



2024

ANNUAL REPORT

METRO ATLANTA AREA COMMAND





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A LETTER FROM OUR COMMANDERS

DEAR FRIENDS,

The Salvation Army is marching forward!

When William and Catherine Booth left a stable ministry post to set up a kitchen on the worst street corner in East London, their motivation was to bring HOPE and DIGNITY to people experiencing destitution and desperation. They believed that the best way to redeem the whole person was to give a good meal, provide new clothes, and clean up the outside of the body, each element designed to create a feeling of dignity and self-worth. After communicating to someone that they were worthy and valuable on a physical level, they would offer the Gospel message to salvage the eternal soul.

This same HOPE and DIGNITY philosophy has guided The Salvation Army's work in metro Atlanta since 1890. Generations of people living around us have been redeemed from destitution and hopelessness through social services outreach, disaster response, sheltering, youth educational and safe space recreational services, drug and alcohol addiction recovery centers, anti-human trafficking programs, and the spreading of the Gospel message.

Who are these Salvation Army people engaged in this redeeming work? It is an army of individuals in metro Atlanta who give items, donate money, volunteer, and pray for those who need a movement of God to stitch the pieces of their desperate lives back together.

In short, you are The Salvation Army. THANK YOU!! May the lord shower you and your families with His great goodness.

"And do not forget to do good and to share with others, for with such sacrifices God is pleased"

- Hebrews 13:16

Thomas McWilliams | Stacie McWilliams



**MAJORS THOMAS AND STACIE MCWILLIAMS,
THE SALVATION ARMY OF METRO ATLANTA
AREA COMMANDERS**



A LETTER FROM OUR CHAIRMAN

DEAR PARTNERS OF THE METRO ATLANTA SALVATION ARMY,

This Annual Report for 2024 is respectfully submitted to you, our Donors and Supporters. With you we have done wonderful things!

I invite you to read in detail of the great works of Hope and Help accomplished by The Salvation Army of Metro Atlanta. I say “works of Help” because our services brought relief to those in our neighborhoods that suffer. I say “works of Hope” because challenges such homelessness, hunger and addiction bring with them a despair that is not easily overcome. Without the care for our brothers and sisters that you have demonstrated, we would not be able to do our work.

The Advisory Board of Metro Atlanta Area Command of The Salvation Army is a diverse group of men and women who volunteer their time and expertise in various fields to ensure that donor funds are responsibly used and that our work has the most positive impact on the greatest number of people. We are a team that I am proud to be among. I consider you a part of this team. We simply could not do our humanitarian outreach without your participation.

It is not lost on us that you choose to enact your care of others through the work we do by supporting us financially. I thank you on behalf of all our Salvation Army Officers, staff, volunteers and also the recipients of your support. Your generosity has positively influenced the lives of others, and I give you my personal thanks. YOU have made a difference!

May the Lord continue to bless you and your family,

Anthony P. Burger



**ANTHONY P. BURGER, CHAIRMAN
THE SALVATION ARMY OF METRO ATLANTA
ADVISORY BOARD**



METRO
ATLANTA
REPORT

OUR REACH IN METRO ATLANTA



8 Corps Community & Worship Centers offer worship and ministry programs, as well as social services.



4 Salvation Army Youth Centers offer academic enrichment and character-building programs.



Red Shield Services provides emergency and transitional shelter for individuals and families and alcohol/drug addiction programs for Veterans.

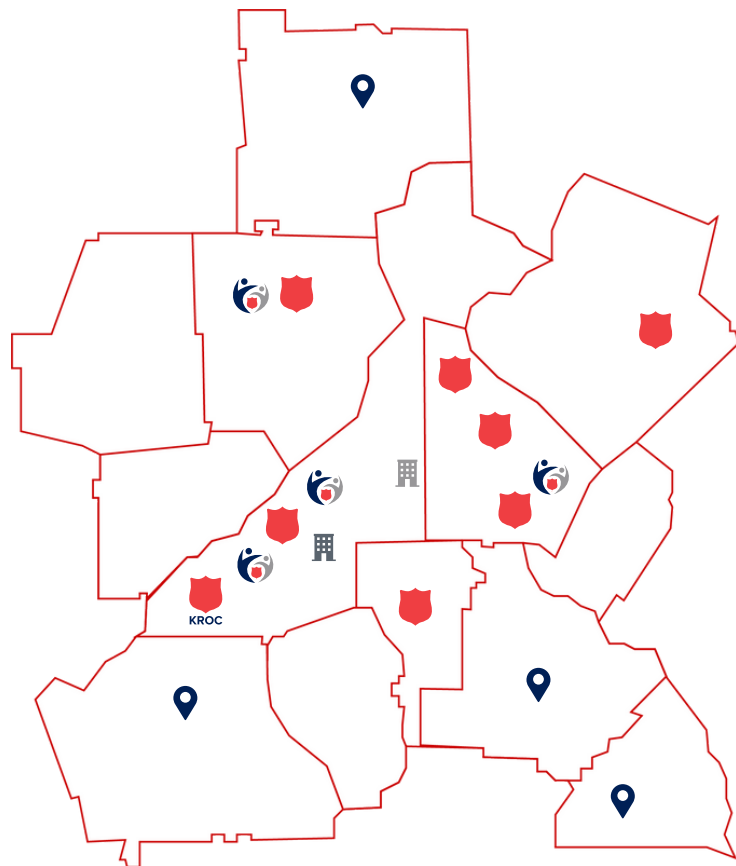


William Booth Towers provides 100 units of housing for low-income elderly, handicapped, and disabled persons.



4 Service Centers provide Salvation Army Family Stores and social services in communities where full-scale Corps Community Center programming isn't feasible.

- **Ray and Joan Kroc Corps Community Center** provides a safe gathering space where children's social skills, arts appreciation, and athletic potential are nurtured.
- **13 Food Pantries** provide groceries to individuals and families in need.
- **11 Financial Emergency Service (FES) Centers** assist with rent/mortgage and utility payments.
- **3 Salvation Army Family Stores & Donation Centers** refurbish and sell donated goods to fund programs and services provided at the ARC.
- **Adult Rehabilitation Center (ARC)** is a six-, nine-, or twelve-month residential addiction recovery program for men.



The Salvation Army of Metro Atlanta provides programs and services in homeless prevention, hunger relief, emergency financial assistance, youth enrichment and more at locations across 13 counties throughout metro Atlanta.



DISASTER RELIEF EFFORTS

2024 saw a number of storms that caused significant damage throughout the Southeast. The Salvation Army Incident Response Teams from the Metro Atlanta Area Command were on hand to lend support in many of these areas including on September 26, 2024, when Category 4 Hurricane Helene struck land causing massive destruction in Georgia, the Carolinas, West Virginia, and Eastern Tennessee. The Salvation Army Incident Response Teams reacted immediately, deploying mobile feeding units to provide food, clean water, personal hygiene and clean-up kits, and essential recovery supplies to survivors in communities that were devastated. Canteens from The Salvation Army of Gwinnett County and The Salvation Army of Marietta were two of five that were deployed from the Georgia Division to provide support to these hurricane victims. .

230,407

Hot/Shelf Stable Meals

246,117

Snacks/Drinks

23,340

Emotional/Spiritual Care

Over 2,200

Volunteer Hours



OUR IMPACT BY THE NUMBERS

56,443

TOTAL PERSONS SERVED

111,637

TOTAL NIGHTS OF SHELTER

*INCLUDING HOTEL VOUCHERS

427,887

MEALS PROVIDED

*HOT MEALS AND FOOD BOXES

35,887

VOLUNTEER HOURS

8,706

VOLUNTEERS



RED SHIELD SERVICES SHELTER EXPANSION

The Salvation Army Metro Atlanta Area Command broke ground on a \$35 million expansion of the organization's Red Shield Services shelter located in the heart of downtown Atlanta, two blocks from Georgia Aquarium. The shelter will be rebranded as the Center of Hope to better communicate The Salvation Army's holistic approach to serving those in the Atlanta area who are experiencing or at risk of homelessness. Construction began in July 2024 and is expected to be completed in October 2025.

The expansion will include a five-story tower addition to the existing facility, which will double the square footage of its shelter space to more than 90,000 square feet and will add 116 beds, increasing the total capacity to 437 beds to house men, women, and families experiencing homelessness. It will also house a new Education & Workforce Development Center, a program that was launched in 2023.

Two of the floors will be reserved specifically for Veterans, providing them with private, two-bedroom suites. The Salvation Army of Metro Atlanta's veteran programs serve our former service men and women for up to two full years while case managers work with clients to find permanent housing, obtain benefits, and secure job training and employment.

The Education & Workforce Development program provides clients experiencing homelessness as well as the surrounding community the opportunity to gain basic skills that will enhance their employability and economic mobility. Courses include literacy and GED, vocational training and certification, and associate degree programs, as well as job placement services.

During construction, The Salvation Army's Red Shield Services shelter will continue to operate at full capacity. When the new tower opens, it will house single men and veteran clients.



The space in the existing building currently occupied by men and veterans will then be available for single women and families. The goal is to offer clients more dignity, and to serve them holistically giving everyone additional space and privacy and the tools they need as they work toward their goals of stability and self-sufficiency.

The expansion of the shelter will add flexible housing solutions that can be modified with Atlanta's ever-changing population. As the needs of Atlanta's unhoused population shifts, the Center of Hope will easily be able to pivot to serve those most in need.

This project is funded by a \$35 million capital campaign still in progress that will provide for construction and furnishing of the building (\$31 million) and also support increased operating costs associated with this expansion of The Salvation Army of Metro Atlanta's services (\$4 million).



RED SHIELD SERVICES



HOUSING/RE-HOUSING PROGRAMS:

Short- and long-term programs at sites throughout metro Atlanta, offering financial assistance for qualifying families after leaving the shelter



WILLIAM BOOTH TOWERS:

100 units of subsidized housing for low-income elderly, handicapped, and disabled persons



HOME SWEET HOME GWINNETT:

Re-housing program for Gwinnett County residents at risk of becoming homeless



VETERANS ON THE MOVE:

Shelter, substance abuse treatment, and bridge housing for Veterans experiencing housing instability



ADULT REHABILITATION CENTER (ARC):

Six-, nine-, or twelve-month residential rehabilitation program for men



HARBOR LIGHT:

Three-month residential addiction recovery program

FEEDING INITIATIVES

Each year The Salvation Army of Metro Atlanta provides hundreds of thousands of meals to families and individuals who are experiencing food insecurity. Our 13 food pantries located throughout the metro area serve as a lifeline to many who struggle to make ends meet. In addition to providing food boxes, some Salvation Army locations also provide hot meals to the community.

The Red Shield Services shelter provides multiple meals to residents daily. Others like the Ray and Joan Kroc Corps Community Center, The Salvation Army of Gwinnett County and The Salvation Army of Marietta offer a hot meal to each of their communities. A full stomach provides hope to those who face challenges every day. Here are some of the ways The Salvation Army did that in fiscal year 2024.

KROC HOT MEAL PROGRAM

At The Salvation Army's Ray and Joan Kroc Corps Community Center, hot lunches are a staple Monday through Friday. Anyone in the community who needs it is invited to stop by to receive a meal to take with them. The meals provide the Corps with an opportunity to connect with their neighbors, many of which struggle to meet their daily needs. On average the Kroc Center serves 80+ people per day, and in Fiscal Year 24, they provided more than 20,000 meals to the community.

This feeding program has allowed The Salvation Army to establish relationships with many of their neighbors. They know them by name, know their story, and get to know the specific and individualized needs they each have as they are building that rapport.

In addition to the weekly meals and other support the residents receive, the Corps also hosts a number of special events each year. While a typical event might include a Thanksgiving or Valentine's dinner, where the community is invited to enjoy a seated meal together, this past year also included a special gathering during a time of sadness from losing a member of the community. The Kroc Center offered a time of togetherness to celebrate the life of their neighbor and a chance to grieve, heal, and celebrate as a community.



GWINNETT MOBILE FEEDING PROGRAM

Feeding the community is a vital service that The Salvation Army of Gwinnett County provides to their neighbors in need. They have a food pantry where local residents can access fresh and nonperishable foods, and they provide hot meals through their Mobile Feeding Initiative. This initiative is a partnership with the Gwinnett County Police Department which helps identify the areas of most need.

Each month they prepare between 1,000 and 1,500 hot meals, fill their Mobile Unit (Canteen) and head out alongside members of the Gwinnett County Police Department to provide physical nourishment and hope taking a proactive approach to address the ongoing need for food security in Gwinnett County. In Fiscal Year 2024 they provided 5,664 meals.

The partnership fulfills an important gap in providing hunger relief to certain neighborhoods while also fostering trust between the community and law enforcement, demonstrating that collaboration between all sectors is key to building stronger communities. The long-term goal is to ensure that the program continues to grow, providing vital services to those facing food insecurity. With support from the community, volunteers, and donors, the Salvation Army aims to expand this outreach to reach even more individuals in need.

YOUTH PROGRAMMING

“My favorite thing about the club is they provide the opportunity for character development. It gave me the space to figure out who I am as a person and what I wanted for a career through the one on one mentorships and hands on programing”

JABRI, FORMER CLUB MEMBER



1,155

CHILDREN SERVED

In 2024 The Salvation Army of Metro Atlanta offers youth programming at individual Corps and three Boys & Girls Clubs. The Corps provided various activities such as music and after school programs as well as Summer Day Camp. The Club locations offered after school and summer camp programming for children ages six to 18 years old in underserved communities.

The youth centers provided a safe environment for all kids to participate in constructive activities and channel youthful energy into challenging pursuits. Programming focuses on building character and leadership, promoting healthy lifestyles, championing academic success, fostering family engagement and encouraging spiritually.

Last year The Salvation Army Boys & Girls Clubs served 1,155 youth. Programs included homework assistance, physical activities like youth flag football and basketball teams, field trips to cultural centers like the High Museum of Art, family events and much more.

VOLUNTEER SUPPORT

The Salvation Army is a volunteer-fueled organization with opportunities for individuals, families, and groups large and small. Gifts of time and talents go a long way toward improving the lives of those we serve. That is why volunteers are the backbone of philanthropic support for The Salvation Army.

Two volunteer groups that are a major support all year round are the Atlanta Echelon Group and The Salvation Army Women's Auxiliary for Metro Atlanta. They both made a significant impact through their dedicated efforts to support our mission, raising essential funds and volunteering countless hours to help those in need.



THE SALVATION ARMY WOMENS AUXILIARY

The Salvation Army Women's Auxiliary for Metro Atlanta is a volunteer organization dedicated to supporting The Salvation Army's mission in the Atlanta area. Comprised of women from diverse backgrounds, the Auxiliary works to raise funds and awareness for The Salvation Army's programs, which include services for homeless individuals, youth programs, addiction recovery, and emergency disaster relief. The group organizes events, fundraisers, and community outreach initiatives to support these programs, with a strong emphasis on empowering women to take an active role in philanthropy and social service.

If you are interested in learning about The Salvation Army Women's Auxiliary, please contact Major Stacie McWilliams at stacie.mcwilliams@uss.salvationarmy.org



ECHELON
MOBILIZING THE NEXT GENERATION

The Atlanta Echelon Group is a local chapter of the national Echelon initiative, which engages young professionals in supporting The Salvation Army's mission through fundraising, volunteering, and community advocacy. Individuals typically between the ages of 21 and 40 focus on raising awareness and funds for programs such as housing, youth services, addiction recovery, and disaster relief in the Atlanta area. Members promote the opportunity to network and serve with others in the community while participating in leadership development opportunities, forming a community that blends philanthropy with professional growth.

If you or someone you know is interested in learning more about Echelon, contact Danielle Richie at danielle.richie@uss.salvationarmy.org.



THE SALVATION ARMY OF METRO ATLANTA

2024 ADVISORY BOARD

Anthony (Tony) P. Burger
Retired
Sterling Seacrest Pritchard
Advisory Board Chairman

Amy Glennon
Retired
Cox Media Group/AJC
Chair-Elect

Edward (Tom) Summers
Retired
SunTrust Bank
Immediate Past Chairman

Robert (Todd) Barnaby
SVP, Commercial Banker
Fifth Third Bank
Terrell (Chip) Benton, III
Partner
Hall Booth Smith
Manon Brochu
COO – Retired
Gas South
Chimaobi Chijioke
VP, Customer Services
Georgia Power
Bill Byron Concevitch
Dir. World-Wide Alliance Marketing
Commvault
Christopher Conlin
COO
World Micro Inc.
Gregory Cook
EVP and CFO
NAPA
Alexander J. Easton
Advertising Solutions Architect
Google
Regina Feagin
Analyst – Corporate Responsibility
State Farm
John W. Fowler
Retired
ODP Business Solutions
Robert (Bob) Kesterton
Chairman Emeritus
Mingledorff's, Inc.
Thad D. King
Retired
Spectrum Development

Jeffrey Lakusta
Professional Services
Google
Jack Marr
EVP and CRO
Global Payments
Rep. Dewey McClain
Georgia State House Representative
District 109
Tate McKee
Regional President
Brasfield & Gorrie LLC
Dawn Goodhue Menear
Civic Leader
Joseph E. Nixon, Jr.
CEO
159 Film Permitting & Production Services
James R. Neill
SVP, Human Resources
Genuine Parts Company
Heather Prill
Sr. Manager National Partnerships
The Home Depot Foundation
Thomas Prior
Retired
Thomas E. Prior LLC
Joel (Austin) Pugmire
President
Pugmire Ford-Lincoln
Jeff Sheehan
CEO
Sheehan Marketing
Lynette Eaddy Smith
EVP and General Counsel
Chick-fil-A

LIFE MEMBERS

L. Barry Teague
Executive Chairman
Walton Communities
Neely Young
Retired
Georgia Trend Magazine

EMERITUS MEMBERS

Hugh Peterson, Jr.
Retired
King & Spalding
Lee Piper
Retired
PricewaterhouseCoopers LLP
J. Neal Purcell
Retired
KPMG
Alexander (Sandy) Purdie
Retired
SunTrust Robinson Humphrey

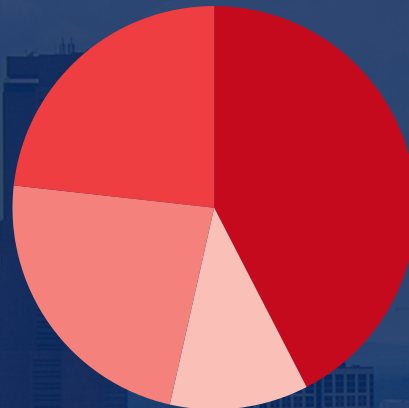
EX-OFFICIO MEMBERS

Scott Chatham
Founder and President
Chatham Landscape Services
Boys & Girls Club Advisory Council
Chairman
Pam Hendley
Civic Leader
Women's Auxiliary President
Timothy G. O'Kelley
Retired
AT&T
Cobb & Douglas Counties
Advisory Council Chairman
Mark Willis
Assistant Executive Director
Georgia School Boards Association
Gwinnett County Advisory
Council Chairman

ANNUAL
FINANCIAL
REPORT

FISCAL YEAR 2024

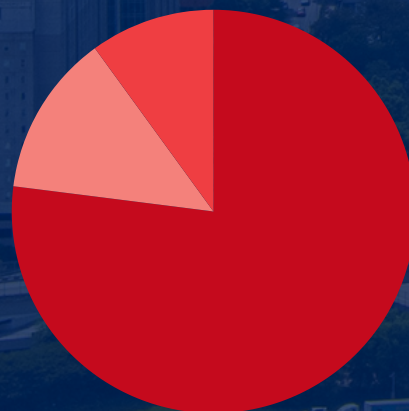
REVENUE



Total: \$20,017,813

- General Contributions 42%
- Organizational Grants 23%
- Restricted Contributions 23%
- Gifts-In-Kind 11%

EXPENSES



Total: \$22,169,700

- Program 77%
- Management 13%
- Fundraising 10%

*Reflects pre-audited financials



UPCOMING CALENDAR

Gwinnett "Doing The Most Good" Luncheon
May 8, 2025

Charity Golf Tournament for Youth
Programing
September 8, 2025

Summer Hunger Food Drive &
National Salvation Army Week
May 12- 16, 2025

Doing The Most Good Gala
November 1, 2025

Kettle Krush 5K
May 17, 2025

Can-A-Thon
December 5, 2025

Salvation Army Donut Day
June 6, 2025

Art Wood Golf & Tennis Tournament*
December 2025

*Some dates will be released later this year 2025. For more information regarding any of our events please contact Danielle Appleman: danielle.appleman@uss.salvationarmy.org



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