

# 2023 ANNUAL REPORT

Potomac Division  
Virginia Peninsula Corps



DOING THE MOST GOOD<sup>®</sup>

## SOCIAL SERVICES PROGRAMS

### UTILITY ASSISTANCE

Payment assistance with bills in cancelation:

Electric

Gas

Water

### FOOD SERVICES

Food Pantry Grocery Packages

Mobile Feeding Program

### EMERGENCY HOUSING PROGRAM

Rental Assistance

Permanent Housing Assistance

Emergency Lodging

### EMERGENCY DISASTER SERVICES

Clean Water

Food

Hygiene Products

### PATHWAY OF HOPE

A comprehensive program meant to lend a hand to families in need while they work to create healthy, productive, & self-sustaining life.

## SEASONAL ASSISTANCE

Back-to-School

Camp Rappahannock

Angel Tree

Holiday Meal Assistance

## COMMUNITY CENTER

Xbox & PS5 Tournaments

Open Gym

Sports Night

Resource Center/Computer Lab

## MINISTRY SERVICES

Church Services

Prayer Services

Bible Study

Men's & Women's Ministry &

Fellowship

Music Program

Character Building Programs





## LETTER FROM THE COMMANDING OFFICER

Dear Friends and Partners,

When I reflect on the previous year, the following verse, 1 Peter 4:8, teaches us to love each other deeply despite all hardships and struggles. Inspired by God's love, we're proud of the daily acts of love The Salvation Army performs to help families on the Virginia Peninsula get a meal, get clothing, have utility bills paid, and enjoy a safe place to enjoy and participate in family-friendly recreation activities.

This past year, we witnessed our neighbors stretch thin to make ends meet due to inflation, those already struggling to rise out of poverty were besieged by its lingering effects, and the number of friends on the peninsula facing food and housing insecurity continued to grow. For these reasons, it can be hard to look back on 2023, yet I'm proud to say love endured all these things and more. Inspired by His love and empowered by the generous support of our donors and partners, The Salvation Army Virginia Peninsula (Hampton, Newport News, Poquoson, Lower York, Gloucester & Mathews County) served 63,025 people in need last year. On behalf of The Salvation Army and the Advisory Board & Council, we extend our sincerest thanks for your support in 2023.

The Salvation Army was there with love and service beyond tough times, from food pantries and warm meals to emergency housing and utility assistance, and from disaster service and spiritual counseling to rehabilitation and vocational training. It's hard to process such large numbers and bring the full impact of your donations to light.

You give love beyond tough times when you support The Salvation Army Virginia Peninsula. Your generous heart paved the way for The Salvation Army to provide a variety of programs for men, women, youth, and families designed to help people achieve self-sufficiency and inspire them to face the future with trust in the Lord. No matter what we face each year when you support The Salvation Army of Virginia Peninsula, we can rise to meet those challenges as they come.

May God Bless You,  
Antiono Willis, Lieutenant



# VIRGINIA PENINSULA CORPS

**Lt. Antonio Willis**  
*Corps Officer & Lead Pastor*

## ADVISORY BOARD | MEMBERS

Nancy Mitchel  
*Chair*

Michael Yaskowsky  
*Vice Chair*

Maureen Davis  
*Treasurer*

Lauren Childs-Gleason  
*Secretary*

Ann Pharr  
*Assistant Secretary*

Jennifer Coyne

David Horne

Amber Rice

Patrick Walsh

William Andrews

Julie Lane

Van Rhodes

Dwight Wolf

Anderson Clary

Joshua King

Amy Smith

Susan Wolf

Jennifer Daknis

David Messick Jr.

Dave Rogers

Robert Shuford

Anna Griffith

Eleanor Northover

*Lifetime Member*

## Advisory Council | Gloucester Service Center

Katrina Brown  
*Chair*

Steve Smith  
*Vice Chair*

Marsha Weatherwax  
*Secretary*

Marion Randall

Bill Parks

## LETTER FROM THE ADVISORY BOARD CHAIRMAN

Dear Friends,

Recognizing 125 years of serving the most vulnerable members in our community, 2023 was a historic year for the Salvation Army of the Virginia Peninsula. It was my honor, as Chairperson, to continue that critical mission alongside Lieutenant Antonio Willis. Under his leadership, The Salvation Army's dedicated staff continued to tirelessly provide essential services to those in need.

While their service is quintessential, their efforts would not be possible if it were not for your caring and support. Just as the needy in our community rely on The Salvation Army, the Army relies on the community to provide the necessary support to continue our many services and programs. Our mission could not be realized were it not for our financial donors and legions of volunteers

On behalf of The Salvation Army Advisory Board and staff, I thank you for your generosity and partnership in the past year. I trust that you will continue to join with us as we remain committed to "Doing the Most Good" on the Virginia Peninsula.

With kindest regards,  
Nancy Mitchel, Chairperson  
The Salvation Army of the Virginia Peninsula  
Advisory Board

## ABOUT THE SALVATION ARMY

The Salvation Army operates 7,311 centers in communities across the United States.

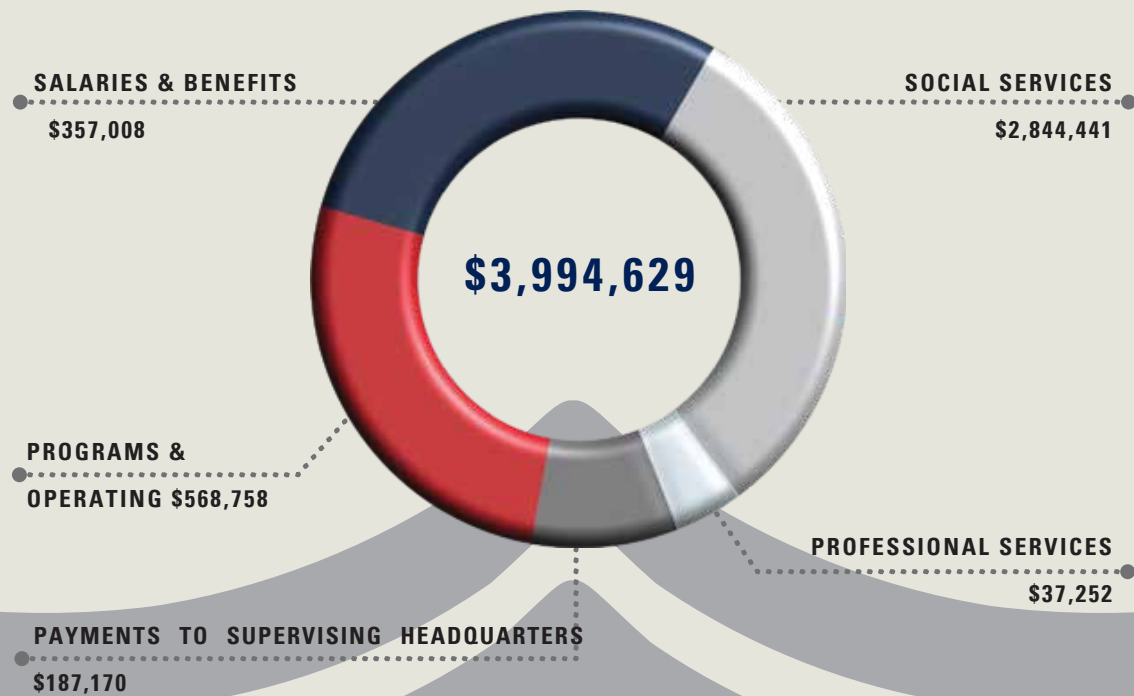
These include food distribution, disaster relief, rehabilitation centers, anti-human trafficking efforts, and a wealth of children's programs. Our work is funded through kettle donations, corporate contributions, and the sale of goods donated to our Salvation Army Family Stores. Eighty-two cents of every dollar we spend supports our various missions across the country. We are tax-exempt 501(c)(3) organization, and contributions are deductible for federal income tax purposes to the extent permitted under Section 170(b)(2) for corporations.



# REVENUE



# EXPENSES



**TOTAL REVENUE.....\$4,004,473**

**TOTAL EXPENSES.....\$3,994,629**

**EXCESS OF REVENUE OVER EXPENSES.....\$9,844**

*\*Unaudited Statement of Financial Activities  
for the Fiscal Year Ending 9/30/2023*

## A CALL TO ARMS | RELENTLESS COMPASSION

Throughout the year, The Salvation Army of the Virginia Peninsula works to address hunger, homelessness, and financial insecurity with the goal of creating a community that fosters wellbeing among its residents. Many families' needs change and increase from one season to the next, and The Salvation Army is there to walk hand-in-hand with our clients through these storms.

Beyond Social Services programs, The Salvation Army prioritizes youth and family wellness. Seasonal programs provide assistance that is specific to the current need for local residents to include Easter programming, Summer Camp, Back-to-School, Thanksgiving, and Christmas. Community Center and Ministry programs are held throughout the year and provide youth with character & skill building programs, music lessons, and physical activity and sports participation opportunities. Each program is intended to enhance the lives of our community members and spread hope and comfort.

At Easter, we serve low-income seniors and veterans with Easter baskets of household goods, hygiene products, and comfort items. The Salvation Army hosts children at Camp Rappahannock each summer to engage in fun activities and spiritual growth. In FY23, The Virginia Peninsula Corps provided 48 total days of camp to local children. The Back-to-School program provided 862 Peninsula children with back packs, school supplies, and hair cuts. At Christmas, The Salvation Army of the Virginia Peninsula's Angel Tree program served 2,843 people, providing toys, clothes, jackets, and other gifts.

We are calling on you to partner with us to ensure that Peninsula families have the things they need to build and maintain a healthy, happy, stable and sustainable life.



# WAYS TO GIVE

## LEAVE YOUR LEGACY OF LOVE

Your legacy can be carried for generations through the lives you touch. To learn more about wills, gift annuities, estate planning and other ways to plan your legacy, please contact:

Douglas Payne  
Associate Planned Giving Director  
202-756-3951  
[douglas.payne@uss.salvationarmy.org](mailto:douglas.payne@uss.salvationarmy.org)

## PLAN YOUR ANNUAL GIFT

To learn additional ways to make an annual gift to The Salvation Army, please contact:

Grace Ramos  
Divisional Resource Development Director  
757-438-1405  
[grace.ramos@uss.salvationarmy.org](mailto:grace.ramos@uss.salvationarmy.org)

YOU CAN DONATE THE  
FOLLOWING TO  
THE SALVATION ARMY::

LLC Interests

Restricted Stock

Real Estate

The Salvation Army DAF

Certain Alternative Investments

Private Company Stock (S-Corp, C-Corp)

Pre-IPO Shares

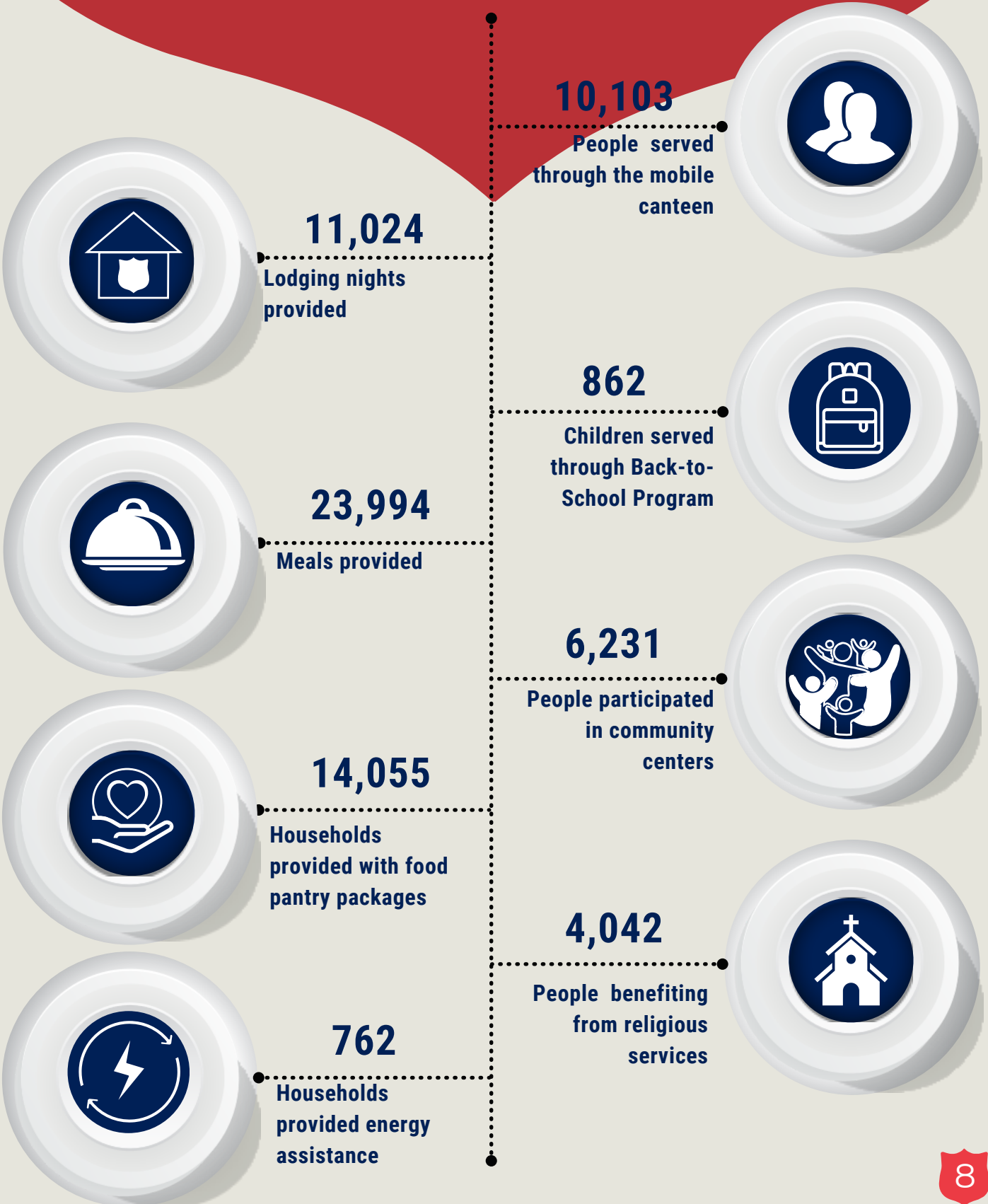
Private Equity





# SERVICE STATISTICS

## A CALL TO ARMS | SERVICE HIGHLIGHTS



## **SPECIAL THANKS** | COMMUNITY PARTNERS

**Community Foundation of Greater Richmond**

**Ferguson Enterprise**

**J. Edwin Treakle Foundation**

**Langley For Families**

**Lewis & Minta Wood Charitable Foundation**

**Newport News Shipbuilding**

**Old Point Bank**

**PBMares, LLP**

**The Joy Fund Foundation**

**United Way of Virginia Peninsula**

**Virginia Peninsula Community Foundation**

**Haywood Floor Covering Inc.**

*We couldn't do  
it without you!*

## A CALL TO ARMS | DISASTER RELIEF

When disaster strikes, The Salvation Army responds. Through hurricanes, tornadoes, flooding, and man-made disasters, The Salvation Army comes out to the aftermath to serve human needs. From the canteen, we come to distribute clean water, hot coffee, and food, offer comfort and compassion, and spread hope to those facing devastation and loss.

For nearly 20 years, The Salvation Army of the Virginia Peninsula's canteen has traveled far and wide responding to disasters in Texas, Florida, West Virginia and North Carolina, as well as tending to the needs of those closer to home when tragedy strikes.

Between disasters, the canteen is used locally to bring hot and prepared meals, hygiene products, and other necessities to homeless centers, shelters, and families in emergency lodging who have no access to food storage and preparation appliances.

In 2023, the mobile canteen served 10,103 people throughout the Virginia Peninsula. The canteen continues to be a crucial part of our efforts to fulfill the mission of The Salvation Army and Do the Most Good. After decades in service, we need your help to keep it on the road and continue spreading hope in the face of disaster.

### How you can help:

Make a donation-- food donations are critical to local canteen operations. You can donate prepared meals once or on a recurring schedule to be distributed, or unprepared food donations can be used to prepare meals for distribution, and monetary donations are applied toward the purchase of food and water, and programs costs.

Volunteer-- Canteen volunteers maintain various roles. Some volunteers are on-call to respond to disasters, while others drive the canteen, serve meals from the canteen, or prepare food for distribution.



# OUR MISSION

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church.

Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.



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Hampton, VA 23666  
(757)838-4875

Gloucester Service Center  
7057 Linda Circle  
Hayes, VA 23072  
(804)642-4643



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