



Operation: Building Hope

THE SALVATION ARMY CAPITAL CAMPAIGN





The people connected with The Salvation Army tell a remarkable story. From the volunteers and staff offering programs on the front lines to the beneficiaries receiving them, it's a story of transformation. Transforming a bleak situation into one of hope is what they do.

The Salvation Army also knows this first-hand: when you give everything to your cause, there's not much left to support yourself. That's why they need *your* help and have launched Operation: Building Hope, the Maritime Division's first-ever capital campaign. The goal is to raise a minimum of three million dollars, which will address and expand their vital infrastructure. But this is more than bricks and mortar. There is an energy and passion that drives this campaign and WE have the opportunity to bring presence, purpose and practical help to the most vulnerable people in our own communities.

Your support and partnership can help transform human lives. Please open your heart to this great cause.

Bill Black
Campaign Chair

Lt. Colonel Merv Leach
Interim Divisional Commander

Operation: Building Hope

THE SALVATION ARMY CAPITAL CAMPAIGN

The Salvation Army is on the front lines, helping the most vulnerable people in our communities. We help families who struggle to provide the basics for their children. We support whole communities suffering physical and mental health problems, as a result of low incomes and a growing gap in available social services. We counsel those who have turned to drugs, alcohol or gambling. We help men, women and children seeking protection from violence and abuse. We shelter people who seek refuge from the mean streets they live on.

In many cases, their “rock” is The Salvation Army. They count on us for support, assistance and hope. Lately, though, we’ve been challenged to provide this type of comprehensive service. Some of the Army’s buildings are too small to serve the needs of those who use them, while other facilities require immediate upgrade or replacement. Every year, we grieve for those people we must turn away, due to lack of adequate space and resources to support them. Sadly, there is nowhere else for them to go.

With vision and determination, we have launched Operation: Building Hope, the Maritime Division’s first-ever capital campaign, that will address the needs of our vital infrastructure. Over the next few pages you’ll see how, with your support and partnership, we can continue to give people hope. Hope that will help people enrich themselves and their communities.



To put a roof over a homeless man's head,

one thing you need is a roof.



The Gottingen Street Complex has been described as the “place of new beginnings” and is the flagship for Salvation Army Social Services in HRM. This highly visible, inner-city facility is host to numerous services. One of these is the Booth Centre, offering a 40-bed homeless shelter for men. A place where they can feel safe, be respected and heard without judgment. The Booth Centre also houses a 19-bed rehabilitation program known as “The Anchorage” for men with addictions. This program is hugely successful, boasting a 50% success rate. It has changed countless lives of men who would otherwise have had no hope of recovery.



The Gottingen Street Complex is also home to Salvation Army Community and Family Services, where families struggling to make ends meet can find compassion and assistance. Also individuals affected by disasters receive food, clothing and furniture here. Just last year, 678 people in crisis were assisted through these services.

Another resource operating from this Complex is the administration for Correctional and Justice Services. Through this service, we foster individual reform and provide educational information to promote crime prevention, rehabilitation and an improved quality of life.

The Gottingen Street Complex helps hundreds of people on a regular basis through the compassion, dedication, and commitment of our officers, staff and volunteers. But the Complex is in desperate need of repair. Otherwise, all these programs are at risk.

With your partnership, we will be able to replace the leaking roof, repair weakening brick surfaces and remove asbestos from the building. Let's make sure The Gottingen Street Complex can continue giving hope and safety to so many people in Halifax. It's an investment well worth keeping.

Rick's story

Two years ago, after many years of drinking, I found myself living in the bushes on the Dartmouth side of the bridge. I was a person without hope, without dreams, without anything. Friends, family...totally, all gone. And I was suicidal at that point because I thought there was no other way out.

The Salvation Army gave me hope. Through the rehab program at the Booth Centre they taught me how to live again. It wasn't like they waved a magic wand or anything; it was a lot of hard work. But it gave me the direction I needed and, eventually, I worked hard enough to volunteer here.

All the years of my drinking and the destruction of my life would have been a complete waste if it weren't for the fact that I had to go through it, to develop the passion I now have to help others. That's what it's all about now—when I was a drunk it was all about me, me, me. Now it's not about me anymore, it's about others and helping others.

If we didn't have places like the Booth Centre, then my recovery and the recovery of others just wouldn't be there.

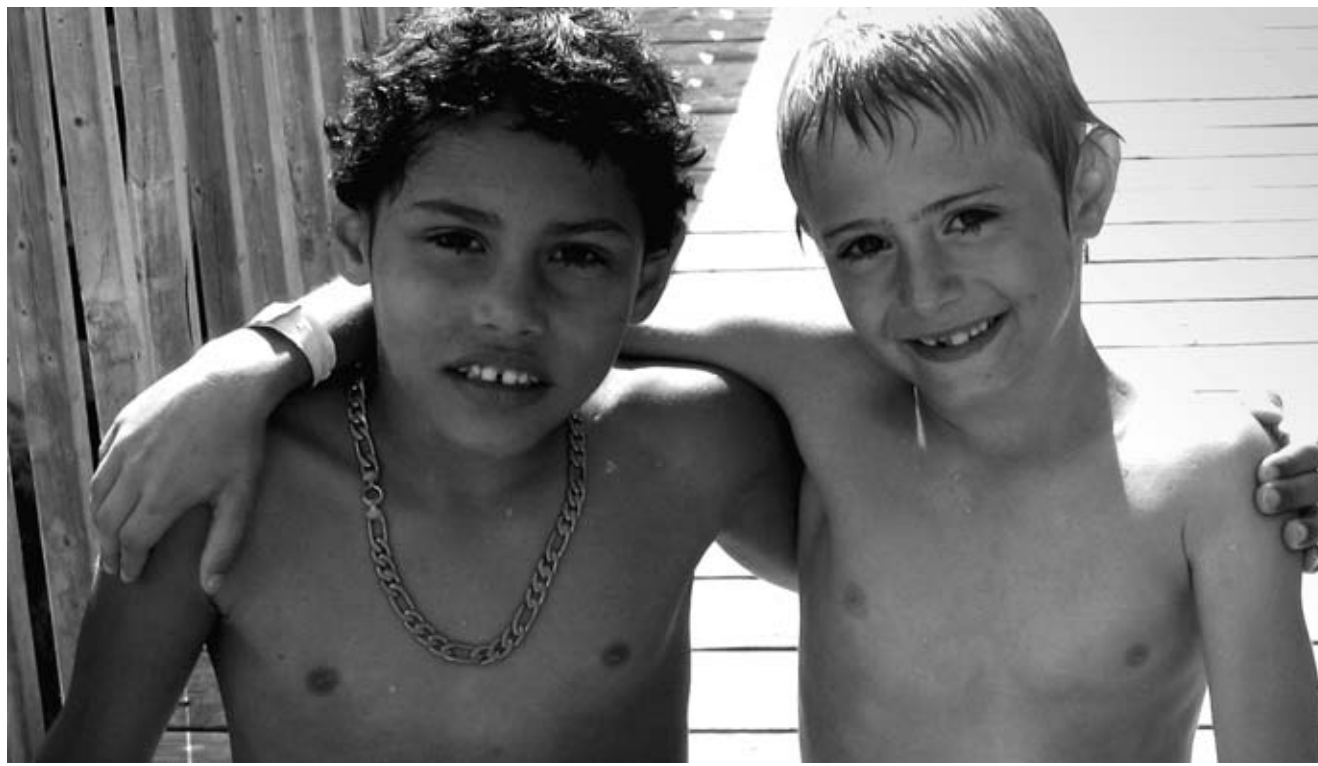


A close-up, top-down view of a lush green lawn. The grass blades are vibrant green and densely packed, creating a textured, carpet-like appearance. The lighting is even, highlighting the natural sheen of the grass. In the center of the image, there is a line of white text.

To continue rebuilding lives, we first need to rebuild a few cabins.



Scotian Glen Camp is a jewel with the power to fundamentally change a child's direction and future. Operating for over 50 years, the camp is nestled on the banks of the Sutherland River near New Glasgow. It has become a refuge for people of all ages and from all walks of life. Here, more than 2,500 children, teens and adults coming from difficult home situations, or who suffer from serious health issues, experience a week of unconditional acceptance and caring. All while receiving special care, tailored to their individual needs.



Unfortunately, the costs of maintaining a 50-year-old facility are mounting and it's getting more and more difficult to ensure that the camp continues to meet standards for safety and hygiene. With your support, we will be able to upgrade six cabins with new, stronger foundations. We can enhance our water systems and replace our aging septic system that was only designed for half the number of campers we welcome. With your help, we can maintain Scotian Glen and keep on providing safe, enriching experiences for children, teens and staff.

John-Lee's Story

Scotian Glen Camp is John-Lee's camp. It's his own special place and he takes pride in that.

He's been going for three summers now and he loves everything about it: sleeping in the cabin, learning to swim and making new friends. He comes home with a certain sense of pride and self-esteem that had faded away for most of the year. It's just a great experience for him.

There are many kids like John-Lee, whose parents simply can't afford to send them to camp. That's one of the reasons why Scotian Glen Camp is here. Making it possible to give kids, who normally never get to go anywhere, a means of escape for at least one week a year.

It's such a beautiful camp and it makes such a difference in children's lives. If it weren't there anymore, there would certainly be a void for John-Lee and the many other kids like him.



A close-up photograph of a yellow, tufted leather surface, likely a chair or sofa. The leather is divided into large, irregular, diamond-shaped sections by deep, dark stitching. The texture of the leather is visible, showing some wear and slight discoloration. The lighting is warm, highlighting the texture and the depth of the tufts.

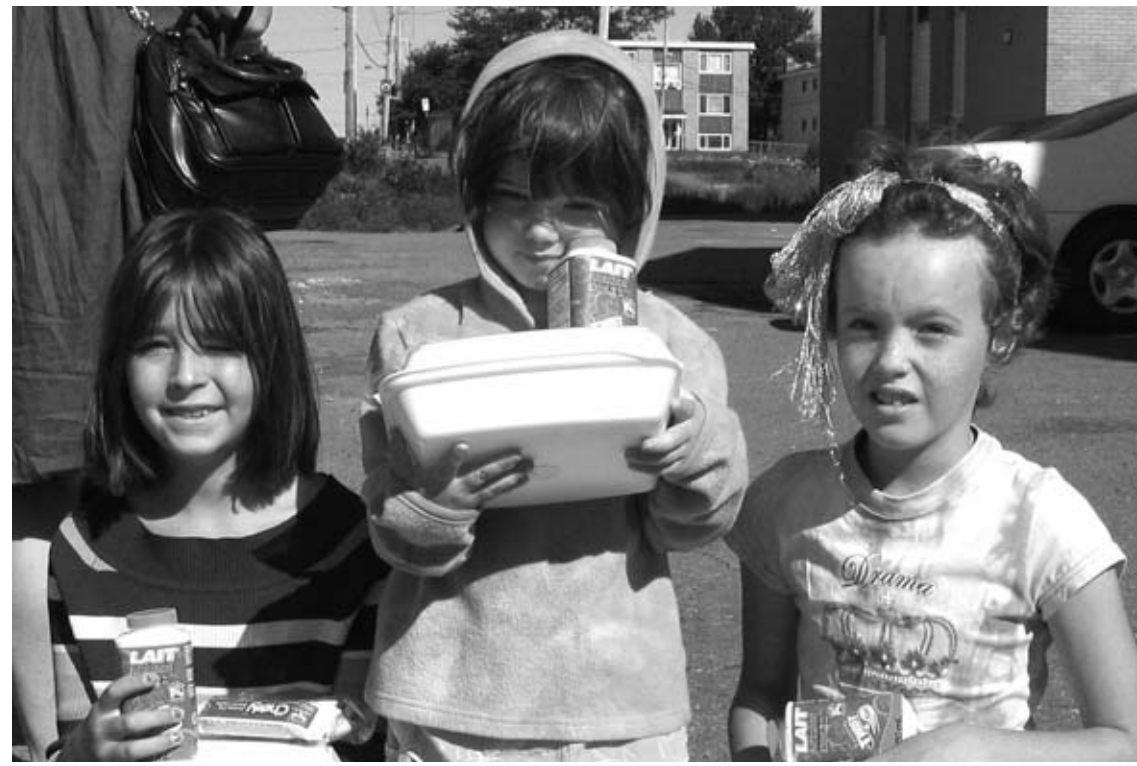
Before families can get on their feet,

they need a place to sit down.



In Spryfield, the definition of poverty has changed. We are no longer just dealing with the marginalized, but a new emergence of “the working poor.” These are individuals who have jobs, homes and families, yet they run out of money for important things like food, rent and clothing long before their next pay cheque arrives. In fact more than 20% of Spryfield families earn less than \$20,000 a year.

The Salvation Army has played a role in the Spryfield community for over 30 years, combating poverty, crime and drug abuse. In 2003, The Cornerstone Family Centre was created to serve as a gathering place for children and adults to connect with the help they need. Guided by a collective mission to encourage individuals to be all they can be, in their homes and in their communities.



Over time, the Centre has built a relationship with Spryfield, founded in trust and respect. Yet it has only begun to make a difference. There is tremendous will amongst the community members to support a larger, more vibrant facility in the Spryfield area. This new space—in partnership with other community groups—will offer programs that help address high rates of illiteracy, embrace children's programs to develop young minds, and break the cycle of poverty, addiction and violence. Along with its citizens, we're going to make Spryfield a better place.

Your support will make this new facility a reality. It will be a place where young and old will be encouraged to believe in themselves and see possibilities, rather than barriers.

Elsie's Story

I got involved with The Salvation Army because of my children. I sent them to the Army's Kids Club and, every time they'd come home, they told me how great it was, how nice the people were and how much fun they had. So I decided to go down myself, to find out what it was all about.

With my first visit, I seemed to gain a whole new family that I never knew was there, and they really showed me how nice people could be. As my friendships grew, they soon told me about the Cornerstone Family Centre and it was there that I found support.

It's really amazing how far The Salvation Army will go to help people. It's all about the people. If you have a problem, they have a problem. That's their philosophy. And having that kind of care in Spryfield means having a foundation that we can always turn to for whatever it might be—food, diapers or counseling, they are always there for us.

If The Salvation Army didn't have a presence here I would miss them terribly. The Cornerstone Family Centre has really become a part of my life now and I know a lot of people around here would have nowhere else to turn.





The Salvation Army believes in helping anyone, anywhere. We seek to provide a hand up to those who need it rather than simply a hand out. But to ensure that we are able to continue these vital services and support systems, we need to make the Gottingen Street Complex and Scotian Glen Camp a priority in this Capital Campaign. And we are responding to a major gap in Halifax with the creation of the Spryfield Family Resource Centre.

With these three programs operating at full strength, we can help Nova Scotians and also focus on interconnecting our services.

This is your opportunity to join The Salvation Army's Operation: Building Hope and continue a long-standing tradition of giving a hand up to those with the greatest need.

Please help, *it's worth every penny.*

Operation: Building Hope summary of need

<i>Gottingen Street Complex</i> Replace roof, repair brick surfaces, address building code deficiencies, remove hazardous materials, replace outdated or failed ventilation, air handling and heating systems	\$2,000,000
<i>Scotian Glen Camp</i> Upgrade septic and water systems, upgrade six cabins	\$500,000
<i>Spryfield Family Resource Centre</i> Purchase and renovate facility	\$2,200,000
Total	\$4,700,000
Salvation Army Contribution*	\$1,700,000
Total Campaign	\$3,000,000

* Settlement funds from the IWK-Grace partnership (\$1.6 million) have been protected and will be reinvested in the capital campaign along with the proceeds from the sale of a small property in Spryfield (\$100,000).

Operation: Building Hope
campaign cabinet

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Interim Divisional Commander
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