



DOING  
THE MOST  
GOOD™

**THE SALVATION ARMY OF GREATER PHILADELPHIA**

701 North Broad Street, Philadelphia, PA 19123

[www.SalvationArmyPhiladelphia.org](http://www.SalvationArmyPhiladelphia.org) • 215-787-2800

2008-09  
GREATER PHILADELPHIA  
ANNUAL REPORT



DOING THE MOST GOOD™

NOW MORE THAN EVER.

HOPE  
FAITH  
STRENGTH  
COMPASSION  
PRAYER  
GRACE

Dear Friends,

On behalf of our officers and staff, please accept our heartfelt thanks for your steadfast support of The Salvation Army of Greater Philadelphia. Despite the economic downturn and increasing requests for help, we are indeed blessed as we continue our work throughout Philadelphia. Chief among our blessings, of course, is your partnership, which sustains our officers as they help people suffering lost jobs, lost homes, and a lost sense of purpose. But thanks to your generosity and prayers, The Salvation Army has stayed the course, serving as a compass for so many who have lost direction and seek renewed hope and a brighter future.

You will discover within this report people whose lives have been transformed by our programs and services, as well as dynamic volunteers whose passion for helping people is inspiring. We hope that as you read their stories, you will experience satisfaction in knowing your investment has extraordinary "returns" unmatched by many other charitable organizations. You may be assured, too, that your contributions are spent with care, with 91 cents of every dollar going directly to programs and services to help people in need.

And as we slowly emerge from one of the most challenging economic climates since the Great Depression, we give thanks for your helping hands—hands clasped with our own, as together we care for the poor, sick, unemployed, addicted, and other hurting members of our communities. We appreciate you every day, rich in the knowledge that together we will accomplish what God has set before us.

May God bless you,

*William R. & Marcella Carlson*

Lt. Colonels William R. and Marcella Carlson  
Divisional Leaders



2008-09  
GREATER PHILADELPHIA  
ANNUAL REPORT



DOING THE MOST GOOD™





NOW MORE THAN EVER,  
we are helping others be all they can be.

I am doing the most good.  
I am hope.  
I am compassion.  
I am strength.  
I am faith.

I am doing the most good.  
I serve a community.  
A region.  
A nation.  
A world.  
I serve heroes.  
I serve victims.  
I serve a sovereign God.

I am doing the most good.  
I am an Army.  
Drafted by the Creator.  
Commissioned by a man who defied death.  
My enemies are despair and destruction.  
My ammunition is grace and mercy.  
My allies are generosity and benevolence.  
I am an Army.  
Helping others be all they can be.

I am doing the most good.  
I feed empty stomachs and hungry souls.  
I rebuild ruined homes and shattered lives.  
I am a willing listener for a veteran with stories to tell.  
I am a bottled water and an encouraging smile for a weary firefighter.  
I am an answered prayer.  
A silver lining.  
A second chance.

I am doing the most good.  
I am a humble steward of other people's generosity.  
I am a grateful courier of a stranger's kindness.  
I am the faithful executor of others' goodwill.  
I take responsibility seriously.  
I am blessed.  
I am a blessing.

I am The Salvation Army.  
I am doing the most good.



## Extended shelter family helps rebuild lives

Imagine losing your job and your home while trying to care for a teenage daughter with debilitating scoliosis, and having no one to turn to for help. This was Christine Hundley's reality in September of 2008 as she entered The Salvation Army Red Shield Family Residence in North Philadelphia. "It was scary," said Christine. "I had a child (Stephanie, age 16) who needed surgery to have a metal rod put in her back and I was entering the shelter system for the first time."

It wasn't long, however, before Christine's leading feeling turned from fright to relief thanks to the kindness of The Salvation Army staff and residents. "It wasn't just me handling things by myself anymore," said Christine, who is 45. "It was like I had a big family here to make everything I was going through much easier."

The Salvation Army installed an extra-firm mattress for Stephanie, delivered meals to her room and facilitated home schooling. When Stephanie had her surgery, Christine was given the means and flexibility to stay at Children's Hospital of Philadelphia with her daughter.

"The Salvation Army Red Shield's support allowed Christine to be the mom we'd all want to be, ensuring her daughter's medical needs were met," said Susan Brotherton, director of the shelter. "Now that Stephanie's health is in order and she's back to school full time, Christine can focus on finding work and a permanent home."




*It was like I had a big family here to make everything I was going through much easier.*

Christine has begun seriously investing in herself — taking a class on budgeting money, joining a group where residents talk through life experiences and participating in a job readiness program. She also recently began classes with Philadelphia OIC, which helps homeless adults achieve self-sufficiency through education, training and job placement. "Instead of sitting around and doing nothing, everyone at Red Shield is getting out and doing something for themselves," said Christine. "Everyone here seems excited for the future."

Christine's case manager is helping her navigate the difficult journey of securing permanent housing, which Christine believes is close to happening. "They do everything possible here to help us with housing and a job so that after we leave we will never, God forbid, be homeless again."

Brotherton said Christine has given others just as much as she's received at The Salvation Army residence. "Not only has she provided excellent care for Stephanie and kept her focused on academics and her future, she has played an integral role here by supporting other residents, many of whom call her 'mom.'"

"The Salvation Army has taught me and my daughter how to live differently and appreciate things more, especially our family here," said Christine. "With today's economy, shelters are full and people are living on the street. I just thank God that we landed at The Salvation Army Red Shield Family Residence." 

NOW MORE THAN EVER,  
people need a place to call home.





NOW MORE THAN EVER,  
children need to believe in Christmas.

## Amazing partnership delivers 20 years of Christmas miracles

Nearly every day of the year parents must say “no” to their children. Christmas is the one day that every parent wants to say “yes” to all their children’s wishes. For families with limited resources, however, saying “yes” to even one Christmas gift is often impossible. For 20 years, CBS 3 and The CW Philly 57 have partnered with The Salvation Army to ensure parents can say “yes” on the one day their children look forward to all year.

Through their Joy of Sharing program, CBS 3 and The CW Philly 57 have given Santa a run for his money over the years, collecting hundreds of thousands of toys for deserving children around Philadelphia. The station employs every resource available to inspire as many community members as possible to donate gifts – kicking off the toy-collection campaign with network celebrities, publicizing Joy of Sharing through public service announcements and on-air personalities, gathering toys on-site and enlisting sponsors to spread the word and serve as drop-off sites. The Salvation Army then collects all the toys and distributes them to families who have requested help to make Christmas possible.

“There’s nothing worse than as a parent feeling like you can’t do anything for your kids on Christmas,” said Jeffrey Howe, Salvation Army seasonal services program administrator. “CBS 3 and The CW Philly 57 go way



*Without Joy of Sharing, Christmas would be very limited or non-existent for many local families.*

above the call of duty, promoting Joy of Sharing and really jumping behind it, to allow parents to make Christmas special.”

Joanne Calabria, vice president of public affairs for CBS 3 and The CW Philly 57, said the station’s late Geaneen Rutledge, whose dedication to helping others inspired Joy of Sharing, chose The Salvation Army as a holiday partner “to target those who are most at need.” “The Salvation Army is critical to the survival of so many people,” continued Calabria. “It really is a safety-net, and given the economy, it’s more critical now than it’s ever been.”

Shelley Hoffman, public affairs manager for CBS 3 and The CW Philly 57, said Joy of Sharing is especially important during these tough economic times. “Many people can barely meet their daily obligations, let alone purchase gifts.”

Howe agreed, noting that requests for Salvation Army holiday assistance increased this past year, and are now coming in earlier than ever before.

“Without Joy of Sharing, Christmas would be very limited or non-existent for many local families,” said Major Glenn Snyder, commanding officer of The Salvation Army Roxborough Corps Community Center, who connected more than 200 families with gifts last year. “The program gives a boost to the entire family at the end of the year and renewed hope for the coming year.”





NOW MORE THAN EVER,  
innovative partnerships are providing creative solutions.

## Unique relief effort delivers comfort to disaster victims

After disasters such as floods and fires strike, victims often receive emergency support including water, food and shelter. But what do the victims, who often lack the ability to shop or wash their clothing, do about underwear and pajamas? This question occurred frequently to clothing retailer Karen Thompson as she sought a systematic way to distribute donated items to disaster victims, seniors and others in need.

Thompson, the successful owner of a lingerie company and designer of luxury pajamas, knew she had the passion and industry knowledge to provide people with pajamas and underwear during their toughest times, but not the disaster services experience. After Thompson saw The Salvation Army's success in helping Hurricane Katrina victims and learned about the effectiveness of its Emergency Disaster Services department, which responded to 255 disasters in eastern Pennsylvania alone last year, a partnership was formed with The Salvation Army. In April, the Harry G. Thompson Pajama and Underwear Pantry was launched, named in honor of Thompson's late father-in-law, who received Salvation Army support as a child.

"Giving something as 'simple' as underwear or pajamas can help others feel good about themselves," said Thompson, "to feel cared for, to feel comfortable and to feel healthy mentally and physically. I want the pantry to




*Giving something as simple as underwear or pajamas can help others feel good about themselves.*

provide the hope that is needed by so many right now." Thompson has already collected thousands of pairs of underwear and pajamas from manufacturing partners; The Salvation Army stores, manages and distributes the items. When a local family of five recently lost everything in a fire, the pantry helped them to start rebuilding their lives with care packages for the parents and three children.

"We deeply appreciate Karen and her husband, Dave's, partnership," said Susan Levin, associate director of development for The Salvation Army. "We are experiencing a significant increase in people looking for help. Now more than ever, The Salvation Army needs the kind of innovative help being provided by the Thompsons."

Thompson has launched two initiatives to help reach her goal of filling the pantry with 100,000 pairs of underwear and pajamas—meeting with pajama and underwear industry leaders to ask for donations and sponsors, and beginning a grassroots effort that enlists local businesses and community organizations to host collection bins for new pajama and underwear donations.

"Life is a staircase," said Thompson. "Sometimes you have the energy to climb, sometimes you need a little lift. While the pantry will not solve all of the issues facing so many today, it will give them the strength to get to the staircase landing, where they can catch their breath before tackling the next series of steps." 



## Community garden cultivates hope in West Philadelphia

One day as Virginia “Ginny” Robinson was tending to the collard greens and cabbage and beans and numerous other vegetables in the thriving garden she began outside The Salvation Army West Philadelphia Corps Community Center, a young child wandered into the garden and asked her, “Is that food?”, driving home the garden’s critical importance in a tough Philadelphia neighborhood where fast food is all-too-familiar, and gardening and home-cooking are becoming relics of the past.

In October of 2008, Robinson, a Salvation Army donor who along with her husband, Jeremy, has “adopted” The Salvation Army West Philadelphia Corps Community Center, walked by a large overgrown patch of land and saw the perfect place for a community garden. After months of weeding and tilling and planting, the former eyesore is now helping to feed its West Philadelphia neighborhood.

The garden, for which Robinson purchased all of the seeds and gardening materials and even a fence, supplies fresh produce including tomatoes, Swiss chard, peppers, elephant kale, potatoes and onions for the community center’s children’s programs and Sunday meals; low-income seniors living at the nearby Salvation Army Booth Manor; soup kitchens; community members who help in the garden; and anyone who comes to the center seeking food. “Because of Ginny, our cup runneth



over,” said Envoy LaVerna Lewis, commanding officer of The Salvation Army West Philadelphia Corps Community Center. “Even though our funding has been cut, thanks to the garden we have more than enough food to give the hungry.”

Envoy Lewis said the garden helps to “plant the seeds of faith early in life” by providing a springboard for faith-filled discussions with children. “We let the children know on the third day God created vegetation, and that God created this food especially for them.”

The garden also has inspired youth education programs—a gardening class run by the Pennsylvania Horticultural Society, nutrition classes and cooking classes—and has provided a hands-on planting and harvesting education to community members of all ages.

While Robinson and Envoy Lewis are the garden’s primary caretakers, community center children, Booth Manor seniors, and community service groups have helped weed, water and harvest. “Community involvement has enabled us to grow a tremendous amount of food,” said Robinson. “Anytime we’ve had a real need for extra hands and thought we were going to go under, help came our way. There’s truly something special about this garden.”

“We thank God for Ginny,” said Envoy Lewis, “for without her, and without God, there wouldn’t be a garden, a garden that’s been a blessing to so many people.”

*The garden helps to plant the seeds of faith early in life by providing a springboard for faith-filled discussions with children.*

**NOW MORE THAN EVER,**  
we must feed both body and soul.



Dear Friends,

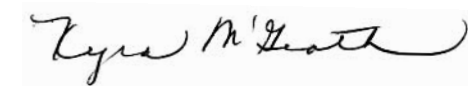
It is a pleasure to share with you the 2008–09 Salvation Army of Greater Philadelphia Annual Report. After reading the stories about the remarkable officers who serve our neighbors in need, volunteers who make a difference, and the men, women and children whose lives are transformed, I am confident you will conclude The Salvation Army remains an excellent investment. It is not surprising to learn that a recent survey about charitable organizations revealed that nearly half of all Americans 12 years of age and older reported that they “like very much” or “love” The Salvation Army. For those of us involved with the Army, it is easy to understand the public’s esteem and affection for the extraordinary officers who have devoted their lives to caring for the most vulnerable members of our communities.

Despite a significant loss in traditional funding last year and a weakened domestic economy, the Army remains committed to “Doing the Most Good.” This year has been an especially difficult one as rising unemployment resulted in a 30 percent increase in requests for help. A 15 percent loss in operating revenues necessitated the merger of two corps community centers and the closing of several emergency assistance offices. Thankfully, generous

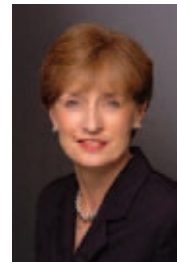
responses to the news of lost case worker positions yielded \$187,000 to sustain services at the Army’s campus on North Broad Street. For the first time in its 130 years in Philadelphia, The Salvation Army organized a “Christmas in July” campaign that attracted strong media coverage and a welcomed infusion of gifts during the traditionally slow summer giving season. The Salvation Army Ray and Joan Kroc Corps Community Center is under construction in North Philadelphia, and a very special celebration will mark its opening in late 2010. These and other harbingers of new energy and growth are welcomed as The Salvation Army continues its important work in Philadelphia.

The Advisory Board of The Salvation Army of Greater Philadelphia joins me in thanking you for your extraordinary support, and for your commitment to “Doing the Most Good” for those in need. We are grateful for your generosity, encouragement, and prayers, and look forward to our ongoing partnership in the years to come.

Sincerely,



Kyra G. McGrath  
Advisory Board Chair



Greater Philadelphia Activities  
General Operating Fund – Unrestricted  
Year ended September 30, 2008

**PUBLIC SUPPORT AND REVENUE**

Contributions and foundation grants	\$4,097,405
Special events	239,950
Gifts-in-kind	57,000
Fees and grants	16,318,962
(from governmental agencies)	
Membership dues	2,305
Program service fees	2,844,339
Sales of supplies and services	97,920
Adult Rehabilitation Center sales	5,279,025
Interest revenue	64,102
Contributions	
(by unassociated organizations)	46,356
United Way	681,303
Grants from headquarters	591,166
Miscellaneous	785,880
Net assets released from restriction	1,282,205

**TOTAL PUBLIC SUPPORT AND REVENUE** **\$32,387,918**



**EXPENDITURES**

Program Services and Family and Personal Services:	
Casework services, emergency and special services	\$1,827,077
Emergency lodging	3,615,935
Housing Programs, S.R.O.	547,297
Community Services:	
Developmental Disabilities Program	11,238,935
Day Care Centers	1,414,023
Foster Care	858,313
Corps Community Centers	5,185,984
Adult Rehabilitation Center	6,645,216
Supporting Services:	
Management & general services	823,797
Fund-raising services	847,180
Payment to Supervisory Headquarters	1,274,077

**TOTAL EXPENDITURES** **\$34,277,834**

Deficiency of Public Support & Revenue over Expenditures	(1,889,916)
Other Changes in Net Assets	1,474,418
Change in Net Assets	(415,498)
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>(163,044)</b>
<b>NET ASSETS, END OF YEAR</b>	<b>(578,542)</b>

Financial statements have been audited by Zelenkofske Axelrod LLC



**MEALS SERVED**

Corps Community Centers	100,750
Red Shield Family Residence	57,219
Eliza Shirley House	49,166
Day Care Centers	18,401
Senior Citizens Programs	11,687
Norristown Shelter	14,621
Developmental Disabilities Program	181,254
Camp Ladore	50,178
Ladore Lodge and Conference Center	73,083
Adult Rehabilitation Center	113,552

**TOTAL MEALS 669,911**

**NIGHTS OF SHELTER**

Red Shield Family Residence	31,137
Eliza Shirley House	35,253
Norristown Shelter	3,944
Developmental Disabilities Program	53,928
Camp Ladore	11,662
Reed House	20,361
Mid-City Apartments	29,208
Ivy Residence	245,778
Booth Manor	163,944
Ladore Lodge and Conference Center	40,620
Adult Rehabilitation Center	33,389

**TOTAL NIGHTS 669,224**

**ATTENDANCE/PARTICIPANTS**

Senior Citizens	28,067
Corps Community Centers	282,745

**COMMUNITY SUPPORT SERVICES**

Total Cases	19,681
Total Persons Served	33,829
Total First Time Cases	11,065

**COMMUNITY CARE**

Individuals Visited	5,609
Visits from Corps	5,803

**CHRISTMAS ASSISTANCE**

People Served	16,099
Toys and Gifts Given	31,260

**CAMP**

Overnight Campers	11,662
Day Campers	13,998

**VOLUNTEERS**

Volunteers	6,419
Volunteer Hours	45,109

**WORSHIP SERVICES/PROGRAMS**

Meetings	8,119
Attendance	171,469

**YOUTH PROGRAMS**

Corps Community Centers	
Youth Activities–Attendance	109,867
Education/Music–Attendance	51,676
Child Development Centers	
Children Cared for	3,227
Days of Care	42,597

The Salvation Army of Greater Philadelphia does not have a one-size-fits-all formula for healing community members in need. Instead, the Army meets people where they are—whether on the streets, at their homes or in their neighborhood—and delivers the wide-range of services required to help them change their lives from the inside out.

What you see listed here is just a sampling of the hundreds of supportive programs that the Army provides year-round.

The Salvation Army’s flexible, holistic approach has allowed hope to spread around the city, and into the hearts of hundreds of thousands of people so deserving of spiritual, emotional, physical and intellectual success.

- Healthcare for the homeless
- Holiday gifts for children of incarcerated parents
- Group counseling
- Referral services
- Utility and phone bill assistance
- Money management counseling
- Job training and placement
- Residential drug and alcohol rehabilitation
- Vacation Bible School
- Clothing assistance
- After-school enrichment and learning
- Spiritual comfort for disaster victims
- Bible study for incarcerated adults
- Homework assistance
- Nutrition programs for seniors
- Subsidized day care
- Free music and arts instruction
- Mother-and-child retreats
- Disaster response
- Residential support for adults with developmental disabilities
- Missing persons location
- Emergency home repair
- Holiday gift baskets for seniors
- Foster care and adoption
- Sunday school and worship services
- Service to the Armed Forces
- Job placement for the developmentally disabled
- Food deliveries
- Community centers
- Emergency shelter for individuals and families
- Back-to-school supplies
- Home visits to shut-ins
- Transitional housing for adults
- Senior camping ministries
- Shelter for domestic violence victims
- Feeding programs
- Youth and adult Bible studies
- Faith-based social programs for teens
- Drama training
- Family-building activities
- Neighborhood summer day camps
- Summer youth camp in the Poconos
- Long-term housing for shelter graduates
- Youth and adult sports
- Life and parenting skills
- Toys and stuffed stockings for children
- Residential apartments for low-income senior citizens



**ADMINISTRATIVE OFFICE**

**The Salvation Army of Greater Philadelphia**

701 North Broad Street  
Philadelphia, PA 19123  
215.787.2800

**NEIGHBORHOOD COMMUNITY CENTERS**

**Darby**

22 North 9th Street  
Darby, PA 19023  
610.583.3720

**Norristown**

533 Swede Street  
Norristown, PA 19404  
610.275.4183

**Philadelphia Citadel**

5830 Rising Sun Avenue  
Philadelphia, PA 19120  
215.722.5447

**Philadelphia Korean**

5830 Rising Sun Avenue  
Philadelphia, PA 19120  
215.742.8992

**Philadelphia Germantown**

2601 North 11th Street  
Philadelphia, PA 19133  
215.225.2700

**Philadelphia Pioneer**

1920 East Allegheny Avenue  
Philadelphia, PA 19134  
215.739.2365

**Philadelphia Roxborough**

6730 Ridge Avenue  
Philadelphia, PA 19128  
215.482.5911  
215.483.4120

**Philadelphia Tabernacle**

3150 North Mascher Street  
Philadelphia, PA 19133  
215.423.9300

**Philadelphia Temple (Laotian)**

1340 Brown Street  
Philadelphia, PA 19123  
215.787.2962

**Philadelphia West**

5501 Market Street  
Philadelphia, PA 19139  
215.474.1009

**SPECIALIZED COMMUNITY SERVICES**

**Adult Rehabilitation Center**

4555 Pechin Street  
Philadelphia, PA 19128  
215.483.3340

**Booth Manor Residence Senior Housing**

5522 Arch Street  
Philadelphia, PA 19139  
215.471.0500

**Correctional Services Program**

701 North Broad Street  
Philadelphia, PA 19123  
215.787.2800

**Developmental Disabilities Program**

701 North Broad Street  
Philadelphia, PA 19123  
215.787.2810

**Eliza Shirley House Emergency Shelter**

1320 Arch Street  
Philadelphia, PA 19107  
215.568.5111

**Ivy Residence Senior Housing**

4051 Ford Road  
Philadelphia, PA 19131  
215.871.3303

**Mid-City Apartments Permanent Housing**

2025 Chestnut Street  
Philadelphia, PA 19103  
215.569.9160

**Social Services Ministries**

701 North Broad Street  
Philadelphia, PA 19123  
215.787.2812

**Red Shield Family Residence**

715 North Broad Street  
Philadelphia, PA 19123  
215.787.2887

**Reed House Permanent Housing**

1320 South 32nd Street  
Philadelphia, PA 19146  
215.755.6789

**Soup's On! Project Job Training Initiative**

4050 Conshohocken Avenue  
Philadelphia, PA 19131  
215.452.0430

**THE SALVATION ARMY OF GREATER PHILADELPHIA ADVISORY BOARD**

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Kyra McGrath, Esq.

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**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.

