



2023 ANNUAL
REPORT

Charlottesville, Virginia

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.



FROM THE ADVISORY BOARD CHAIR

For nearly 120 years, The Salvation Army has been meeting the needs of the most vulnerable in the Greater Charlottesville area. Today, the Army is on the forefront of helping address critical issues in our community such as homelessness and emergency shelter, affordable housing, addiction, and enabling upward economic mobility. While our methods may evolve, our mission remains the same: to meet human needs by offering hope, promoting dignity, and providing opportunity.

In this Annual Report, you will see how the Army's facilities and programs are expanding to serve more families and individuals in need. None of this good work happens without the generous financial support from our partners, countless volunteer hours, and especially the dedication and hard work – often in trying conditions – of the officers and employees of The Salvation Army of Charlottesville.

I invite you to learn more about the Salvation Army's efforts to meet the physical and spiritual needs of our fellow citizens, and I hope that you will join us in our mission to permanently improve the lives of those who seek our assistance.

Brian Johnson

2023-2024 ADVISORY BOARD

Brian Johnson, *Chair*
Locke Ogens, *Vice-Chair*
James Burton, *Treasurer*

Kim Wentz, *Development*
Jim Battaglia, *Development*

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Frank Ballif
Rachel Burns
David F. Cooke, II
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Patricia Fleshman⁺
Margaret Fisher
Joe Krenn
Richard Nunley⁺
Eric Parker
Jay Patel
Robert Pflugfelder^{*}
Carolyn E. Rainey^{*}
Loren Roberts
Dan Schutte
Anthony Woodard

⁺ *Members Emeritus*
^{*} *Life Members*

FROM THE COMMANDING OFFICERS

We are incredibly grateful to those who support The Salvation Army. Due to your love and generosity, we can assist individuals and families across the Greater Charlottesville area who come to us in need. Whether it be shelter, nourishment, empowering our youth, or spiritual support, The Salvation Army is there.

Victories like these continue to illuminate the power of God at work through the mission of The Salvation Army. My wife, Jennifer, and I, are honored to serve alongside every one of you as we keep our gaze fixed upon the endless rewards yet to come in our tireless fight for **“DOING THE MOST GOOD.”**



Captains Mark and
Jennifer Van Meter

“The Salvation Army has been discussing this issue and our response for decades. Now is the time for action. We were correct then and are correct now that our services will continue to be needed and expanded.”

RENEE’S STORY

For 14 years, Renee (an actual Salvation Army client, her name is changed to protect her identity) served our country in the U.S. Air Force. Upon honorable discharge, Renee took a civilian job, had an apartment and led what appeared to be a normal life.

For Renee, a storm was brewing. She developed a fear she couldn’t handle on her own, a mounting, severe paranoia of being around people. Her mental health deteriorated to the point where Renee couldn’t leave her apartment.

Consequently, she lost her job and her savings dwindled to a point where she couldn’t pay her rent and was evicted. This living storm rained down on Renee for a full year.

Renee was eventually diagnosed with bipolar disorder and was hospitalized for a month. She received medication and began to recover, but she had nowhere to go. She had no job, no money, not even legal identification.

The hospital contacted The Salvation Army, and there Renee found shelter from the storm.

The Salvation Army gave Renee structure and stability. They gave her clothes, food and a bed. They helped her apply and receive legal identification, helped her with a resume and helped her find employment. While still a resident, Renee is now saving money for her own place.

“The Center of Hope,” says Renee, “is more than just a bed, it’s a family. Everyone cares.”

“It’s much more than just a homeless shelter, it’s hope for the hopeless, dignity for the homeless. I live here, I don’t feel homeless.” – Renee

FINANCIAL REPORT

REVENUE	
Donations	\$1,109,677
Gifts in Kind	565,559
Special Events	102,590
Sales to Public	696,325
Grants and Foundations	1,564
Other Income	835,665
Total Support and Revenue	\$3,311,380
EXPENSE	
Salaries & Benefits	\$1,132,470
Social Services	719,683
Program & Operating	1,502,733
Support Services to Divisional Headquarters	242,151
Total Expense	\$3,597,037
Surplus (Deficit)	(\$285,657)

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

HOW WE SERVE INDIVIDUALS AND FAMILIES

1

CHRISTMAS SUPPORT

Angel Tree Locations Walmart Charlottesville & Ruckersville, Dairy Mart, YMCA, North Fork Business Park, The Club at Glenmore, ACAC (by Aldi), Boars Head Resort.

3

WORSHIP ARTICLES AND NEWS

KIDS AT CAMP
67 Individuals
133 Total Days at Camp

2

SOCIAL SERVICES

4,677 People Assisted
49,265 Meals Provided
18,278 Nights Lodging
1,700 Clothing Items
482 Furniture Given
577 Energy Assisted
913 Hygiene Items
6,829 Volunteer Hours
1,515 Volunteers

4

CHRISTMAS PROGRAMS

362 Families Assisted
1,632 People Assisted
1,776 Clothing Items
6,118 Toys and Bikes
160 CBS-19 Stockings
Volunteers and Hours
(Angel Tree + Kettles)
186 people/ 852 hours
(just Angel Tree)
114 people/ 327 hours

FAMILY STORE

The Salvation Army Family Store supports our many outreach programs by turning reusable goods into much needed funding. Proceeds generated at the Family Store are invested into the many outreach programs managed by the Social Services Department. Shopping at or donating goods to our Family Store is not only helpful to you, but enables The Salvation Army to serve more individuals in need.

Store Hours

Monday-Saturday 9:30 a.m. - 5:00 p.m.

Donation Hours

Monday-Saturday 9 a.m. - 3:30 p.m.

Address

604 Cherry Avenue
Charlottesville, VA 22902

WE WOULD
LIKE TO THANK
ALL OF OUR
WONDERFUL
FAMILY STORE
VOLUNTEERS.

For information about The Salvation Army Family Store, pickup schedule, or how to donate items, please call (434) 979-5230.

85
TOTAL VOLUNTEERS

3,451
TOTAL VOLUNTEER
HOURS

HISTORY OF THE SALVATION ARMY

Soon after beginning his ministerial career in England in 1852, William Booth abandoned the concept of the traditional church pulpit in favor of **taking the gospel of Jesus Christ directly to the people.** Walking the streets of London, he preached to the poor, the homeless, the hungry, and the destitute.

When fellow clergymen disagreed with Booth's unconventional approach, he and his wife Catherine withdrew from the church to train evangelists throughout England. The couple returned to the East End of London in 1865, where many followers joined their fight for the souls of lost men and women.

Within 10 years, their organization, operating under the name "The Christian Mission," had over 1,000 volunteers and evangelists.

Thieves, prostitutes, gamblers, and drunkards were among their first converts to Christianity. And soon, those converts were also preaching and singing in the streets as living testimonies to the power of God.

When Booth read a printer's proof of the 1878 "Christian Mission" annual report, he noticed the statement "The Christian Mission is a volunteer army." Crossing out the words "volunteer army," he penned in "Salvation Army." **From those words came the basis of the foundation deed of The Salvation Army.**

From that point onward, converts became soldiers of Christ and were known then, as now, as Salvationists. They launched an offensive throughout the British Isles that, in spite of violence and persecution, converted 250,000 Christians between 1881 and 1885. Their message spread rapidly, gaining a foothold in America and soon after Canada, Australia, France, Switzerland, India, South Africa, Iceland, and Germany.

Today, The Salvation Army is active in virtually every corner of the world and serves in 131 countries, offering the message of God's healing and hope to all those in need.

COME AND WORSHIP

SUNDAY

10:30 am • Coffee Bar Opens

11:00 am • Morning Worship

WEDNESDAY

12:30 pm • Bible Study

207 Ridge Street at Café

"God loves with a great love the man whose heart is bursting with a passion for the impossible."

- WILLIAM BOOTH

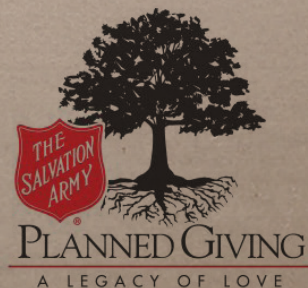


PLAN YOUR LEGACY



LEGACY

To find out more about wills, gift annuities, estate planning, or other ways to plan your legacy, Please contact Patrick McAuliffe, Divisional Planned Giving Director at 601-918-8695 or patrick.mcauliffe@uss.salvationarmy.org.



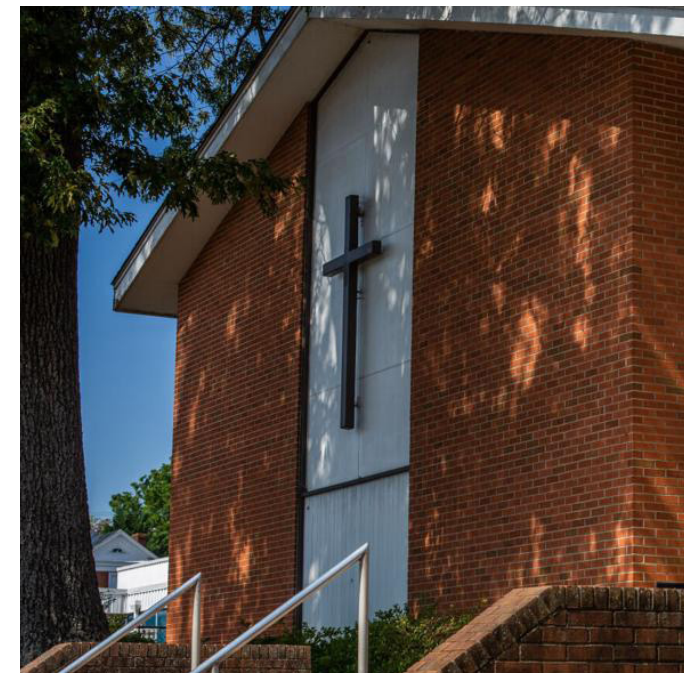
PLAN YOUR CHARITABLE GIVING

Thinking carefully about what to give and when to give increases the impact of your gifts. Gifts by check or credit card are the most popular ways to give, however gifts of other assets can give you even greater tax savings.

Stock + Real Estate + Mutual Funds IRA Distributions

Or consider setting up a Donor Advised Fund (DAF). A DAF is a flexible and easy-to-establish vehicle for charitable giving that lets you make grants free from unfavorable private foundation restrictions and excise taxes. We also offer state tax credits in select locations

TO LEARN MORE ABOUT WAYS TO MAKE YOUR CHARITABLE GIVING MORE IMPACTFUL, **PLEASE CONTACT** KIM WENTZ, SENIOR REGIONAL RESOURCE DEVELOPMENT DIRECTOR AT 804-400-5992 OR KIM.WENTZ@USS.SALVATIONARMY.ORG.



*“Do Good and Share
What You Have.”*

—Hebrews 13:16



MAILING ADDRESS

P.O. Box 296, Charlottesville, VA 22902

CORPS LOCATION

207 Ridge Street, Charlottesville, VA 22902
434-295-4058 • Fax 434-295-6243

FAMILY STORE

604 Cherry Avenue, Charlottesville, VA 22902
434-979-5230

charlottesville.salvationarmypotomac.org
facebook.com/CvilleCorps