

2024 ANNUAL REPORT

The Salvation Army
of the
Virginia Peninsula



DOING THE MOST GOOD®

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

Hydration

Food

Hygiene & Basic Needs Products

PATHWAY OF HOPE

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

SEASONAL ASSISTANCE

Back-to-School Supplies

Camp Rappahannock (Camp)

Angel Tree (Christmas)

Holiday Meal Assistance

COMMUNITY CENTER

Dodgeball & Pickleball

Open Gym (Basketball)

Resource Center

Computer Lab

MINISTRY SERVICES

Church Services

Prayer Services

Bible Study

Men's & Women's Ministry &

Fellowship

Teen & Young Adults Fellowship

Youth 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 2024, 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 70,684 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 2024.



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, Captain

VIRGINIA PENINSULA CORPS

Captain Antiono Willis
Commanding Officer & Pastor

ADVISORY BOARD | OFFICERS

Nancy Mitchel
Chair

Maureen Davis
Treasurer

Ann Pharr
Assistant Secretary

Michael Yaskowsky
Vice Chair

Lauren Childs-Gleason
Secretary

ADVISORY BOARD | MEMBERS

William Andrews

Jennifer Coyne

Judith Curtis

Jennifer Daknis

Eyvette Jones

Joshua King

Julie Lane

David Messick Jr.

Eleanor Northover

Van Rhodes

Amber Rice

Amy Smith

Dave Rogers

Gwen Smith

Patrick Walsh

Walter Williams

Dwight Wolf

Susan Wolf

Robert Shuford

Lifetime Member

Advisory Council | Gloucester Service Center

Katrina Brown
Chair

Steve Smith
Vice Chair

Nicole Watson
Marion Randall

Bill Parks

LETTER FROM THE ADVISORY BOARD CHAIRMAN

Dear Friends,

Recognizing 126 years of serving the most vulnerable members in our community, 2024 was a historic year for the Salvation Army of the Virginia Peninsula. It was my honor, as Chairperson, to continue that critical mission alongside Captain 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 have been 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

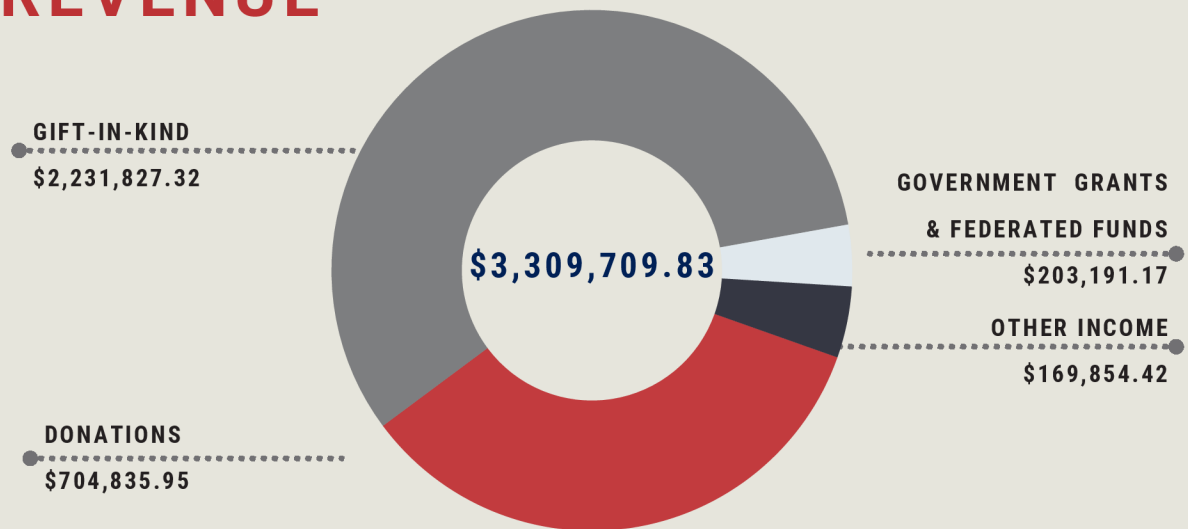


ABOUT THE SALVATION ARMY

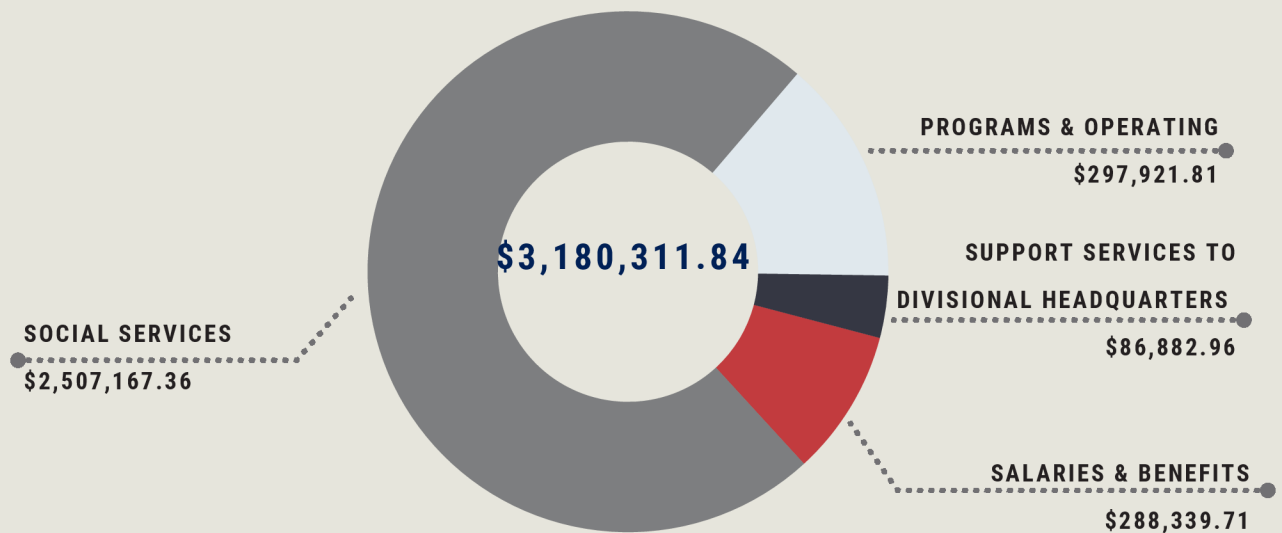
The Salvation Army operates 7,311 centers in communities across the United States. These include food distribution, disaster relief, rehabilitation centers, anti-human trafficking efforts, and a wealth of children's programs. Our work is funded through kettle donations, corporate contributions, and the 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.....\$3,309,709.83

TOTAL EXPENSES.....\$3,180,311.84

EXCESS OR DEFICIT OF REVENUE OVER EXPENSES.....\$129,397.99

**Unaudited Statement of Financial Activities*

for the Fiscal Year Ending 9/30/2024

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 FY24, The Virginia Peninsula Corps provided 277 total days of camp to local children. The Back-to-School program provided 1006 Peninsula children with back packs, school supplies, and haircuts. At Christmas, The Salvation Army of the Virginia Peninsula's Angel Tree program served 3,506 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

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

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



11,024
Lodging nights
provided



23,994
Meals provided



14,055
Households
provided with food
pantry packages



762
Households
provided energy
assistance

10,103
People served
through the mobile
canteen



1,006
Children served
through back-to-school
program



6,231
People participated
in community center



4,042
People benefitting
from religious
services



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

Annie Belle Reavis Tuccori Foundation

Virginia Peninsula Community Foundation

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 over 25 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 2024, 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.



Virginia Peninsula Corps
1033 Big Bethel Rd.
Hampton, VA 23666
(757)838-4875

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

www.virginiapeninsula.salvationarmypotomac.org



@TheSalvationArmyoftheVAPeninsula



@tsa_vp



@TSAVP1



@TheSalvationArmyoftheVirginiaPeninsula