

2025

ANNUAL
REPORT





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.

LOVE IN ACTION

In 2025, many families across the Midlands faced rising costs, housing uncertainty, and unexpected hardship. In the midst of these challenges, your generosity helped create stability where it was needed most.

Because of you, neighbors facing food insecurity found nourishment. Families on the brink of eviction found guidance and support. Parents navigating job loss found renewed footing.

The impact of this year can be measured in meals served and households assisted. Yet the true difference cannot be captured in numbers alone. It is found in restored dignity, strengthened families, and the quiet assurance that no one faces hardship alone.

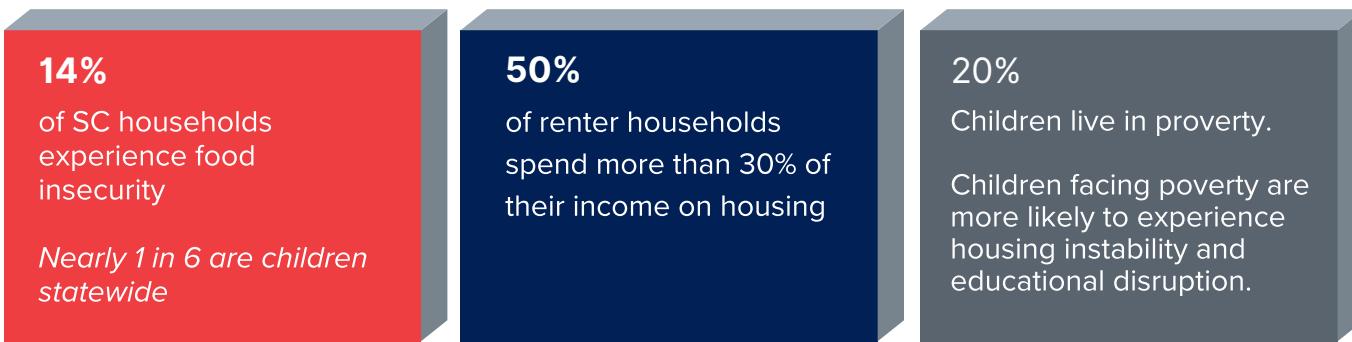
Your support demonstrated love in action.

“Above all, love.”

1 Peter 4:8

STRENGTHENING FAMILIES. BUILDING STABILITY.

The Challenge Facing Families in South Carolina



Across South Carolina, many families are working hard yet living one unexpected expense away from crisis. Rising housing costs, limited affordable childcare, medical bills, and employment disruptions continue to strain already fragile household budgets. For renters, even a modest increase can mean choosing between groceries, utilities, or keeping a roof overhead. For families with children, instability at home often leads to disruption at school, affecting both academic progress and emotional well-being. These pressures are interconnected, compounding over time and making long-term planning nearly impossible. Without timely support, temporary hardship can quickly become prolonged instability. Yet when communities respond early and intentionally, families can regain footing, rebuild confidence, and move forward with stability and hope.

Sources: USDA Food Security Data; SC DHEC; SC Housing Studies



MAJORS LEIGH ANN & MARK CRADDOCK

Area Commanders of the Midlands

Dear Friends,

As we reflect on 2025, we are filled with gratitude for the faithful support of this community. In a year when many families faced rising costs, housing uncertainty, and unexpected hardship, your generosity made a tangible difference across the Midlands.

Because of you, parents were able to put food on the table. Children found safe spaces to learn and grow. Families facing eviction received guidance and support that helped them regain stability. Through every program and every interaction, we witnessed the power of compassion at work.

The Salvation Army has always stood at the intersection of practical help and lasting hope. This year was no different. Together, we strengthened families through food security, housing crisis prevention, and youth services — walking alongside our neighbors during some of their most difficult moments.

We are deeply grateful for your partnership in this mission. Your prayers, your service, and your generosity ensure that The Salvation Army of the Midlands remains a place where help is given freely and hope is restored daily.

Above all, thank you for demonstrating love in action.

With sincere appreciation and gratitude,



Bobby Locklear

Chair, Advisory Board

Dear Friends,

It is an honor to serve as Chair of the Advisory Board for The Salvation Army of the Midlands. Each year, I am reminded that the strength of this organization lies not only in its programs, but in the unwavering commitment of this community.

In 2025, we witnessed firsthand how strategic leadership, faithful stewardship, and generous support come together to create meaningful impact. Families facing food insecurity, housing instability, and economic hardship found not only assistance, but renewed hope.

The Advisory Board remains deeply committed to ensuring that every dollar entrusted to The Salvation Army is used wisely and effectively to strengthen families across the Midlands. We are proud to stand alongside the Majors, staff, volunteers, and supporters who make this mission possible.

Thank you for your continued trust, generosity, and partnership.

With gratitude,

FAMILY STABILITY IN ACTION

In response to the growing challenges facing families across South Carolina, The Salvation Army of the Midlands focuses on three interconnected priorities that strengthen stability and restore confidence.

Food Security

Providing consistent access to nutritious meals through our food pantry, shelter programs, and community partnerships — ensuring families can focus on rebuilding rather than surviving.

Housing Crisis Prevention

Offering rent and utility assistance, case management, and rapid rehousing support to help families remain safely housed and prevent homelessness before it begins.

Youth Services

Creating safe, supportive environments where children can learn, grow, and thrive — providing mentorship, enrichment, and stability beyond crisis.

Family stability is not restored in a single moment. It is strengthened through compassionate intervention, strategic leadership, and the collective commitment of this community. In 2025, your generosity helped families move from uncertainty to stability — and from crisis to confidence.



Real stories of family stability restored in 2025.

Behind every number in this report is a name, a family, and a turning point. In 2025, The Salvation Army of the Midlands walked alongside neighbors facing crisis — offering not just emergency assistance, but a pathway forward. These stories reflect where hope lives: in homes restored, in children protected, and in families rebuilding their futures.

WHERE HOPE LIVES IN OUR COMMUNITY

Ms. N

Just 72 hours from becoming homeless.

At the start of the year, Ms. N faced a series of life-altering challenges all at once — a divorce, job loss, and an active eviction. Overwhelmed and uncertain, she spent weeks navigating court dates and mounting pressure while trying to protect stability for her two daughters.

By late February, Ms. N was just 72 hours away from losing her home when she turned to The Salvation Army for help.

Through swift advocacy and intervention from her Case Manager, the immediate eviction was halted. Beyond emergency assistance, she was connected to long-term support — job training through Goodwill, employment services through SC Works, the Pathway Scholarship through DSS, and educational opportunities at Midlands Technical College. Her daughters were supported through The Boys & Girls Club.

Today, Ms. N is enrolled in a certification program, building her résumé, and continuing case management support as she works toward long-term self-sufficiency.

What once felt like imminent homelessness has become a renewed path toward stability and hope.

WHERE HOPE LIVES IN OUR COMMUNITY CONTINUED

A New Beginning for Ms. J and Her Children

After losing her husband to cancer, Ms. J found herself facing homelessness with her three children. Forced to leave the family home of eight years, they entered a local shelter while she searched for a path forward.

Referred to The Salvation Army through a partner agency, Ms. J applied for assistance and began working with staff to secure stable housing. Within weeks, her family transitioned from the shelter into a new home.

Today, her children have the comfort of stability, the ability to attend school consistently, and the safety every family deserves. What began as uncertainty has become a renewed foundation for healing and hope.

A Grandmother's Strength, A Community's Support

When Ms. G became guardian to her young grandson following a traumatic diagnosis, she knew she needed a home that could meet his medical and emotional needs.

Through coordinated case management and community partnership, she secured affordable housing while receiving move-in and rental assistance to stabilize her family.

Today, Ms. G and her grandson are safely housed — with the stability needed to focus on care, growth, and a hopeful future.

Rebuilding After Crisis

After a devastating accident left her son hospitalized for months, Ms. P lost her job and quickly fell behind on bills. Facing financial strain and uncertainty, she reached out for help.

Through emergency financial assistance and employment support, she was able to stabilize her household and secure full-time work.

Now rebuilding with renewed strength, Ms. P moves forward with stability — determined to support her son's continued recovery and their family's future.

IMPACT BY THE NUMBERS

When compassion meets action, stability follows. In 2025, The Salvation Army of the Midlands responded to urgent needs while building long-term pathways toward self-sufficiency.

The numbers below illustrate the scope of that work — and the lives strengthened through it.

Housing and Food Insecurity



Prevented **173** families from becoming homeless and provided Rapid Re-Housing to **14** families



Provided **65** emergency hotel nights for families in need.



Provided utility assistance to **138** families in need.



Provided more than **105,000** hot meals to the homeless.
Provided food to over **211** families and individuals from our Food Pantry.

105,000

Hot meals served to neighbors in need

Youth Programs & Services



85 Children attended overnight camp at Camp Walter Johnson in Denton, NC



Our Operation School Supplies Program filled **614** backpacks with school supplies



2019 Children received Christmas gifts on Christmas day

PROGRAMS & EVENTS IN ACTION

Our Community Makes This Possible

The Salvation Army of the Midlands is deeply grateful for the businesses, foundations, churches, civic groups, and individual donors who invested in family stability throughout 2025.

Your generosity fuels signature events and year-round programs that provide food, housing assistance, youth development, and emergency support across the Midlands.

Together, we are strengthening families.



Red Kettle Season

A Tradition of Hope in Action

Each holiday season, the sound of bells across the Midlands signals more than generosity — it signals stability for families in crisis.

In 2025, hundreds of volunteers rang the bell so neighbors could receive food, housing assistance, utility support, and Christmas gifts.

Every dollar placed in a red kettle stayed local — strengthening families all year long.



\$176,335

Raised in the Midlands

158

Volunteers

36

Red Kettle Locations

2019

Children received
Christmas gifts

PROGRAMS & EVENTS IN ACTION CONTINUED

National Recognition. Local Impact

Lowe's Hometown Project

In 2025, The Salvation Army of the Midlands was selected as a recipient of a \$30,000 Lowe's Hometown grant — part of a national initiative supporting community improvement projects.

This investment strengthened our facilities and enhanced the environment where families receive services — promoting dignity, safety, and long-term impact.



Creating welcoming outdoor spaces that promote dignity, safety, and community.

PROGRAMS & EVENTS IN ACTION CONTINUED



Camp Walter Johnson

A Summer of Faith, Friendship, and Confidence

For many children across the Midlands, Camp Walter Johnson is more than a summer experience — it is a turning point.

In 2025, 85 children attended overnight camp in Denton, North Carolina, where they experienced outdoor adventure, faith development, leadership growth, and the simple joy of being a kid.

Through mentorship, worship, recreation, and community, campers returned home more confident, encouraged, and equipped for the year ahead.

Camp is not just a week away — it is an investment in resilience, identity, and hope.



85 Children Attended Overnight Camp
100% received financial assistance

Every child deserves a place to belong.

PROGRAMS & EVENTS IN ACTION CONTINUED



GameDay Café

A Signature Night of Music, Mission, and Momentum

GameDay Café brought the community together at Williams-Brice Stadium for an unforgettable evening of music and purpose.

This signature event raised critical funds to support family stability initiatives — including food security, housing crisis prevention, and youth services.

More than a fundraiser, GameDay Café demonstrates what happens when community gathers with intention: lasting impact follows.



\$120,000

Raised in 2025

(Up from \$49,489 in 2024)

One Night. Year-Round Impact.

FINANCIAL SNAPSHOT

Strengthening Our Financial Foundation

\$5,450,945
Total Revenue

\$5,628,654
Total Expense

(\$177,709)
Net Change

Deficit Reduced 52% Year Over Year

FY 2024: (\$367,306)
FY 2025: (\$177,709)

In 2025, The Salvation Army of the Midlands continued serving families facing food insecurity, housing instability, and economic hardship while strengthening its financial position.

Through disciplined stewardship and responsible management, the organization reduced its operating deficit by 52% compared to the prior fiscal year — a meaningful step toward long-term sustainability.

We remain committed to balancing urgent community needs with financial stability, ensuring that every dollar entrusted to us is used wisely and with impact.

Faithful stewardship today strengthens the mission for tomorrow.

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Together, we are strengthening families and restoring hope across the Midlands.

"Let all that you do be done in love."
1 Corinthians 16:14