

THE SALVATION ARMY SOUTHWEST DIVISION 2023 ANNUAL REPORT





THE SALVATION ARMY – YOUR GENEROSITY IN ACTION

The Salvation Army Southwest Division – serving Arizona, New Mexico and Southern Nevada – helped over 517,000 people in 2023 through a range of social services. By providing food for the hungry, shelter and clothing for the homeless, rent and utilities assistance, disaster relief, respite and relief from extreme weather, senior activity and outreach, adult rehabilitation, opportunities for underprivileged children, holiday assistance, and emotional and spiritual support, The Salvation Army is doing the most good at nearly 60 units across the Southwest.

Thanks to generous community support, The Salvation Army Southwest Division is growing to meet increased needs.

This year in Las Vegas, The Salvation Army is breaking ground on a new family services center in an area of the city in great need, with these goals:

- An improved food pantry with sufficient space to receive, store and distribute more fresh and healthy food.
- Case management that gives individuals and families the tools to achieve self-sufficiency.
- Providing clients with emergency food, rent and utilities assistance; vouchers for clothing and furniture; seasonal support; and referrals to additional community services.
- Classrooms for training and education (résumé writing, financial literacy, computer skills, effective parenting, etc.).

In Yuma, Arizona, The Salvation Army opened a new corps community center (corps), offering the following services:

- Feeding hungry neighbors through a mobile feeding program, assisting with emergency food boxes, and serving hot meals via its own commercial kitchen and dining facility.
- Providing rent and utilities assistance.
- An entry point for veterans to attain help through the Yuma Veterans Recoverable Loan Project.
- The ability to quickly transform into a temporary shelter in the event of disaster. Before its doors were even officially open, the corps provided shelter during Hurricane Hilary.

New multicultural, multigenerational social service and community centers are also in the works in Prescott, Tempe, and the Phoenix Maryvale area in Arizona.

In New Mexico, the Army is opening a renovated facility for the men's Adult Rehabilitation Program (ARP) in Albuquerque, and the Harvest House Roswell is a transitional residence for the graduates of the ARP. In Farmington, plans are to revitalize its former thrift store to offer social services to the community; but in the interim, the space is serving need as a community clothing bank.

We are a tax-exempt 501(c)(3) organization, and contributions are deductible for federal income tax purposes (There is also a state tax credit in Arizona.) to the extent permitted under Section 170(b)(2) for corporations.

An international movement, The Salvation Army is an evangelical arm of the universal Christian Church. Our message is based on the Bible, and our ministry is motivated by the love of God. We preach the Gospel of Jesus Christ and meet human needs in His name without discrimination.

The Salvation Army ranks #6 on Forbes' latest list of [America's Top 100 Charities](#).

For more information, visit [SalvationArmySouthwest.org](https://www.SalvationArmySouthwest.org) and follow us on [Facebook](#), [YouTube](#), and [LinkedIn](#); #DoingTheMostGood #SalArmyLoveBeyond.



Corps Community Centers

Arizona

- Apache Junction
- Bullhead City (Ariz.)/Laughlin (Nev.)
- Casa Grande
- Chandler
- Estrella Mountain
- Flagstaff
- Glendale
- Mesa Citadel
- North West Valley
- Phoenix Citadel
- Phoenix Maryvale
- Prescott
- Ray & Joan Kroc Center Phoenix
- Sierra Vista
- Tempe
- Tucson All Nations
- Tucson Amphi
- Yuma

New Mexico

- Albuquerque Citadel
- Albuquerque Temple
- Clovis
- Farmington
- Hobbs
- Las Cruces
- Roswell
- Santa Fe

Nevada

- Henderson United
- Las Vegas Citadel

Service Centers

- Alamogordo, New Mexico
- Globe, Arizona
- Green Valley, Arizona
- Kingman, Arizona
- Lake Havasu City, Arizona
- Mesquite, Nevada
- Pahrump Valley, Nevada
- Quartzsite, Arizona
- Verde Valley, Arizona
- White Mountain, Arizona

2023 IMPACT



517,095

People Assisted



1,886,513

Meals Served



472,243

Nights of Shelter
Provided



10,678

Households
Receiving Rent or
Utilities Assistance



135,809

People Given
Disaster Relief



91,517

Clothing Items
Distributed



TOUCHING LIVES

“This season I chose to say, ‘Thank you,’ for providing me a safe place and shelter when I experienced homelessness during 2019. I’ve been housed these past few years and wanted to share the difference (it) has made for me!”
Anonymous letter



“After I got the job, I contacted The Salvation Army to say, ‘Thank you.’ I went to the office and met the staff, and thanked everybody who helped me during that period.” After migrating from India to further her education, Anusha was unknowingly caught in the middle of an immigration sting and was running out of money. The Salvation Army Phoenix Family Services Office kept her in her home with rent and utilities assistance, allowing her the time to set the record straight and gain employment. Read [HERE](#) about how the Army helped Anusha during a harrowing time in her life.

“I really thank God for this past year. It’s the year our lives were saved.” Homeless and afraid, Alicia found out she had breast cancer while she and her toddler, Jaxon, were staying in The Salvation Army Phoenix Emergency Family Shelter. The Army helped Alicia get the medical care she needed and helped her secure housing. Read more of Alicia’s story [HERE](#).



“They want to help people succeed. They don’t just like watching people survive. They want to help people who want to help themselves.” Zach received help not once but twice from The Salvation Army Owens Campus in Las Vegas. He wishes to thrive, not just survive, and help others do the same. Learn more about Zach’s journey [HERE](#).

“This program saved my life,” says Rick, “and so many other lives are being saved through the donations people make to The Salvation Army.” An alcoholic for years, Rick called out to God for help and found The Salvation Army’s Adult Rehabilitation Program (ARP) in Albuquerque. Now 10 years sober, Rick serves as both chaplain and assistant program manager at the Albuquerque ARP.



“It made me feel like somebody cared out there. Thank you for all the help you gave me for my grandbaby.” Raising her 10-year-old granddaughter, Darlene, of Henderson, Nevada, has been blessed with food, school supplies and Christmas toys from The Salvation Army.

“Thank you from our hearts (for) making our wish to have Christmas this year come true. It has been a challenging year. Now, we can end the year with love in our hearts, large smiles on our faces, and twinkles in our eyes as we carry in to the new year. Bless you for all you have done.” Anonymous letter



FEEDING THE HUNGRY

In Roswell, New Mexico, The Salvation Army operates an emergency food bank of nearly 22,000 square feet that averages a distribution of 3,000-4,000 food boxes per month, impacting more than 600 families. The corps community center delivers 250 meals a week to the local homeless population.



In Sierra Vista, Arizona, The Salvation Army feeds thousands of people per month with a drive-thru food box distribution, a community meal, donations of fruits and vegetables from local grocers, and by bringing food and other supplies monthly to the rural Palominos area. The corps community center also offers an immensely popular kids culinary arts program that teaches youngsters how to make healthy, nutritious meals on their own.

On average, 1 in 8 people and 1 in 6 children in the Southwest face hunger.*

The Salvation Army Owens Campus in Las Vegas serves nearly 1,000 meals daily – including a daily community lunch open to anyone – and The Salvation Army Southern Nevada provided nearly 23,000 food boxes to neighbors in need in 2023.



Salvation Army units in Hobbs, New Mexico, and Chandler, Globe, and Prescott, Arizona, offer “client choice” food pantries, giving shoppers the dignity of choosing foods they like, rather than getting a prepackaged food box with items they may not use or know how to prepare.



The Salvation Army Mesa Citadel collaborates with United Food Bank on its **grocery store food rescue program**, gathering and distributing unexpired food untouched on local grocery stores shelves that might otherwise be thrown away.





COMBATting & PREVENTING HOMELESSNESS

Local Salvation Army programs provide emergency food, financial assistance, basic material needs, and access to community resources to keep families in their homes and help unsheltered people locate permanent housing opportunities.

**2023: 10,678
HOUSEHOLDS
RECEIVED RENT OR
UTILITIES ASSISTANCE**



The **Hospitality House** in Tucson, Arizona, is a 24/7, 104-bed facility offering services that include emergency shelter and transitional housing for families and individuals, as well as up to two weeks respite shelter.



The Laura Danieli Senior Activities Center in Phoenix and The Salvation Army Silvercrest Senior Residence Centers in Phoenix; Las Vegas; Mesa, Arizona; and Albuquerque, New Mexico, provide activities, fellowship, and low-income, subsidized housing for seniors to help maintain their quality of life.

The Salvation Army **Phoenix Emergency Family Shelter** has 24 family units that can accommodate families large and small. The shelter is committed to addressing the significant gap in the continuum of care for families with children and giving families the tools to become self-sufficient. **Over 87 percent of residents who entered the shelter program in 2023 moved into stable housing.**



Project HOPE (Homeless Outreach to Place and Empower) utilizes mobile units throughout metro Phoenix to check on the welfare of street-bound families and individuals, providing referrals to receive food, shelter, replacements of personal identification and documentation, as well as helping to complete paperwork required to receive additional assistance – all in an effort to move people off the streets and into appropriate, safe housing.



The Salvation Army's new Tempe Street Level mobile outreach team will take services directly to unsheltered neighbors in need. The mobile unit will be equipped with internet service, food and other supplies, cell phone hot spots, information on community resources, and more.

The Salvation Army Hobbs offers a mobile hygiene trailer that provides not only showers to the area's homeless, but also offers access to a washer-dryer to do laundry and a waiting area, all in a safe and secure facility and free of charge to clients.



OWENS CAMPUS

The Salvation Army Southern Nevada features an impressive, five-acre complex in Las Vegas known as the Owens Campus, which features not only free day and overnight shelters, but an abundance of additional services.

- **Shelter** – Sheltering around 500 people each night and providing laundry machines, showers, hygiene kits, clothing, and bus passes. Additionally, men's and women's hostels are available for rent by the day, week, or even the month, providing a more stable setting for homeless clients in the process of transitioning back into society.



- **Safety Dorm** – An 18-bunk space where people in the LGBTQ+ community who may not feel safe in traditional gender-divided shelters can go to feel accepted, safe and secure.



- **Veterans Services** – Vets on the streets can move into short-term shelter to stabilize, and long-term housing is available for those experiencing harsher side effects of addiction, PTSD and other challenges.



- **SEEDS of Hope** – Works to identify and restore victims of all forms of human trafficking, provide safe houses and help access medical care.
- **Vocational Training** – Providing work readiness, life skills, and on-the-job training, case management to identify needs and supportive services, and job search and job placement services – supporting clients along each step on their journey to becoming contributing members of society. Low-income individuals can also receive additional skill training to earn higher wages that will support independent living.
- **Lied Transitional Housing** – As shelter clients secure employment, they have the opportunity to stay in one of nearly 70 Lied apartments at a reduced rate, allowing them to continue case management and learn how to manage their finances and develop habits necessary for self-sustainability.



EMERGENCY DISASTER SERVICES

*No matter where disaster or emergencies strike, The Salvation Army **Emergency Disaster Services (EDS)** are among the first to arrive on the scene and often the last to leave, serving survivors and first responders with emergency food, beverages and snacks, shelter, financial assistance, case management, household goods, repair and rebuild assistance, donations management, and emotional and spiritual care.*

As one of the largest disaster-relief organizations in the country, The Salvation Army is ready with immediate response and recovery plans unique to the community affected – plans forged from over 120 years of recovery efforts and learnings from across the world.

In 2023, Southwest EDS:

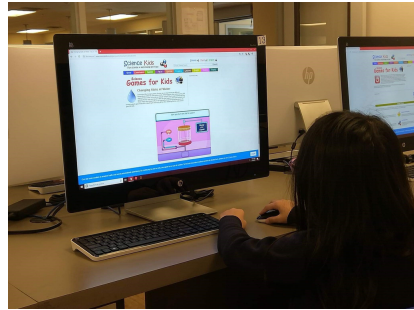
- Assisted 135,809 people, providing 20,893 meals, 403,481 beverages, 97,560 snacks, and much more.
- Spent five days aiding people of the Navajo Nation when severe flooding forced evacuations in Chinle, Arizona; served 2,215 meals.
- When fraudulent substance abuse programs in Arizona were shut down, partnered with the Arizona Food Bank Network, SRP, Salad and Go, and Port of Subs to provide over 5,600 meals, more the 12,500 drinks, and nearly 3,800 snacks to hundreds of indigenous people who had nowhere to turn.
- With a generous donation from Kroger/Smith's, provided over 5,100 people with more than 15,500 bottles of water during flooding in Cleveland, New Mexico.
- Provided overnight shelter, meals, beverages and snacks to people affected by Hurricane Hilary in Yuma, Arizona.
- Officers, staff and volunteers from The Salvation Army Southwest Division worked nearly 3,500 hours providing intake, meals, drinks, snacks, and emotional and spiritual care to survivors of the devastating wildfires in Maui.
- Gave shelter and relief to tens of thousands of people facing brutal summer heat and bitter cold winter conditions.

To help people in crisis during disaster situations, donate today at: salarmy.us/SWEDS





DEVELOPING YOUTH AND STRENGTHENING FAMILIES



Healthy minds and bodies are crucial elements of youth development, and Salvation Army after-school programs foster a sense of community and belonging. Children can participate in athletics, inspiring a love for health and fitness while learning teamwork and leadership skills. Programs are also designed to inspire and challenge the mind, providing academic support and homework help. We encourage curiosity and exploration through creativity in music and the arts as well.

Salvation Army summer camps give disadvantaged kids the opportunity to learn new skills, make friends, and create lasting memories – impactful childhood experiences that too often are only enjoyed by children from higher-income homes. **Camp Ponderosa Ranch** in scenic Heber, Arizona, hosts hundreds of campers annually, including a week exclusively for children of military families. Nestled in God's nature, kids experience fellowship, archery, basketball, soccer, carnival games, arts and crafts, hiking, group games, camping, a climbing wall, a splash pad, and a zip line – all while building character.



The Salvation Army **Ray & Joan Kroc Center Phoenix** is a 147,000 square-foot community center located on 17 acres that has offered athletics, recreation, education, music, arts, spiritual guidance, and support to the Valley of the Sun since opening as The Salvation Army Youth & Family Center more than a half century ago.

The Kroc Center offers something for the whole family: a church, indoor waterpark, football/soccer fields, three regulation basketball courts, baseball diamond, 30-foot climbing wall, exercise center and classes, performing arts theater, library, café, and health and wellness center.



Scholarships are available to alleviate the costs of attending Camp Ponderosa and for Kroc Center memberships.

A family-driven approach is at the heart of the Mike Michaels Activity Center, on the campus of The Salvation Army Phoenix Emergency Family Shelter. A model of “Recreate to Re-create” is designed to restore normalcy to families by helping them learn and heal through play. Recreation and fun activities can help homeless families normalize, stabilize and improve their overall quality of life. It is believed the Mike Michaels Activity Center is unique to The Salvation Army in the U.S.



ADULT REHABILITATION

The Salvation Army is the largest provider of no-cost residential adult drug and alcohol rehabilitation services in the country. These programs give people battling addiction and other life challenges opportunities to stabilize their lives and regain confidence and self-respect, all while developing a good work ethic and other responsible behaviors, helping provide a new lease on life for people and families affected by substance abuse.

The Salvation Army's adult rehabilitation programs have a graduation rate

3X

the national average of similar rehabilitation programs.

The Salvation Army's **Adult Rehabilitation Center** (ARC) programs across the western U.S. help some 50,000 people a year.

"It's a holistic program. The ARCs are really a life rehabilitation center," says Major Mark Nelson, The Salvation Army Western Territory's ARC Commander. "For the people that come to us, life has gone off the rails, and we help them find it again, to live the life potential that God has planned for them."



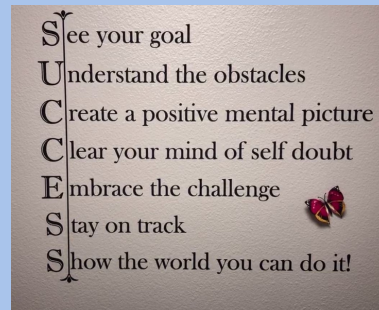
The ARCs offer a six-month, **no-cost** residential program. Nelson adds, "I'll say many of our people have addiction issues, but there are all kinds of issues. There are a growing number of people on the spectrum. There are people that just can't quite make it in life. They can't adhere to cultural norms. So, we use 12-step principles as a helpful framework for everybody ... and it provides a support network to address all those kinds of issues."



There are almost 90 thrift stores in the Western Territory where people can shop for low-cost, gently-used clothes and household items generously donated by the public. Why is this important to know? Sales from those stores provide the bulk of the financial support for the territory's nearly 20 ARCs. The thrift stores will generate about \$150 million this year, and that is the biggest reason the Army's adult rehabilitation programs can be offered at no cost.

Nelson says he sees miracles every day. "We read about miracles in the Bible, but I see God change people where it's not possible. They're too far gone. I'd look at them, and I'd say they'd never make it, but He makes it happen over and over again. Those are miracles." [CLICK HERE](#) to read about one of those miracles.

Visit SATruck.org to find a thrift store, donation drop-off sites and additional information about the Army's adult rehabilitation programs.





BRIGHTENING THE HOLIDAYS

2023: Lifted the holiday spirits of 150,000 people



RED KETTLES

The iconic Red Kettle Campaign is The Salvation Army's largest annual fundraiser and raises around 8 percent of the gifts to The Salvation Army Southwest Division for the entire year.

In its 133rd year, caring people donated nearly 3 million dollars to the Red Kettle Campaign in the Southwest.

Volunteer bell ringers are vital to the effort, raising an average of \$80 an hour, and since they are volunteers, more of those donation can fund the programs and services The Salvation Army has to help people.

Bell ringing is fun, easy and an excellent way to give back to the community. For groups, organizations and companies, it is great for team building and a fantastic way to embrace the spirit of the season.

For many, donating to Red Kettles is a family tradition passed down to future generations. Kids love putting money into a kettle, and that is a great opportunity for adults to talk to their kids about how those donations help people in need.



CHRISTMAS ANGEL

Imagine your family is struggling financially and can't afford to buy Christmas presents for the children. How devastating would that be? Many families find themselves in that exact situation, but The Salvation Army Christmas Angel program relieves the angst. Generous, big-hearted donors buy toys for kids in need (well over 200,000 toys last year), and the joy of the season is experienced by the entire family.



HOLIDAY MEALS

Salvation Army congregate holiday dinners are more than just meals, they are events where individuals and families can enjoy food, fun and fellowship with hot, nutritious meals, entertainment and services. We also deliver meals and smiles to our homebound neighbors who are unable to join us. During this past holiday season, The Salvation Army served over 170,000 meals, delivered over 11,000 more, and distributed nearly 26,000 emergency food boxes.

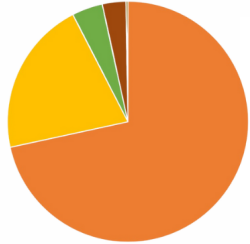
A meal can mean more than just a full stomach for those we serve: We hope it means fuel for a full heart, a full night's sleep, and days full of possibilities.





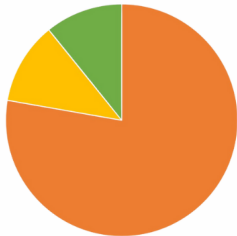
FINANCIALS

Fiscal Year 2023 (Oct. 1, 2022 - Sept. 30, 2023)



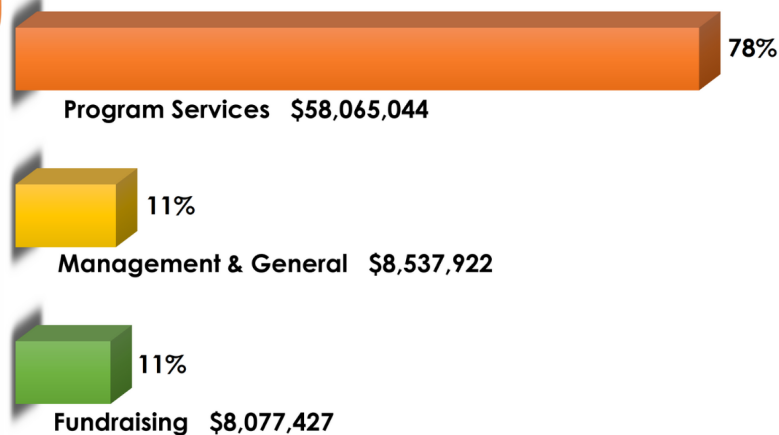
Revenue

Total: \$70,750,286



Expenses

Total: \$74,680,393



Change in Net Assets: **-\$3,930,107**



Around **84 cents of every dollar** donated to The Salvation Army in the western U.S. go directly to fund programs to help people who need it most. Local donations stay in the local community.

GET INVOLVED

DONATE MONEY

Visit SalvationArmySouthwest.org or call 602-267-4100 to learn about donating with cash, credit, planned giving, cryptocurrency, and more. You can even ask Alexa to, "Make a donation to The Salvation Army."

DONATE GOODS

Visit SATruck.org to find locations to donate clothing and household items to a Salvation Army Family Thrift Store near you. To donate food and other items of need in your community, please contact your local Salvation Army location.

VOLUNTEER

Volunteers are the army behind The Salvation Army – an army of generous and compassionate individuals vital to our mission of meeting human needs without discrimination. Visit volunteer.usawest.org to find dozens of volunteer opportunities in your community.

CONNECT AND ENGAGE WITH US

Visit SalvationArmySouthwest.org and follow us @SalvationArmySW on [Facebook](#), [YouTube](#), and [LinkedIn](#); #DoingTheMostGood #SalArmyLoveBeyond



LOVE HAS AN ARMY: THE SALVATION ARMY

For many clients, a warm bed or meal is just the beginning. The Salvation Army's holistic services provide a hand up, not a handout.

The Army's faith-based mission embraces that all people should be treated with dignity and that no one should be defined by their challenges or circumstances – replacing stigma with help, healing and hope.

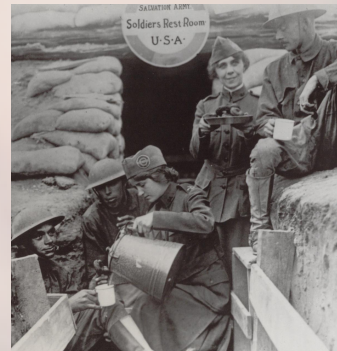
The late Peter Drucker, often described as the founder of modern management, once said in an interview with Forbes magazine, "The Salvation Army is by far the most effective organization in the U.S. No one even comes close to it in respect to clarity of mission, ability to innovate, measurable results, dedication, and putting money to maximum use."

The Salvation Army was on the frontlines in World Wars I and II, offering comfort and pastoral guidance. During World War I, The Salvation Army served donuts – frequently cooked in battle helmets – to U.S. troops in the field, and many soldiers became hooked on the pastries. Thus, The Salvation Army is often credited with popularizing the donut in the U.S. In 1938, The Salvation Army created National Donut Day, observed on the first Friday of June, to honor the female Salvation Army officers, called "Donut Lassies," who served the troops overseas.

National Salvation Army Week, observed annually in May, was first declared by President Dwight D. Eisenhower in 1954. In the proclamation, President Eisenhower noted, "Among Americans, The Salvation Army has long been a symbol of wholehearted dedication to the cause of human brotherhood ... Their work has been a constant reminder to us all that each of us is neighbor and kin to all Americans. Giving freely of themselves, the men and women of The Salvation Army have won the respect of us all."

The Salvation Army is an Equal Opportunity Employer and committed to providing a respectful environment for all applicants and employees that is free from unlawful discrimination or harassment based on age, race, color, religion, sex, national origin, marital status, disability, citizenship, sexual orientation, gender identity, gender expression, or any other characteristic protected by law. Such equal opportunity for employment will apply to recruitment and hiring, training, promotion, salaries, and other compensation, transfers and layoffs, or termination.

In providing its programs and services, The Salvation Army is committed to accommodating all those in need without unlawful discrimination or harassment based on age, race, color, religion, sex, national origin, marital status, disability, citizenship, sexual orientation, gender identity, gender expression, or any other characteristic and in accordance with our capacity to help.



THE SALVATION ARMY SOUTHWEST DIVISIONAL HEADQUARTERS

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