaps caused by the pandemic.

“At the end of the day, I put my needs aside,” Robyn said. “I knew God had this situation all in control.”

Although she knew her medical history might put her at risk, Robyn remained healthy and composed through it all.

Her passion and dedication fueled her to step into many different roles while maintaining her commitment to her daily responsibilities.

In addition to serving as the liaison to Parkland Health & Hospital System and Dallas Health and Human Services, Robyn helped clients in whatever capacity was needed — from the women’s shelter and food pantry to the domestic violence shelter and substance abuse programs.
A Christmas Like No Other

For many families living in poverty, Christmas is anything but the most wonderful time of the year: The choice between paying bills or buying gifts can cause emotional and financial stress. This holiday season, those strains were only heightened by COVID-19.

At a time when more families needed food, shelter, and social services, we knew our traditional fundraising efforts would also be challenged by fewer iconic red kettles, combined with less disposable income among donors.

As a result of the pandemic, we spent the months leading up to the holiday season implementing plans born out of our long-term strategy for consistent, cohesive service. The speed of change was nothing short of extraordinary — by Christmas, we were able to quickly evolve our fundraising and service delivery models to safely keep roofs over heads and place presents under trees.

- Donations could be made in person or online through our Virtual Red Kettle platform.
- Our time-honored Angel Tree program was adapted to allow donors to adopt an angel online and drop their gift at contactless, drive-thru locations across North Texas.
- We coordinated conversations with civic, nonprofit, and community leaders to raise awareness about the need created by COVID-19 and the importance of collaboration as the region recovers.
- Hosted by Dallas Cowboys legend Darren Woodson, the first-ever Christmas Spectacular aired on CBS 11 to celebrate the season of giving.

In a time when it wasn’t easy to give, the support of our donors and partners helped us serve those most in need.

Money raised during the 2020 holiday season will help The Salvation Army continue to serve families struggling with poverty, addiction, and homelessness across North Texas.
After nearly a year of challenges resulting from the pandemic, our ability to serve was further tested when historic winter storms struck Texas in February 2021.

With freezing temperatures, power outages, and snow blanketing the region for days on end, the storm was unbearably hard for communities who were already struggling with the impacts of COVID-19.

Our staff, volunteers, and partners were facing electricity outages, water loss, and transportation limitations at our own facilities and homes, but out of compassion for their neighbors, they courageously stepped up to meet an exponential increase in demand for assistance. Many of our staff were on-site for days at a time — sleeping at the office and working around the clock to ensure that our clients’ needs were met 24/7.

In partnership with governmental entities and faith-based organizations, we provided food, hot drinks, and life-saving shelter to vulnerable North Texans at nine community centers across our five-county service area.

As the storm wound down, the need continued, so our service continues. The Salvation Army of North Texas continues to provide housing and financial assistance to keep individuals and families in their homes and continues to provide a much-needed lifeline and resources for those that don’t yet have a home of their own.
The community’s generosity during this time of great need enabled The Salvation Army of North Texas to increase investment in our programming to serve more of the growing number of people experiencing poverty, addiction, and homelessness as a result of COVID-19. As we emerge from the pandemic, these needs are still present. The generous contributions we have received will enable us to continue helping our North Texas neighbors.
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RISING TO THE OCCASION

One year into this once-in-a-lifetime pandemic, our network of corporate partners, foundations, and individual donors have blessed us with support. Their generosity has helped sustain our essential work and impact, providing food, shelter, and hope to thousands of North Texans.

We are grateful for the support of the following donors who gave during the period of 10/01/19 to 3/15/21.

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