

# IT'S WHAT **YOU** DO THAT MATTERS



DOING THE  
MOST GOOD™

IN THIS COUNTRY, AT THIS TIME in a drastically changing economy, many of us are all too aware of the pressure to achieve a successful and meaningful life.

Do you ever feel overwhelmed about making the right choices...and sometimes find yourself struggling to decide what truly matters?

Every day The Salvation Army Greater New York Division works hard to make sure that we are doing the most good, for the most people, in the most need. We continually develop our comprehensive array of programs and services to meet the incredibly diverse and critical needs of the hundreds of thousands of families we serve here in the New York area.

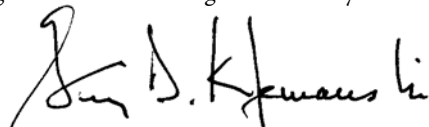
Sometimes this means structuring our programs to ensure that they not only address urgent needs, but also include resources to help the individuals we assist achieve fulfillment and independence. It means having the privilege of touching the lives of over 600,000 New Yorkers every year. However, we cannot do any of this alone.

The accomplishments you will read about in this report—sending kids from a challenging neighborhood in Brooklyn on a mission trip to South Africa, providing lifelong care for a developmentally disabled adult, or helping a child transition smoothly from the foster care system—would not be remotely possible without the involvement of countless volunteers and donors like you.

We hope you will be moved to action by these stories of people who have worked hard to succeed against the odds, that you will feel pride in the part you played in making their dreams come true, and that you might find even greater opportunities to help and support your Salvation Army.

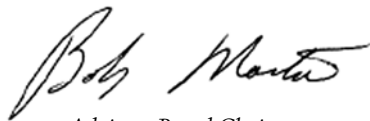
After all it is truly what you do that matters most.

Kindest regards and many thanks for your support,



*Jim D. Korman*

*Divisional Commander*



*Advisory Board Chairman*



SERVED: OVER 40,000 YOUTH

PROGRAMS: FOSTER CARE, ADOPTION, CHILD CARE, TUTORING, MENTORING, TEEN DROP-IN

CENTERS, CAMP, SPORTS, PERFORMING ARTS CLASSES, HOLIDAY TOY DISTRIBUTION

FORMER SALVATION ARMY FOSTER CHILD ENIBOKUN EBAGUA AND DAUGHTER

YOUTH SERVICES

# Free Falling

## A FOSTER CARE GROUP HOME SUPPLIED THE TOOLS EVA NEEDED TO PULL THE BRAKES ON A DOWNWARD SPIRAL

LIVING WITHOUT A SAFETY NET—MANY PEOPLE have the luxury of never knowing what that feels like. For some there is always a relative, or a degree to fall back on. For Enibokun Ebagua, nicknamed Eva, the feeling of free falling without a back up plan is all too familiar.

As a young girl, Eva was sent from her home in Nigeria to live with her aunt in New York. She hoped that better education and employment opportunities would allow her to help support her family. However, those hopes were crushed when her aunt lost her job and Eva was asked to leave.

Eighteen and still in high school, Eva moved from one friend's house to another. Eventually she wound up on the streets, sleeping in Brooklyn's Prospect Park. Desperate and fearing for her safety—Eva was placed in Lefrak Home, a group home for foster children operated by The Salvation Army.

At Lefrak, Eva was introduced to a variety of support tools through

The Salvation Army's Youth Development program including life skills workshops, and mentoring.

“Most youth in the foster care system don't have family support,” said Stanley Cadet, assistant director of Youth Development. “We try to connect them with resources in order to provide the assistance the average youth living with their mom or dad would experience.”

For Eva, who is currently working as a medical assistant at Mt. Sinai Medical Center and attending college, the extra support worked. She has created her own safety net, not only for herself but also for her one-year-old daughter.

“The program empowered me,” she said. “It taught me you have a choice. You can dwell on your problems, or you can move on.”

MAKING DREAMS COME TRUE

# My whole life will be different

**THIRTY STUDENTS FROM THE BUSHWICK COMMUNITY CENTER EMBARK ON A JOURNEY TO CHANGE THE LIVES THEY LIVE AND THE WORLD THEY LIVE IN**

“AFTER THIS TRIP MY WHOLE LIFE will be different, and my whole personality will change,” wrote twelve-year old Vandeeshia Walker in a CNN blog post.

How did a pre-teen from Brooklyn end up blogging for CNN?

One of thirty young people participating in Journey for Change: Empowering Youth Through Global Service, a program organized by humanitarian Malaak Compton-Rock, Vandeeshia and a group of her peers recently had the opportunity of a lifetime: an all-expense paid trip to South Africa.

Compton-Rock was inspired by her husband comic Chris Rock’s childhood experience with The Salvation Army’s Bushwick Summer Camp. For this reason, she recruited participants for Journey for Change from The Salvation Army’s Bushwick recreation and tutoring programs.

Compton-Rock’s idea: use travel to expand the worldviews of children living in a neighborhood that faces drug trafficking, a rising crime rate, and high levels of poverty.

In South Africa, the participants met with orphaned and vulnerable children, making friends and distributing necessities to help fill pressing needs.





These visits, as well as time spent observing The Salvation Army's programs in South Africa, were eye opening experiences that helped the teens better appreciate the opportunities available to them in the U.S. and the power of service.

Upon their return, and as newly minted Journey for Change Global Ambassadors, the children are now raising funds in their own communities to send South African children to school. They are also participating in a wide variety of advocacy, service and volunteer work across the United States.

Highlights of the program include the chance to blog about their experiences on CNN's website. (They are using their very own PRODUCT (RED) laptops, generously donated to each participant by Dell). They will also take part in a CNN documentary about the Journey for Change hosted by Soledad O'Brien to be aired in 2009.

FOR MORE INFORMATION ABOUT JOURNEY FOR CHANGE:  
EMPOWERING YOUTH THROUGH GLOBAL SERVICE, PLEASE VISIT  
[WWW.ANGELROCKPROJECT.COM](http://WWW.ANGELROCKPROJECT.COM).



## GETTING A CHANCE

FOR THREE YEARS, THE SALVATION ARMY'S Stapleton Community Center's Teen Drop-in Center has provided an after school haven for youth in a neighborhood that accounts for the vast majority of assaults and homicides on Staten Island.

At the center, Salvation Army officers and employees bond with the teens, playing Xbox games together, listening to their concerns, and filling an important void in their lives. Still the staff wanted to do more.

January of this year marked the start of Stapleton's Academic Intervention Program. It's an initiative to give low income students who may be less likely to succeed in school a chance. The program—which is also open to elementary school students—offers daily, weekly, or bi-weekly individualized homework help/tutoring sessions, and stresses the importance of attending college.

WHEN I WAS A CHILD, THE SALVATION ARMY WAS MY SAFE HAVEN AFTER SCHOOL. I WANTED TO GIVE THAT TO OTHER CHILDREN—ESPECIALLY THOSE WITH LIMITED RESOURCES.


CAPTAIN BRIAN GLASCO

## GAINS FOR HARLEM KIDS

"WHEN I WAS A CHILD, THE Salvation Army was my safe haven after school," said Captain Brian Glasco. "I wanted to give that to other children—especially those with limited resources." For this reason, Glasco was committed to bringing the Greater Academic Incentives to Nurture Success (GAINS) after school program to the Harlem Community Center he oversees.

The new program is one of eight Salvation Army GAINS sites, which all feature a curriculum of structured homework help and enrichment activities. It is funded by a grant of \$970,000 from the New York City Department of Youth and Community to be dispersed over three and a half years.





SERVED: OVER 160,000 ADULTS

PROGRAMS: ADULT EDUCATION, ENGLISH AS A SECOND LANGUAGE, SENIOR PROGRAMS, HIV SERVICES,  
REHABILITATION CENTERS, DEVELOPMENTAL DISABILITIES SERVICES

FAMILY CARE PARTICIPANTS MARY HICKS AND DEBORAH WITHERSPOON

ADULT SERVICES

# I took her in as family

## THE FAMILY CARE PROGRAM FINDS AND SUPERVISES HOME STAYS FOR DEVELOPMENTALLY DISABLED ADULTS

JUST MEETING DEBORAH WITHERSPOON, it's hard to imagine that she has faced any hardship. She is a real sweetheart.

When you ask her a question she takes a moment to consider it carefully before she responds. Her face lights up when she talks about the things she loves: soap operas, Chinese food, and friends.

However, like many people with developmental disabilities Deborah has confronted very real challenges. It wasn't too long ago that she was in the middle of a crisis: her aunt, who took her in after her mother's death, was becoming too old to provide her with the proper care.

Unable to safely live on her own, Deborah turned to The Salvation Army's Developmental Disabilities Family Care program, a service that

places developmentally disabled adults in residential homes.

Deborah was placed with a feisty 78-year-old, Mary Hicks, who began to take such good care of her that Deborah's grandmother made Mary promise she would continue that care. And she has.

For the past twelve years, the duo has been inseparable. They shop, go out for Deborah's favorite fried rice dish, and work toward goals set for Deborah by The Salvation Army such as budgeting her allowance.

Mary shies away from praising herself for giving Deborah a loving home when she was out of options. Instead she explains her actions in one succinct statement, "I took her in as family."

# OPENING NEW DOORS

## IN THE COMPANY OF FRIENDS

A KEY TENET OF THE SALVATION Army's mission is helping all of those in need regardless of background, ethnicity, or as the Chinatown Community Center's staff recognizes, age.

This philosophy was embodied in the recent creation of the Chinatown Adult Center when staff realized that while the neighborhood offered a wealth of programming for children and seniors, adults ages 35-59 lacked organized support.

The Adult Center gives middle aged residents—many of whom were the first in their families to arrive in the United States—a chance to participate in structured activities such as ESL, computer, and photography classes.

These opportunities provide a much needed sense of community to individuals that have spent their years working physically demanding jobs in clothing manufacturing or warehouses, and often feel isolated by their inability to speak the language of the country they call home.

THE ADULT CENTER GIVES MIDDLE AGED RESIDENTS A CHANCE TO PARTICIPATE IN STRUCTURED ACTIVITIES SUCH AS ESL, COMPUTER, AND PHOTOGRAPHY CLASSES.

## KROC CENTER UPDATE

THE SALVATION ARMY CONTINUES TO BE creative in the way it provides services in the New York area. We are well on our way to developing The Salvation Army's Ray and Joan Kroc Center in Staten Island. The center will be a 120,000 square foot facility built on Bayley Seton Hospital's Campus. Upon its completion (expected in 2011) it will offer a variety of programs and services: an Education Center for both young people and adults, a Recreation Center including a gymnasium and swimming pools, and a Performing Arts Center.

# They'll be home for Christmas

## SPRINGFIELD RESIDENCE HELPS HOMELESS PARENTS ACHIEVE A BETTER LIFE FOR THEIR KIDS

IT COULD BE A BIG YEAR for three-month-old Amir and one-year-old Ayanah. This December they will celebrate Christmas in an apartment that belongs to just their family.

Their mother 18 year-old Shaonta Jackson can't wait. In fact, the dream of celebrating Christmas in her own home has been a great inspiration in her search for an apartment to live in with her children and their father Tyquan Wallace, 20.

Up until this point things have been anything but ideal for the Wallace Jackson family. Shaonta became homeless when her mother was evicted from her apartment in the projects, and Tyquan left his apartment when his mother refused to let Shaonta move in with their children.

The young family faced a terrifying situation. Both parents had

dropped out of high school, were unemployed, and in urgent need of a roof over their heads that would allow their family to stay together.

The Salvation Army's Springfield Residence for homeless families provided more than a solution.

In addition to apartment-style housing, Springfield employs a job developer who helps residents find employment, and a housing specialist. The shelter also has policies to encourage active participation by residents such as a goal that residents find permanent housing within six months.

Thanks to Springfield's assistance the Jackson Wallace family signed a lease on a Bronx two-bedroom apartment in October—giving them plenty of time to settle in before they decorate their Christmas tree.

A man and a young girl are shown in a close embrace, smiling and laughing. The man is wearing a brown sweater and the girl is wearing a red jacket. They are framed by a circular lens that has a colorful, swirling background of blue, purple, and yellow. The text is overlaid on the left side of the image.

PROVIDED: 1,785,177 MEALS AND 335,136 BUNDLES OF GROCERIES TO THE HUNGRY. AND 489,638 NIGHTS OF  
SHELTER FOR THE HOMELESS  
PROGRAMS: SOUP KITCHENS, FOOD PANTRIES, RENT AND UTILITY ASSISTANCE, SHELTERS FOR MEN,  
WOMEN AND FAMILIES

PLAYGROUND, THE SALVATION ARMY'S SPRINGFIELD FAMILY RESIDENCE.  
JOSIE SALVO AND SON

## PRESCRIBING A BETTER TOMORROW

SOMETIMES THE THINGS YOU NEED THE most are the hardest to get. This truth hits home for many seniors struggling to pay for medications—especially those living in The Bronx, reportedly the poorest urban county in the country.

On average seniors take five medications a month. It's a difficult feat considering that one in four seniors who are poor or on the brink of poverty survive on less than \$3 a day after paying for food and housing\*. Plus 10 percent of American seniors lack prescription coverage.\*\*

This past September, the Bronx Citadel Community Center launched a prescription assistance program to help alleviate this daunting obstacle.

Through a partnership with a local Duane Reade pharmacy, three times a week participants will receive purchase orders for generic prescriptions which seniors can then use to offset co-pays, and make sure they receive the medical treatments they depend on.

*\* Council of Senior Centers and Services of New York City. \*\*2006 Study by the Kaiser Family Foundation*

## RISING TO THE CHALLENGE

MOST ORGANIZATIONS DON'T EXPECT TO DOUBLE productivity in a year—let alone quadruple it. Such was the case with the Beacon Community Center's soup kitchen when the Beacon City Council asked The Salvation Army to help compensate for the closing of one of its meal facilities. The Salvation Army center greatly expanded its weekly food assistance schedule, and went from serving the working poor and the homeless 150 meals a week to 400.

ON AVERAGE SENIORS TAKE  
FIVE MEDICATIONS A MONTH.

CREATING A SECOND CHANCE



PROVIDED: 40,409 SNACKS AND BEVERAGES TO FIRST RESPONDERS AND VICTIMS IN TIMES OF DISASTER.

ACTIVITIES: PREPAREDNESS TRAINING. STRATEGIC PLANNING. SUPPORT FOR THE FIRE DEPARTMENT OF NEW YORK AND THE NEW YORK OFFICE OF EMERGENCY MANAGEMENT IN TIMES OF CRISIS SUCH AS FLOODS, FIRES, BLACKOUTS AND OTHER CALAMITIES. PROVISION OF SHELTER FOOD AND OTHER VITAL RESOURCES DURING TIMES OF DISASTER.

DIRECTOR OF EMERGENCY DISASTER SERVICES JOHN BERGLUND

DISASTER SERVICES

# Stronger than it was in the first place

## JOHN BERGLUND IS REINVENTING THE SALVATION ARMY'S ROLE IN EMERGENCY MANAGEMENT

STRATEGY. IN A CONVERSATION WITH JOHN Berglund that's one word that comes up again, and again.

He loves finding innovative solutions. And he's had a lot of practice doing it. In his time with The Salvation Army's National headquarters, Berglund was in charge of coordinating all staff, volunteers, and resources during national disasters.

He was also involved in recovery efforts on the ground following Hurricane Katrina, 9/11, and the Iran-Iraq War.

Now in his new role as Director of Emergency Disaster Services for The Salvation Army's Greater New York Division, Berglund oversees all of the Division's emergency management programs.

New York is full of challenges to surmount in this area. The city has a large population living in a condensed infrastructure, a limited ability to evacuate, and is home to well over one hundred different languages.

Luckily Berglund is up for large tasks. For example, in a 2003 relief program in Iraq, he collaborated with local Iraqi officials to hire 5,000 workers to replant the Eucalyptus trees that were destroyed in the Iran-Iraq war.

With the help of his trademark ingenuity and strategic mind, Berglund hopes to bring an approach to his work in New York that he describes as, "not only trying to determine how to return a community to an original state after a disaster, but also how to make the community stronger than it was in the first place."

# PREPARING TO BE THERE



## UTILIZING EXISTING STRENGTHS

THERE ARE ADVANTAGES TO HAVING HAD a presence in the Greater New York area since the 1880s: The Salvation Army operates sixty plus facilities throughout the region, including community centers with industrial sized kitchens and gymnasiums—potentially life-saving resources when populations need to be sheltered.

One element of Berglund's innovative plan for improving Emergency Disaster Services' (EDS) capacity is to leverage The Salvation Army's real-estate to better serve the Greater New York community.

In 2008, EDS took several steps to add disaster services components to The Salvation Army's 39 community centers such as stationing canteens (mobile feeding units) at centers. EDS also began compiling photos and key data about each site—such as square footage and handicap accessibility—for the purpose of assessing the Division's overall capability and readiness for any emergency.

THERE ARE ADVANTAGES TO HAVING HAD A PRESENCE IN THE GREATER NEW YORK AREA SINCE THE 1880s

## LESSONS LEARNED

THIS YEAR EDS COLLABORATED WITH THE New York City Office of Emergency Management (OEM) to document the lessons recent large scale disasters have taught us. The Salvation Army, OEM and other service agencies created plans of action for the formation of Disaster Assistance Service Centers (DASC), and Family Assistance Service Centers (FASC). Both DASC and FASC were important components of 9/11 and Katrina recovery responses. The Salvation Army was included in both plans as a provider of case management volunteers and staff.

# IT'S WHAT YOU DO THAT MATTERS

If we put our minds, our resources, and hearts together, and give it our all, there is no end to what we can do. We can empower youth, teach adults to dream again, comfort the vulnerable, and replace despair with hope—but we can't do it without you.

It takes the cooperation of the whole community to make the more than 140 programs we operate a reality. We hope that the stories shared here have touched your heart and inspired you to deepen your relationship with your Salvation Army by completing the donation form on the other side of this page.

After all what you make possible through your generosity truly matters.

**YES I WOULD LIKE TO HELP THE SALVATION ARMY DO ALL THEY CAN TO HELP NEW YORKERS IN NEED.**

**A GIFT OF**

- \$10 will purchase five metro cards to help HIV Services clients get to the doctor
- \$50 will provide six blankets to keep a family warm on a cold night
- \$100 will pay for 25 cases of water to quench the thirst of firefighters battling a blaze
- \$1,000 will buy a year supply of children's recreation equipment for four community centers
- \$10,000 will offset the cost of a commercial stove able to feed 800 hungry individuals every month
- Other. Please write gift amount here \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

I am enclosing  a check made payable to The Salvation Army. Or please charge my  Visa  Master Card  Discover  American Express

Card Number \_\_\_\_\_ Exp. Date. \_\_\_\_\_ / \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_ Signature \_\_\_\_\_

*Please mail completed forms and donations to*  
**The Salvation Army**  
120 West 14th St. New York, NY 10011  
Attn. Frank Weiss  
WANT MORE INFORMATION ABOUT HOW YOU CAN GET  
INVOLVED? Email [frank.weiss@use.salvationarmy.org](mailto:frank.weiss@use.salvationarmy.org)



# FINANCIAL STATEMENT

For fiscal year 2007, ending September 30, 2007

## ACTUALS 2007

Beginning Net Assets \$1,065,438

## REVENUE

Government Contract Fees 78,408,897

Program Fees 12,206,559

Grants 2,287,760

Other 1,789,771

Investment & Earnings 7,267,725

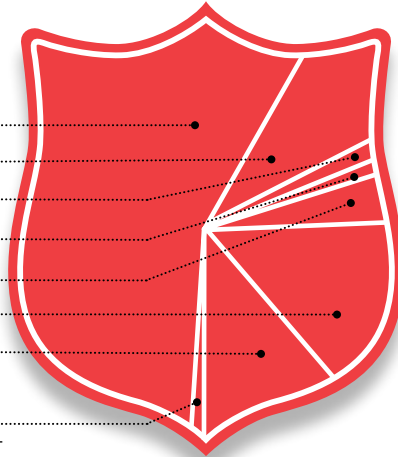
Sale of Goods 19,633,086\*\*

Public Contributions 15,773,540

Allocated by Federated

Fund Raising Organization 241,534

**Total Revenue \$137,608,872**



## PROJECTED 2008

Beginning Net Assets \$(3,032,593)

## REVENUE

Government Contract Fees 79,000,000

Program Fees 13,500,000

Grants 1,950,000

Other 1,700,000

Investment & Earnings 9,000,000

Sale of Goods 20,163,000\*\*

Public Contributions 16,100,000

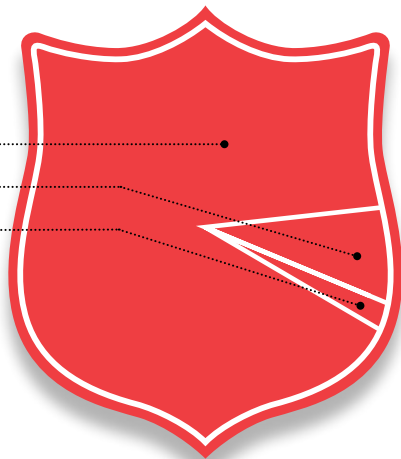
Allocated by Federated

Fund Raising Organization 220,000

**Total Revenue \$141,633,000**

**ACTUALS 2007****DISBURSEMENTS**

Program	127,318,740
Management & General	11,343,884
Fund Raising	3,044,279
<b>Total Disbursements</b>	<b>\$141,706,903</b>
<b>Net 2007</b>	<b>(4,098,031)</b>
<b>Ending Net Assets</b>	<b>\$(3,032,593)</b>

**PROJECTED 2008****DISBURSEMENTS**

Program	128,000,000
Management & General	11,500,000
Fund Raising	3,100,000
<b>Total Disbursements</b>	<b>\$142,600,000</b>
<b>Net 2008</b>	<b>(967,000)</b>
<b>Ending Net Assets</b>	<b>\$(3,999,593)</b>

*\*\* Sale of goods at Salvation Army Thrift stores support the Adult Rehabilitation Centers.*

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