

GREATER NEW YORK DIVISION



ANNUAL REPORT

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# LETTER FROM OUR DIVISIONAL LEADERS

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Dear Friends of The Salvation Army,

Reflecting on the challenges and triumphs of the past year, we are reminded of the resilience and kindness that define our communities here in Greater New York. In the face of adversity and inequality, we witnessed countless acts of compassion from individuals like you, who selflessly stepped up to support our fellow New Yorkers in need.

Our dedicated team of volunteers, staff, and officers remain committed to serving our local communities. Guided by our mission to extend a helping hand to all who need assistance, we are ready to provide support without judgment or reservation, echoing the teachings of compassion exemplified by Jesus.

The demand for our services has surged to unprecedented levels, emphasizing the urgent need for collective action and support. Amidst these challenges, we find hope and inspiration in the countless individuals who continue to demonstrate their generosity through volunteerism and financial contributions.

As you read this report, we trust that you will find encouragement in the stories of hope and resilience, and the tangible impact of your support on the lives of fellow New Yorkers. Your partnership and generosity have been instrumental in creating positive change and empowering our communities to thrive.

We extend our heartfelt gratitude and prayers for blessings of health, wellness, and continued support for you and your loved ones. Together, as friends of The Salvation Army, we stand united in our shared commitment to building a brighter future for all.

Sincerely,

*Raphael Jackson Sandra Jackson*

Lt. Colonels Raphael and Sandra Jackson  
The Salvation Army Greater New York Divisional Leaders





*"While women weep, I'll fight. While children go hungry, I'll fight. While men go to prison, I'll fight. While there is a drunkard left, while there is a poor lost girl upon the streets, while there remains one dark soul without the light of God, I'll fight — I'll fight to the very end!"*

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## WILLIAM BOOTH

Founder of The Salvation Army  
(1829 - 1912)

# ABOUT US

The Salvation Army was founded by ministers William and Catherine Booth in England in 1865 and arrived in the United States in 1880 through Battery Park in New York City. Nationally, The Salvation Army operates 7,600 centers and helps 25 million people each year.



## In Greater New York

- 38 Community and Worship Centers
- 8 Developmental Disabilities Services (DDS) Homes
- 3 Centers for Substance Abuse Rehabilitation
- 3 Shelters for Unhoused Individuals and Families
- 1 Medical and Mental Health Support Center
- 1 Camp and Senior Retreat Center
- 1,000,878 People Served
- 9.8 Million Meals Served
- 200,095 Nights of Shelter
- 380,344 Volunteer Hours
- 481,275 Hours of Music Lessons



THE SALVATION ARMY

ON  
Y

# DIVISIONAL MAP



- |                               |                                  |                             |
|-------------------------------|----------------------------------|-----------------------------|
| 1. Astoria Corps              | 9. Brooklyn Bushwick Corps       | 17. Manhattan Citadel Corps |
| 2. Brooklyn Bay Ridge Corps   | 10. East Northport Corps         | 18. Middletown Corps        |
| 3. Beacon Corps               | 11. Flushing Corps               | 19. Newburgh Corps          |
| 4. Brooklyn Bedford Corps     | 12. Freeport Corps               | 20. New Rochelle Corps      |
| 5. Brooklyn Bensonhurst Corps | 13. New York Harlem Temple Corps | 21. New York Temple Corps   |
| 6. Bronx Citadel Corps        | 14. Hempstead Citadel Corps      | 22. Peekskill Corps         |
| 7. Bronx Tremont Corps        | 15. Jamaica Corps                | 23. Port Chester Corps      |
| 8. Brooklyn Brownsville Corps | 16. Kingston Corps               | 24. Port Jervis Corps       |

# NEW YORK CITY



25. Port Richmond Corps  
26. Poughkeepsie Corps  
27. Queens Temple Corps  
28. Ridgewood Corps  
29. Riverhead Corps  
30. Spring Valley Corps  
31. Suffern Temple Corps  
32. Stapleton Corps

33. Sunset Park Corps  
34. Tarrytown Corps  
35. Times Square Corps  
36. Westbury Corps  
37. White Plain Corps  
38. Yonkers Corps



1

# EMERGENCY SERVICES

*“For I was hungry and you gave me food, I was thirsty and you gave me drink, I was a stranger and you welcomed me.”*

**MATTHEW 25:35**



*“There was one woman, who, after we provided her the vouchers, she walked about ten paces away from the table, stopped, and turned to us and said ‘Your work is important.’”*

- Zachary Hodgson, Emergency Services Director

**Scan Me**



# Food Insecurity

In New York City, more than **2.2 million individuals** face the daily struggle of food insecurity. When confronted with the choice between purchasing groceries or paying for rent and utilities, many find themselves in an impossible situation. This affects individuals and families alike, impeding their ability to focus on work and education, and taking a toll on their mental well-being.



# 1.2

**million New Yorkers  
go to bed hungry  
every night**



9.8

million meals were served to individuals across GNY in 2023



## Meals Served in 2023

The Salvation Army is dedicated to easing the burden of affording groceries for those in need. In 2023 alone, we provided **9.8 million meals** to individuals across Greater New York. The demand for meals has seen a **78% increase** since 2022 in our soup kitchens and food pantries.

# Feeding Programs

Across our 38 community centers, we offer soup kitchens throughout the week, ensuring that anyone in need has access to a warm meal. Additionally, most of our centers operate food pantries, providing essential grocery bags to sustain individuals and families. Through our after-school programs and childcare services, we extend our reach by offering nutritious meals to children. 1 in 6 children in New York City faces hunger, highlighting the importance of our efforts in supporting their physical, mental, and emotional well-being during their formative years.



## Our Commitment to the Community

We strive to alleviate the stress and uncertainty associated with securing food, ensuring that individuals and families can focus on building better futures for themselves.

Our commitment to serving the community doesn't waver, even during the holiday season. Our community centers host sit-down meals for all who seek warmth and companionship during the holidays.

At our New York Temple Community Center, we hosted a Thanksgiving meal where 1,000 individuals were able to come and enjoy dinner together. At the end of the event, each guest was able to pick out a coat to help them stay warm throughout the winter.





THE SALVATION ARMY  
DOING THE MOST GOOD

THE SALVATION ARMY  
DOING THE MOST GOOD

# Homelessness in 2023

Homelessness in New York City has surged to levels not seen since the Great Depression. The most recent data reports that a staggering **147,518 individuals**, including **48,298 children**, sought refuge in the city's primary municipal shelter system each night. There is a pressing need for comprehensive and sustainable solutions to address the pervasive issue of homelessness in New York City.



# 147K+

**individuals sleep in  
NYC's shelter system  
each night**



## Services Offered to our Unhoused Neighbors

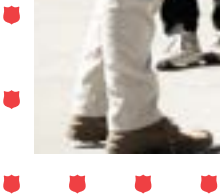
Through government funding, we operate three residences located across New York City. These residences include two family shelters, located in Queens. Additionally, we operate a specialized shelter in Brooklyn for men facing substance abuse and mental health diagnoses.

Recognizing the enormity of the challenge and the necessity of collaboration, The Salvation Army is proud to be a part of the Rescue Alliance NYC throughout the year. This coalition orchestrates a winter outreach event every year, where dedicated volunteers walk the streets of Manhattan, extending invitations to those in need for a warm sit-down meal, access to essential services, and a place to stay overnight.

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In 2023, The Salvation Army partnered with Cornell University Cooperative Extension-New York City to cultivate healthy eating habits through gardening and nutrition education at a family shelter in Jamaica, Queens.

Over an eight-week period, residents of the Springfield Family Center gathered every Thursday to participate in cooking classes, learn about food safety protocols, and engage in practical sessions on shopping for nutritious meals within budget constraints.





# 2

## SOCIAL SERVICES

*“You shall love your neighbor as yourself.’ There is no other commandment greater than these.”*

MARK 12:31



# Developmental Disabilities Services

The Salvation Army oversees 8 Developmental Disabilities Services (DDS) Homes located in the Bronx, Queens, and Brooklyn, providing a supportive familial atmosphere under the care of trained professionals. Operating across three boroughs allows convenient access for family members to visit and provide ongoing support to their loved ones residing at The Salvation Army facilities. Residents benefit from comprehensive developmental support, including:

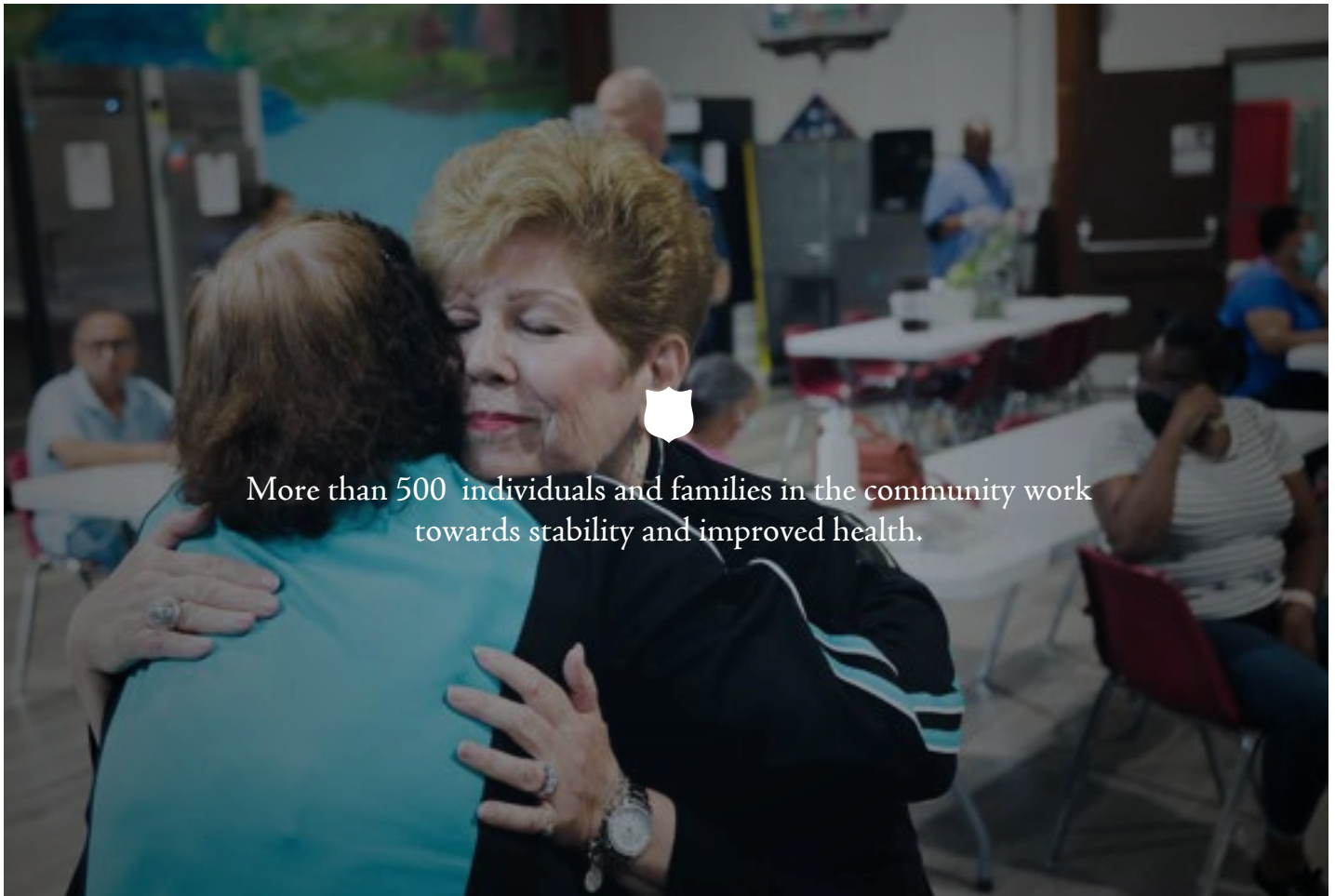
- 🛡️ Training in Independent Living Skills
- 🛡️ Access to Physical, Speech, and Occupational Therapy
- 🛡️ Utilization of Physiotherapy Services
- 🛡️ Nutritional Guidance and Support
- 🛡️ Engaging in Recreation and Socialization Opportunities
- 🛡️ Integration Into Community Activities and Life Experiences



# Essential Community Solutions

In response to the HIV/AIDS pandemic in the 1980s, The Salvation Army opened its Essential Community Solutions (ECS) Center, previously known as HIV Health Home Services. At the Bronx center, we provide intensive medical case management and care coordination to meet the specific needs of New Yorkers suffering from HIV/AIDS, and other chronic health illnesses, including diabetes, asthma, hypertension, obesity, substance abuse, and mental health disorders.

Today, Essential Community Solutions focuses on helping individuals and families in the community to work towards stability and improved health. We provide referrals to mental health and substance abuse services, support groups, health education, legal assistance, housing assistance, financial counseling, emergency food, and travel assistance. Once clients achieve independence in managing their needs, they graduate from the program but can still access our services if needed.



More than 500 individuals and families in the community work towards stability and improved health.

# Senior Programs

The Salvation Army is committed to addressing the needs of our most vulnerable neighbors, especially elderly individuals who may find themselves spending their days alone at home. Many of our community centers offer a range of engaging activities tailored specifically for seniors, such as arts and crafts, social events, and games, providing opportunities for socialization and companionship.

The Salvation Army serves as a safe place for seniors, offering solace and companionship to individuals of all ages who are in need. We provide support for our senior community, including organized camp retreats and regular visits to extended care facilities.

In Bensonhurst, Brooklyn, our center offers a dynamic array of activities including dance, Tai Chi, Chinese Opera, ESL classes, computer literacy programs, table tennis, and more, fostering a lively and enriching environment for neighborhood seniors.

Seniors also have the special opportunity to participate in various retreats at Star Lake Camp during the summer months. This allows them to engage in activities such as painting classes, archery, and outdoor adventures, offering a break from their daily routines and the chance to connect with others.



DVENTURE



*185 seniors attended camp in 2023 and our Bensonhurst Senior Program served 37,342 meals to local low-income seniors.*



# Pathway of Hope

Pathway of Hope is a program dedicated to supporting families as they strive for positive change. The Salvation Army offers comprehensive assistance to empower these families towards lasting improvement, focusing on case management, community resources, and pastoral care. In Greater New York, our long-term strategy aims to break intergenerational cycles of poverty. Families with children are guided by a dedicated team providing essential tools and a supportive environment through Pathway of Hope.

## 5-Step Plan

1

Identify highly motivated families who express a desire to change their circumstances. Only families with at least one child under 18 years of age are considered.

2

Pair families with a case manager to assess their situation, identify their strengths, and set measurable goals. From the very start, families know that they will be responsible for working to improve their own situation.

3

Connect families with internal and external community resources and opportunities to help them out of crisis to self-sufficiency.

4

Meet regularly with the families and hold them accountable to show progress.

5

Graduation and Evaluation – families will showcase personal development leading them to complete Pathway of Hope and assist us in making decisions on how to make the program better for future families.



*Within less than a year of its inception, we are proud to report the enrollment of 33 families in the Pathway of Hope program.*

# P.E.A.R.L. Essence

PEARL (Purposed, Empowered, Appreciated, Respected, and Loved) Essence is a growing outreach initiative connecting with women who are involved in street prostitution or work in illicit massage parlors where women and girls are more likely to be victims of sex trafficking. Recognizing the heightened vulnerability of these individuals to be trafficked due to factors such as poverty, trauma, immigration status, and other social challenges, The Salvation Army provides essential first-step services aimed at empowering and supporting them.

Every month, our outreach mobilizes to visit women in need, offering them uplifting gifts such as lip gloss, nail polish, or jewelry. We also provide a card containing local information about free lunch programs, ESL classes, affordable childcare, and 24/7 assistance channels.

The FBI New York office works with The Salvation Army in providing emergency housing for survivors of trafficking. This marks the crucial first step in transitioning survivors from exploitation to self-sufficiency and freedom within a clean, trauma-informed safe environment.

The Salvation Army offers a secure shelter for survivors, providing accommodation for up to 7 days while collaborating with social workers and service providers to secure stable, permanent housing and necessary resources for women to fully escape their situations. With the capacity to accommodate and support over 150 women annually, our program aims to facilitate their journey towards a life of independence and security.



# 43 Anti-Human Trafficking Program Nationwide

Everyone is welcome—all are needed

- Tacoma, WA
- Seattle, WA
- Yakima, WA
- Olympia, WA
- Portland, OR

WESTERN  
TERRITORY



*In 2023, we reached 195 individuals, collaborating with law enforcement for recovery assistance, housing, and holistic support.*

9



# 3 YOUTH PROGRAMS

*“Jesus said, ‘Let the little children come to me, and do not hinder them, for the kingdom of heaven belongs to such as these.’”*

**MATTHEW 19:14**



*“Thank you so much for accepting me here at The Salvation Army. I love being here. Everyone is really nice to me and I feel really comfortable here.”*

- Antonella, Student at our Astoria Corps

**Scan Me**



# Youth Music Program

The Salvation Army is the largest nonprofit provider of music education nationwide, dedicating 481,275 hours in 2023 to offer free music education to low-income youth. Every child, regardless of their background, should have equal access to pursue their musical passions. Instruments are loaned to students at no charge, removing financial barriers to entry.

Our program goes beyond instrumental and vocal training, incorporating cultural enrichment activities that honor the diverse heritage of the communities we serve. For example, at our Westbury Community Center, where many community members are of Haitian descent, we incorporate traditional costumes, native songs, and dances to foster pride and a strong sense of cultural identity.

As participants progress in their musical journey, we open doors to advanced training opportunities such as music conservatories and competitions. We aspire to create lasting positive impacts on the lives of youth and their communities through music.





**In 2023,**

**Music Program**



49,010 music lessons

**GAINS Programs**



446 students ages 6  
to 18 served

**for our Youth**

**we provided...**

**Childcare Services**



108 children enrolled

**Summer Camp**



609 kids sent to camp

**Programs.**

# Childcare Services

In New York City, the exorbitant cost of childcare is out of reach for 80% of families, placing an immense strain on working parents. The Salvation Army is committed to easing this burden for families. Through our network of five licensed centers spread across the city, we offer free child care to low income families with children aged two through five. Our centers provide two nutritious meals and snacks daily.

Beyond basic care, our programs have plenty of educational activities, including arts and crafts, music, and outdoor games, all overseen by qualified childcare professionals. As a result, children graduate from our program ready to start their educational journey, equipped with the same foundational skills as their peers.



## Childcare Locations:

### **Bushwick**

151 Bushwick Ave  
Brooklyn, NY 11221  
(718) 455-0100

### **Brownsville**

280 Riverdale Ave  
Brooklyn, NY 11212  
(718) 345-2488

### **Bronx Tremont**

2121 Washington Ave  
Bronx, NY 10457  
(718) 563-1530

### **Ridgewood**

69-23 Cypress Hills St  
Flushing, NY 11385  
(718) 497-4356

# After-School Programs and GAINS

In New York City, the cost of after-school care is a significant financial burden for many families. Statistics indicate that the average annual cost of after-school care for a child in the city ranges from \$8,000 to \$15,000 a year. Reports show that approximately 60% of families struggle to afford such expenses. The high cost of after-school care in New York City exacerbates economic disparities and poses challenges for working parents seeking reliable and affordable after-school care solutions.

The Salvation Army offers free licensed after-school programs that provide a safe and nurturing environment for children, which is especially beneficial for low-income families. These programs help alleviate stress for working parents who may not be able to pick up their kids after school and struggle to afford extracurriculars. We also operate a government funded after-school program, GAINS, which has been successfully running since 1991. Our community centers operate Monday through Friday during the academic year, offering homework assistance, character-building activities, tutoring, and hot meals. In 2023, GAINS served over 446 students aged 6 to 18, highlighting our commitment to academic growth and meaningful connections. Families also have easy access to wrap-around services, including food pantries and financial assistance.



# Star Lake Camp

Day camps in NYC typically range from \$300 to \$1,000 per week, while overnight camps can exceed \$2,000 per week. For low-income families, this cost is out of reach, leaving working parents with few options for supervision over the summer. As a result, children may miss out on the enriching and developmental opportunities that summer camps provide.

In 2023, 609 local kids attended Star Lake Summer Camp at no cost. Sleep away camp provides a break from city life and immerses children in nature. For kids who may not have regular access to outdoor activities, the opportunity to explore the outdoors is both refreshing and educational.

Star Lake offers many activities such as hiking, lake swimming, and outdoor exploration. It also fosters independence as campers learn to navigate new environments, make decisions, and build lasting friendships. Integrated into their daily routines are opportunities to develop vital life skills and participate in team-building exercises, preparing them for the challenges ahead.







4

# HOLIDAY ASSISTANCE

*“Whoever is kind to the poor lends to the Lord,  
and he will reward them for what they have done.”*

PROVERBS 19:17



*“We are so grateful to be able to provide a meal as well as coats, toiletries and other things that are so needed for children and adults that come in every day looking for those things.”*

- Captain LeNissa Sukhdeo, Officer at New York Temple Corps

Scan Me



# Holiday Assistance

In 1891, Captain Joseph McFee, moved by the widespread hunger in San Francisco, took action. With a heartfelt desire to provide food for over 1,000 of the city's most impoverished residents on Christmas Day, Captain McFee placed a large soup pot at the Oakland Ferry Landing, accompanied by a simple yet powerful sign: "Keep the Pot Boiling." People quickly filled the pot with donations, which started The Salvation Army's iconic Red Kettle. This initiative transcended the west coast, spreading its reach to the east, culminating in a nationwide effort that provided hundreds of thousands of Christmas dinners for those in need.



# 38,827

**toys were distributed to children in need during the holidays**



# Red Kettles

Donations to The Salvation Army's red kettles empower the organization to sustain its ongoing efforts in assisting those in need within local communities throughout the year. Presently, in the United States alone, The Salvation Army extends aid to over 4.5 million individuals during the holiday season.



# Echelon

Echelon is The Salvation Army's national young professionals leadership group. Echelon seeks to mobilize the next generation to get involved with their community through volunteering, fundraising, and networking. They are an active, motivated group from every sector, including finance, tech, law, international relations and more! Their dream is to one day see poverty eliminated from New York City.

## Mobilizing the Next Generation

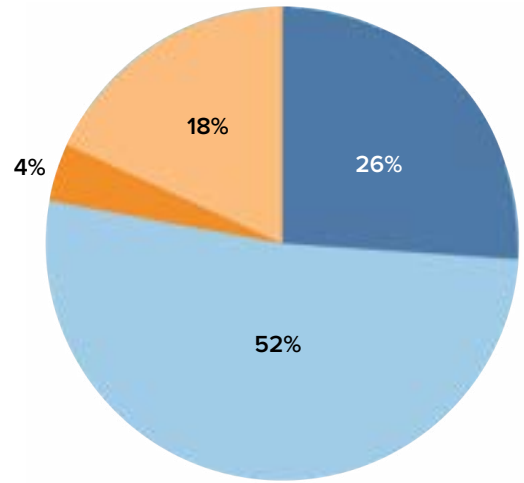
Currently, Echelon has 11 members. In the past year, they have led volunteer and networking activities such as volunteering at a food pantry, ringing bells in Rockefeller Plaza, sorting 1,000 winter coats that were distributed on Thanksgiving Day, gone ice skating, and raised money for critical services. If you know a young professional who might want to get involved, please contact Vivian Finch at [Vivian.Finch@use.salvationarmy.org](mailto:Vivian.Finch@use.salvationarmy.org).



# REVENUE REPORT

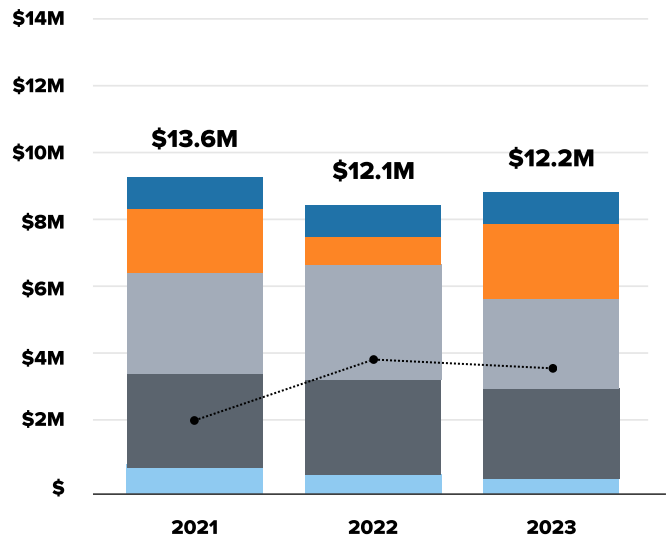
## Income

- Fees and Contracts
- Donations: All Public Contributions
- Released Reserves: Investments
- Other

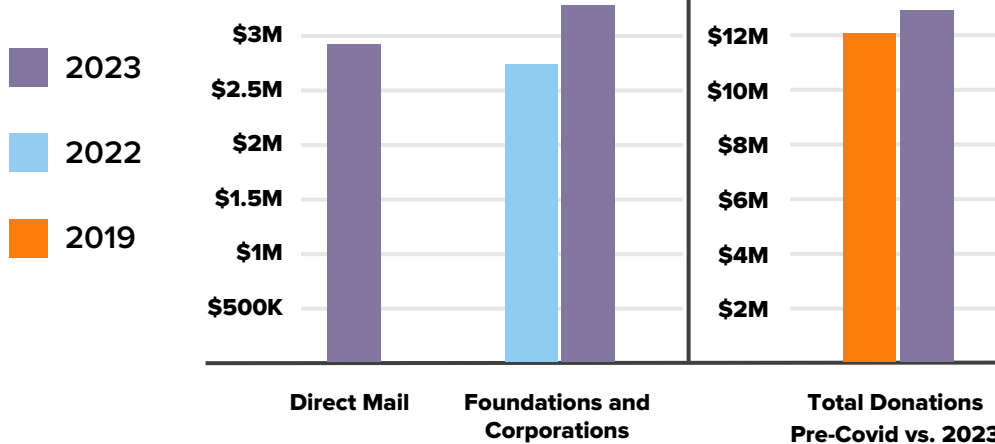


## Donations

- Christmas Kettles
- Foundations
- Mail
- Major Gifts
- Online
- Estate Pledge



## Insights



 6% Increase In Direct Mail Donations

 25% Increase In Foundations and Corporations

 6.5% Increase funding from Pre-Covid



120 WEST 14TH STREET  
SALVATIONARMY.ORG



@SALVATIONARMYNY