



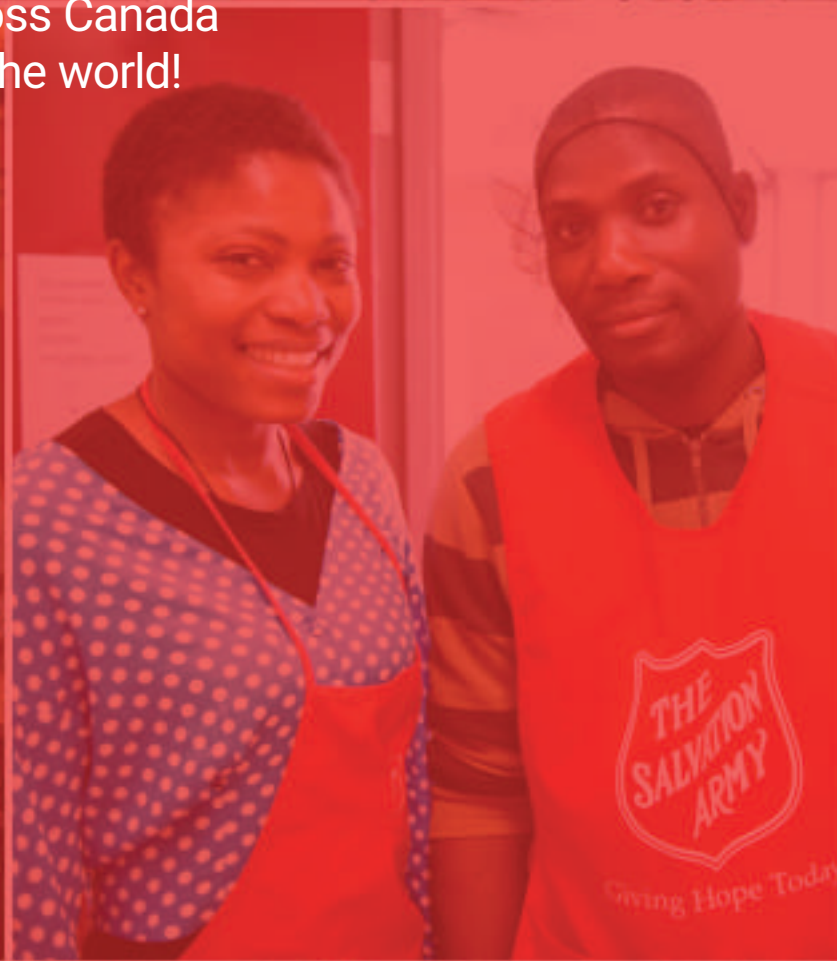
Giving  
Hope  
Today

# ANNUAL REPORT 2018-19 CANADA & BERMUDA





**The Salvation Army** gives **hope** and **dignity** to **vulnerable people** today and every day in over **400 communities** across Canada and in **131 countries** around the world!



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# Greetings from the Territorial Commander and the



## *Everyone Needs an Army*

**T**he Salvation Army is a faith-driven organization shaped by its Christian beliefs and provides a wide-range of social services to anyone who requires assistance.

In Canada, most of us have a strong network of family and friends that we can easily call on to support us if we need help. But every day, millions of Canadians who fight poverty, homelessness, addictions and even natural disaster, literally have no one to turn to. People in crisis or who need a hand up need to know they are not alone, and that's why The Salvation Army exists.

As the largest, non-governmental direct provider of social services in the country, The Salvation Army has the privilege of standing up for people who would otherwise have to battle hardship on their own. Last year, The Salvation Army assisted over 1.6 million people in 400 communities across Canada by giving them the tools needed to rebuild dignity and renew hope.

In this report you will find how The Salvation Army is:

- combatting hunger;
- providing educational opportunities for pregnant and parenting youth;
- supporting people affected by disaster;
- empowering families.

Our ability to restore hope is possible because of the generous support of our donors, volunteers and other community stakeholders. Your help enables us to provide quality programs and services, not just in the moment, but for the long term so people know someone is on their side in their time of need. For that, I am truly grateful.

May God bless you,

**Susan McMillan**  
Commissioner  
Territorial Commander



“Our ability to restore hope is possible.”

# National Advisory Board Chair



## *The Effects of Poverty on Society*

**A**s Chair of The Salvation Army's National Advisory Board, I am honoured to work with an incredible group of business leaders and philanthropic supporters who give their time and talent to assist The Salvation Army with strategic guidance to help strengthen its national operations and services.

Poverty in Canada is not new and is an issue that remains a constant. With one in seven Canadians living in poverty and food banks reporting that one-third of users across Canada are children, people need to know they are not alone in their time of need—they have an entire army on their side.

The Salvation Army began its work in Canada in 1882 and today, as a registered charity, it is the largest non-governmental direct provider of social services in the country. Last year, the lives of millions of Canadians were transformed by The Salvation Army through services and programs that include food banks, shelters, life-skills training, financial and nutritional education, long-term care and disaster relief.

In my role I've seen first-hand how The Salvation Army gives a hand up, not a hand out, and serves those in need without discrimination or judgment.

With the support of its generous donors and volunteers, The Salvation Army continues to improve the quality of life for those who struggle and adapts to address emerging and changing needs in the communities in which it serves.

As the world continues to change, the work of The Salvation Army matters more than ever.

**Andrew Lennox**  
*Chair*  
National Advisory Board



“People need to know they are not alone.”



# Mission & Values

*The Salvation Army is an international Christian church. Its message is based on the Bible; its ministry is motivated by love for God and the needs of humanity.*

## OUR MISSION

THE SALVATION ARMY EXISTS TO SHARE THE LOVE OF JESUS CHRIST, MEET HUMAN NEEDS AND BE A TRANSFORMING INFLUENCE IN THE COMMUNITIES OF OUR WORLD.

## OUR VALUES

Values are who we are and what we continually strive for. They guide all aspects of The Salvation Army in Canada and Bermuda.

**HOPE**—We give hope through the power of the gospel of Jesus Christ.

**SERVICE**—We reach out to support others without discrimination.

**DIGNITY**—We respect and value each other, recognizing everyone's worth.

**STEWARDSHIP**—We responsibly manage the resources entrusted to us.



# What We Do

**T**he Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become the largest non-governmental direct providers of social services in the country. The Salvation Army gives hope and support to vulnerable people in 400 communities across Canada and 131 countries around the world. In Bermuda, the Army has been at work since 1896.

Our social service activities include (but are not limited to):

- **hunger relief for individuals and families through food banks and feeding programs;**
- **shelter for people experiencing homelessness and support for those needing housing;**
- **rehabilitation for those struggling with addiction;**
- **long-term care and palliative care;**
- **Christmas assistance such as food hampers and toys;**
- **after-school programs, camps, and school nutrition programs for children and youth;**
- **life-skills classes such as budgeting, cooking for a family, and anger management.**

With more than 200 Thrift Stores, The Salvation

Army operates one of Canada's largest national clothing recycling operations. Although proceeds from the sale of goods help fund our many social programs, the Army also provides items free of charge to individuals or families who have been referred by our social service programs and other agencies.

Thanks to the generosity of donors in Canada who have given specifically to our international work, the World Missions Department is able to support education, health care, water and sanitation, and livelihood development projects that are helping families and communities abroad work towards self-sufficiency.

As a religious denomination, The Salvation Army has over 300 community churches in Canada and Bermuda. These churches not only focus on worship, Christian education and other congregational activities, but are also involved in providing practical assistance to their communities.

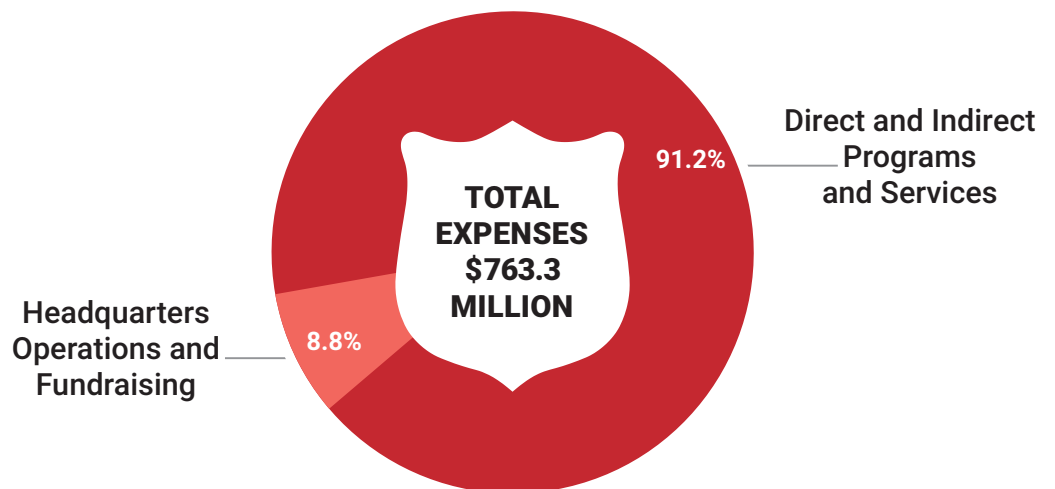
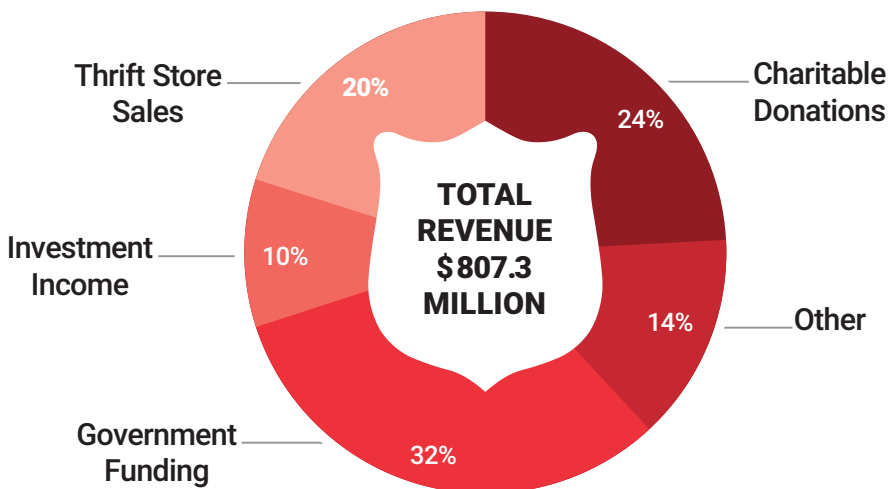
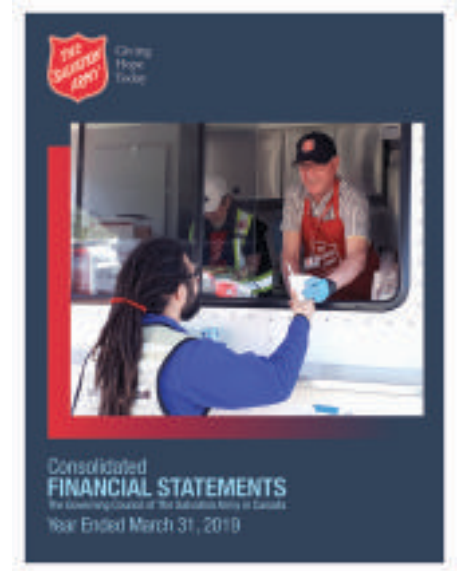
The Salvation Army is diligent in its stewardship of donations so that funds solicited in its public appeals are used to fund community and social service programs and activities, rather than church ministries, unless the donor designates otherwise.



# Financial Overview

For complete information on the financial position and results of operations of The Salvation Army in Canada and Bermuda, please see the accompanying Consolidated Financial Statements at [SalvationArmy.ca/annualreport](http://SalvationArmy.ca/annualreport) for the year ended March 31, 2019, which have been audited by KPMG, LLP, Chartered Professional Accountants, Licensed Public Accountants.

The Financial Statements present the assets, liabilities, fund balances, revenues and expenses of the Governing Council and each of its controlled entities, both incorporated and unincorporated.





A review of the Consolidated Financial Statements ([SalvationArmy.ca/annualreport](http://SalvationArmy.ca/annualreport)) will provide detailed information about The Salvation Army's financial position and results of operations during 2018/19.

On a consolidated basis, it will be seen that the Army is a large organization with assets of \$1.9 billion, and annual expenses of \$763 million last year. One might rightly ask whether an organization of this size and scope needs continuing public support in the form of donations. The answer is an unequivocal "YES"!

The Army is facing a number of challenges that donors can help it meet.

#### **a) Capital Needs**

The Salvation Army began its work in Canada in 1882 and as a long-standing service provider of social services, the Army has a number of older buildings that will require revitalization to continue to serve the most vulnerable in our communities. While the Army has some capital reserves in place, recent property assessments show that the capital needs over the next 10 to 15 years are significant and will require significantly more funds than available.

#### **b) Donation Growth**

Expenses have increased at a rate of 3.3% on average over the past 5 years; meanwhile, donations have increased at a much slower rate of 0.9% on average, making it harder to fund community and social service programs.

Donations are important to the funding of The Salvation Army's programs and services. They constitute 25% of our funding, so the Army's services to the most disadvantaged in our communities rely upon a steady and growing stream of donations to make up for the shortfall between the costs we incur and other sources of funding.

#### **c) Regional Disparities**

Donors are increasingly inclined to specify where and how their contributions are to be used. While we understand donors' interest in their local communities and specific programs, the reality is that as more funds are restricted, the Army relies on a diminishing pool of unrestricted donations and other funds to provide programs and services in communities and regions which are unable to generate sufficient local donations. While the Army desires to provide services to needy Canadians wherever they live, its ability to do so is wholly dependent on sources of unrestricted funds.

#### **d) Financially Risky Operations**

The Salvation Army's goal is to maintain sufficient reserves to meet 90 days' expenses at each operating unit to help protect programs and services during difficult times when revenues are down or expenses are unusually high. While 60% of its operations have adequate reserves, the remaining units are unlikely to amass appropriate reserve levels without help. Unrestricted donations are pivotal to the Army's ability to sustain these operations.

**15,400**  
people were helped with  
budgeting, tax preparation  
and trusteeship.

## *Educational Support Empowers Single Mother*

**A**t 17, Robin wasn't making good choices and left high school with two credits to go. A year later, she became pregnant. After her son was born, she realized that her lack of education could impact the rest of their lives, so she returned to school. But caring for a newborn, studying and going to class was too much to handle, so she quit. Now more than ever, Robin and Silas needed support.

"The Salvation Army is the biggest part of my support system, hands down."

In September 2018, Robin was directed to The Salvation Army's Grace Haven in Hamilton, Ont., a program dedicated to supporting pregnant and parenting youth with education and parenting skills.

"The Salvation Army is the biggest part of my support system, hands down," says Robin. "At Grace Haven I'm completing my high school education while Silas attends its on-site daycare. Daycare provides Silas with one-on-one attention that he wouldn't get if I was home doing school work. Knowing he is safe and well cared for allows me to focus better on school."

Robin says that prior to having Silas she was in an unhealthy relationship and used drugs to cope. She was also balancing two jobs to support herself. In September 2016 she recognized the unhealthy patterns she had created and chose to stop the drugs and work on the relationship. Then, when Silas was conceived, her positive mindset toward success solidified.

"Grace Haven helps me make healthy choices, gives me guidance when it comes to being a mom and provides practical

support such as formula and diapers," says Robin. "I get really emotional when I think about it, because The Salvation Army has helped me so much."

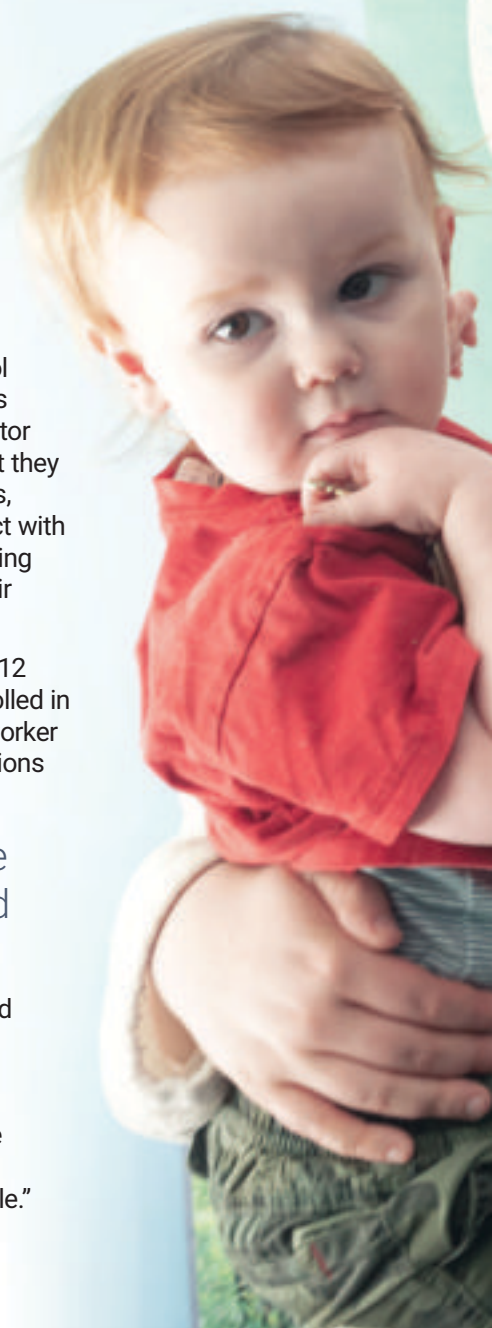
"With help from The Salvation Army I was able to do the best in school and in turn provide a good life for Silas."

"Pregnancy and being a single parent doesn't mean it is impossible for young women to do well in school or build on their parenting skills," says Major June Newbury, executive director of Grace Haven. "With lots of support they can achieve their educational dreams, improve their parenting skills, connect with community and work towards providing financial stability and a future for their children."

In June, Robin will receive her Grade 12 diploma—with honours. She has enrolled in college to become a social service worker and eventually wants to be an addictions counsellor.

"Grace Haven has left me feeling empowered, loved and capable."

"I want Silas to look back one day and be proud of me for what I did," says Robin. "With help from The Salvation Army I was able to do the best in school and in turn provide a good life for Silas. Grace Haven has left me feeling empowered, loved and capable."





# Hope Stories

## *Overcoming Poverty and PTSD*



**J**ohn's unstable and traumatic childhood left him struggling with PTSD. As a result, he has suffered in the key areas of his life that include socialization and employment. Through a variety of supports, The Salvation Army in Regina is helping him overcome some of the challenges related to PTSD and has restored his faith in humanity.

*"The Salvation Army gives me hope, shows me love and that people care."*

"The Salvation Army gives me hope, shows me love and that people care," says John. "Their help means the world to me."

John was raised in an unhealthy, chaotic and abusive home environment. He was fed beer as a toddler, was whipped with electrical cords and beaten with broomsticks. He was an alcoholic by Grade 3 and from ages nine to 14 lived in foster care.

*"I saw a lot of madness, insanity and experienced a lot of abuse."*

"I saw a lot of madness, insanity and experienced a lot of abuse," says John. "Alcohol in the house was natural. Everyone drank. I'd often come home to step over my father who was passed out drunk. I had no love, guidance or direction in life."

John was the victim of circumstances beyond his control. When he witnessed the death of his brother to suicide he battled with memories not easily forgotten. He was eventually diagnosed with PTSD but couldn't escape the nightmares, flashbacks and emotional distress he'd experienced from childhood.

"My sense of safety and trust was shattered," says John. "That left me depressed, lonely and isolated. I haven't been able to work and struggle to make ends meet."

John was a single parent when he first came to The Salvation Army's food bank.

*"I had no other place to go."*

"I had no other place to go," says John. "What I found at The Salvation Army was compassion and people who cared about my well-being."

John attends The Salvation Army's weekly lunch program and enjoys the social interaction, which reduces his anxiety and fear.

"The Salvation Army doesn't focus on what colour I am or where I came from," says John. "I have no other supports and when I leave the building I always have a song in my heart and a smile on my face."

## *A Story of Trauma, Hope and Survival*

**A**fter years of being hunted down by a dangerous and deadly cult in their home country of Nigeria, Blessing and her family escaped to Canada for safety and solace. Today, she is in a place better than she could have imagined, and The Salvation Army helped to get her there.

### **Fear and Intimidation**

“In Nigeria, I lived a good life, had a boyfriend and a successful career as a criminal lawyer,” says Blessing. “Then everything changed when a cult wanted Samuel’s obedience, time and money.”

“Samuel wanted nothing to do with having evil on his hands,” continues Blessing. “But when you refuse to co-operate with the cult, you are in immediate danger.”

Samuel went into hiding for years with only a handful of people knowing his whereabouts. When he eventually married Blessing, he slipped back into society.

“But when you refuse to co-operate with the cult, you are in immediate danger.”

“One day, as we walked down the street, Samuel’s cell phone rang,” says Blessing. “The caller described the clothes we were wearing, my accessories, and threatened to cut our throats.”

The frightening calls continued. “We will find you. We will kill you. We won’t stop until we know you are dead.” Blessing and Samuel were ultimately tracked down. Blessing was kidnapped and endured a brutal beating. Samuel was taken into the bush where he was attacked and left for dead.

### **New Life**

In 2017, Blessing, Samuel and their young daughter fled the country they once held dear. They came to Montreal through the United States and, soon after their arrival, their second daughter was born.



“In 2018, we moved to Toronto with the hope that I could return to my career,” says Blessing. “For months we lived in a family shelter with a few articles of clothing and little food.”

Before long, Blessing heard that The Salvation Army on River Street could help with practical items, food, clothing and diapers.

“The Salvation Army gave us everything we needed—food, clothing, shelter and a listening ear,” says Blessing.

“The Salvation Army gave us everything we needed.”

Today Blessing and her family live in an apartment in Regent Park. Blessing works at a legal clinic and is waiting for accreditation to be an immigration lawyer. Samuel is a property manager. They both volunteer at The Salvation Army.

“We are not broken,” says Blessing. “The Salvation Army gave us hope for a better future—one with new possibilities and more personal strength. We are here to stay.”

# Hope Stories

## *From Prison to Peace*



**M**engsteab Abraha was arrested and imprisoned for praying with friends. Then he lived in a refugee camp where conditions were so deplorable he chooses not to discuss it. Yet, after horrible punishment and tremendous struggles, Abraha has found peace and new opportunities, thanks to The Salvation Army.

"The Evangelical Church was outlawed in Eritrea by the government," says Abraha. "Any kind of public church meetings are illegal, other than those in the denominations approved by the government. So anytime we gathered, we faced arrest, persecution and imprisonment."

Abraha, who was raised in a Pentecostal family, was studying at college when the government discovered he was meeting secretly off campus for prayer.

"I was sent to prison for a year," says Abraha. "It left lots of scars."

After his release, Abraha completed college and graduated with a degree in biology. He worked for a few years until there was another threat.

### **Fear and Suffering**

"I received a phone call to say people were searching to arrest me and my friends who attended prayer groups. So I fled to nearby Sudan," says Abraha. "I couldn't return home. That was very hard."

For three months Abraha lived in a refugee camp where there wasn't enough food for everyone, medicine was limited and people died every day due to sickness and disease.

"At the camp I almost died because of the poor sanitation and lack of food," says Abraha. "I don't like to think about it because people there are still suffering."

While in Sudan, Abraha found his brother and left the camp to live with him. He searched for resettlement opportunities to safe countries. Meanwhile, he worked for Canadian Orientation Abroad (COA), a program that helps visa-ready migrants settle in Canada, as an interpreter and facilitator.

### **Settlement Services**

"I immigrated to Winnipeg in 2018," says Abraha. "It wasn't long before I learned about LEEP (Life and Employability Enhancement Program), an employment training program at The Salvation Army's Barbara Mitchell Family Resource Centre."

LEEP is a pre-employment program for newcomer youth from war-affected countries. Participants learn about Canadian culture and a wide range of skills such as computer, job interviewing and résumé writing. The goal is that each graduate be employed at the conclusion of the course.

"The Salvation Army helped me get my feet on the ground," says Abraha. "They restored my self-esteem, boosted my confidence and enhanced my employability."

Today Abraha is an instructor at the LEEP program with specific goals for his future.

"I want to continue my education to become a nurse or ultrasound technician," says Abraha. "This is what is in my mind—a new life without fear or lack of freedom."

## Hope for the Hopeless

When Tracy arrived in Vernon, B.C., she couldn't see past her pain and just wanted it to stop. In her mind, suicide seemed to be the only way out. Overwhelmed by hopelessness, she needed people who cared about her. Little did she know that would be The Salvation Army.

In 2015, Tracy left her marriage. "Living in an unhealthy marriage was difficult and I wanted to find happiness again," says Tracy. She moved to Vernon where family could support her while she sorted out her emotions.

"Living in an unhealthy marriage was difficult and I wanted to find happiness again."

After only three months, Tracy felt that living with family was causing too much stress and anxiety so she removed herself from the situation. She didn't know where she would go or what she would do, but she knew her situation had to change or suicide was inevitable. She had no choice but to sell everything she owned from her previous three-bedroom home. When Tracy could no longer afford car payments or buy food, she sold her vehicle to help her survive.

For the next seven months, Tracy lived out of a suitcase and stayed with other family and friends—wherever she could land for a while.

"It was very depressing to not have a home or the support I so desperately needed," says Tracy.

Tracy then moved to Victoria for two years where she enrolled in self-help courses and received counselling. But the loneliness never went away. She moved back to Vernon to be with grandchildren who always brightened her life.

One day, at the end of her rope, Tracy walked into The Salvation Army, depressed, anxious and suicidal, seeking help.

At The Salvation Army Tracy received counselling and was directed to housing support services. Before long



she began to volunteer with the Army's meal program and food bank. It was through volunteering that she learned of the Breakthrough Program.

"Women who attend the program are dealing with feelings of isolation and lack of support," says Jenn Thompson, program coordinator. "We provide a safe environment where participants build relationships, learn life skills and improve their self-esteem."

Breakthrough sessions include forgiveness, healthy boundaries and relationships, self-esteem and conflict resolution. Participants engage in activities such as art days, cooking and movie days. The goal is that women find a place of belonging, friendship and support.

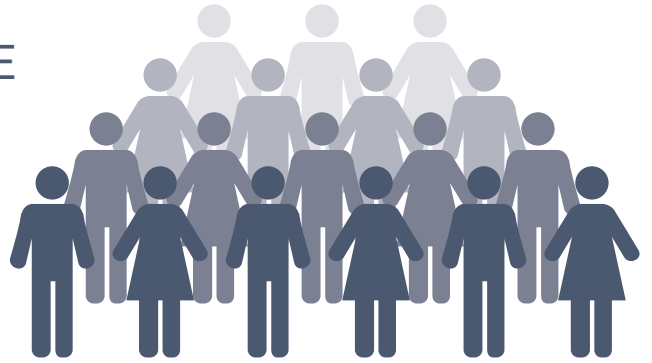
"The Salvation Army is the family I never had."

"When I came to The Salvation Army I felt connected," says Tracy. "The Salvation Army is the family I never had, the one I always wished for."

Today, Tracy works for The Salvation Army thrift store as a cashier, helps with the organization of the store and interacts with clients. She has her own apartment and volunteers when she is able.

# YOUR SUPPORT IN ACTION

OVER **1.6 MILLION** PEOPLE  
WERE HELPED BY  
THE SALVATION ARMY IN  
CANADA AND BERMUDA  
LAST YEAR.



**261,000**

people were helped at Christmas with food hampers and toys.



**111,000**

people were visited in hospitals, nursing homes,  
prisons, daycare centres and other facilities.



**195,000**

meals were served in school breakfast programs.



**5,050**

children went to  
Salvation Army camps.



**3,579**

children were helped  
through the Brighter Futures  
Children's Sponsorship Program.







Giving Hope Today



3.4 million

free meals were served at shelters and in feeding programs.

123,000

people were helped in night patrol, rescue and suicide prevention.



1,186,000

people were assisted with food, clothing or practical assistance.



3,800

shelter, addictions, detox and mental-health beds provided each night.



4,500

people were helped when an emergency or natural disaster struck.



9,800

people were helped with language training through the Immigration and Refugee Services.



415

people completed addictions and rehabilitation programs.



# Service Highlights

## *Helping Residents Cope After Flooding in the Nation's Capital*

Often, the most visible Salvation Army Emergency Disaster Services (EDS) are the meals and drinks served to survivors and first responders. What some people may not know is that The Salvation Army is often called on to provide spiritual comfort and emotional support.

"As trained emotional and spiritual care (ESC) workers, we attend to the survivors who are affected by the disaster as well as the front-line workers and those who are supporting or working in the response," says Major Roxzena Hayden, ESC officer.

In April 2019, substantial rainfall and a large snowmelt caused the Ottawa River to reach record-breaking levels. As a result of flooding, hundreds of homes were damaged, leaving owners isolated and afraid.

One week before Mayor Jim Watson declared a state of emergency for the city of Ottawa, local Salvation Army EDS personnel mobilized to provide first responders, volunteers and those affected by the flooding with practical, emotional and spiritual care. For over a month Salvation Army EDS personnel from across Canada worked hard to help the community recover.

"Early in the response, The Salvation Army was requested to accompany the police and firefighters—providing them with emotional and spiritual support—as they checked on

residents," says Hayden. "This also gave us a chance to reach out to people who were trapped in their homes."

Hayden recalls the team finding one woman waiting outside her home in the damp and cold for hydro workers to turn on her power. She wanted to ensure they would see her. One Salvation Army worker stayed with the shivering resident, while another left to bring back hot meals, snacks and drinks.

In another instance, flooding had trapped an elderly couple in their home. They asked for a wheelchair to get the frail wife to safety. The Salvation Army was able to assist them with that request and provided water and meals for them as well.

"Many said their spirits and energy received a boost when they saw The Salvation Army," concludes Hayden.

"Every person has a spiritual nature within them and that is what emotional and spiritual care workers tap into, regardless of church affiliation or religion, because all people affected by disaster need to be cared for."

In Canada, The Salvation Army's Emergency Disaster Services program began in December 1917 in response to the Halifax explosion. Today, The Salvation Army's Emergency Disaster Services has grown into an international network involving thousands of trained personnel worldwide, including many volunteers.



**4,500**  
people were helped when  
an emergency or natural  
disaster struck.

# Service Highlights

## *Launch of New Core Values*

**THE SALVATION ARMY**  
Canada and Bermuda Territory

### **MISSION AND VALUES**

**T**he Salvation Army exists to share the love of Jesus Christ, meet human needs and be a transforming influence in the communities of our world.

#### **HOPE**

We give hope through the power of the gospel of Jesus Christ.

#### **SERVICE**

We reach out to support others without discrimination.

#### **DIGNITY**

We respect and value each other, recognizing everyone's worth.

#### **STEWARDSHIP**

We responsibly manage the resources entrusted to us.



**O**n January 10, 2019, The Salvation Army in Canada and Bermuda unveiled its new core values—four statements to guide decision-making and organizational behaviour.

“Core values help us to determine if we are on the right path,” says Commissioner Susan McMillan, territorial commander. “They are an unwavering guide that we can turn to when we’re faced with difficult questions. They are grounded in Scripture and in God’s call upon our lives.”

The first formal statement of values for The Salvation Army in Canada and Bermuda was created in 2003. In 2011, those 10 values were organized into core values of faith and operational values.

More than three years ago, The Salvation Army’s Ethics Centre surveyed the territory’s adherence to and understanding of our values. While they discovered that overall we lived out our values, they identified the need to frame them in a way that resonates with everyone—from executive leadership to employees and volunteers.

“Values are both ‘who we are’ and ‘who we want to say we are,’” says Dr. James E. Read, director of the Ethics Centre. “They are ingrained in our DNA and an ideal that we continually strive for.”

As in the past, each value is accompanied by an associated “behaviour statement”—a short explanatory line that helps unpack the meaning and expectations behind the value.

“I would encourage you to see these not only as corporate values—ones that represent the Army’s highest priorities—but as your values,” says Commissioner McMillan. “By owning them together we can provide a new context for how we live out The Salvation Army’s mission in the world.”

## *Thrift Stores Increase Practical Support Through Voucher Program*

**T**he Salvation Army Thrift Store (National Recycling Operations or NRO) is making a tangible social and environmental impact in the communities where they operate.

With 106 Thrift Stores and donor welcome centres, 10 distribution and recycling centres helmed by the National Recycling Operations, the organization is making a difference every day for community members and the planet we all share.

“Our Thrift Stores have existed for over 100 years, growing in popularity and reach,” says Ted Troughton, managing director of NRO. “What has been constant is our incredibly positive impact for our neighbours in need and for cleaner communities.”

In fiscal year 2018-2019 the Thrift Store offered increased practical support through their voucher program resulting in \$6,220,352 of clothing and household items being given away free of cost. “That’s 48,699 vouchers issued to individuals and families who have fallen on hard times to shop for those needed items,” says Troughton. “This doesn’t reflect those items given away to community members entering our stores in immediate need, which our team answers.”

In addition to the above, \$759,003 was raised to support various Salvation Army initiatives in the fight against poverty, such as sending children to summer camps, assisting children overseas and providing life-skill programs.

With over 14 million guests and donors walking through Salvation Army Thrift Store doors in the last year, the impact of thrift can also be seen through the sustainable benefits for the environment. Thrift shopping and donating gives millions of items a second chance at life, keeping them out of landfills.



Last year, through 106 locations 37,404 metric tonnes (82.4 million pounds) of clothing, textiles, household items and furniture were diverted from local landfills.

“We are established leaders in Canadian textile diversion and have made great strides in increasing our impact through countless corporate and municipal partners,” says Troughton. “We are also members of the National Zero Waste Council of Canada and have been key in forming the National Association of Charitable Textile Recycling (NACTR).”

“We always look for new ways to assist socially or environmentally, and welcome community members, businesses, municipalities and all others to reach out with new initiatives that can transform lives and the environment,” concludes Troughton.

For store and donation drop-off locations, visit [thriftstore.ca](http://thriftstore.ca)

# Service Highlights

## *New Shelter for Homeless Seniors*



On December 15, 2018, at the request of the City of Toronto, The Salvation Army opened a new shelter for seniors in the North Etobicoke region of Toronto.

"With roughly 20 to 22 percent of people who access emergency shelters being 55 years of age or older, the City of Toronto saw a need for a seniors' shelter," says Mauricio Urtecho, shelter director. In the first few weeks, the shelter reached its capacity and has had full occupancy ever since."

Currently the shelter has the capability to house 45 residents; when renovations are completed in 2020 it will offer 90 beds. In addition, the shelter provides fresh meals, spiritual care and a caseworker who focuses on clients' needs beyond the shelter.

"Our goal is to achieve the successful reintegration of the client into the community," says Urtecho. "That means moving people from the streets or homeless shelters into stable housing."

The seniors' shelter is the first in the area and, as part of The Salvation Army's commitment to community engagement, a liaison committee was established to work collaboratively with community members, agencies and service providers to achieve the best possible outcome for guests and the local community.

"Seniors experience homelessness for a variety of reasons, such as the lack of income to pay for housing, relationship breakdowns and substance abuse," says Urtecho. "Many come to us with no families or means of support. We come alongside them throughout their journeys."

Urtecho is pleased with how the community has embraced the need for a seniors' shelter, and plans are in place to hire more case managers, housing workers and community follow-up workers.

"The seniors' shelter is a much-needed service," says Urtecho. "Without it our guests would be trapped in the cycle of living on the streets. One by one, we are making sure we meet their needs."



## 60 Years of Ministry at Pine Lake Camp

The Salvation Army's Pine Lake Camp celebrated its 60th anniversary in August, 2018. To mark the occasion, the summer camp, located near Red Deer, Alta., was open to the public with many current and former officers/pastors, camp staff and campers from Pine Lake's 60-year history attending the festivities.

During the celebration, guests were treated to tours of the facilities and live music by the big band Jazz Explosion. There were speeches, presentations and greetings offered by former and current camp counsellors, and the ceremony concluded with a prayer of thanksgiving.

"The overwhelming desire of those attending this event was that the ministry of Pine Lake Camp will continue to bear fruit for God's kingdom for the next 60 years," says Major Al Hoeft, divisional secretary for public relations and development, Alberta and Northern Territories Division.



Every summer, Pine Lake welcomes more than 600 children, ages seven to 16, who enjoy various camping activities, visit old friends and make new ones, learn about God and enjoy the outdoors. Children from all backgrounds are welcomed, including low-income, marginalized and foster-care families.

Fully equipped to provide children an experience they won't forget, Pine Lake Camp is a place for kids to just be kids. From wall climbing and archery, to crafts and swimming, memories are made and children enjoy the extra support, love and attention. The camp also overlooks Pine Lake and there are benches dotted throughout for participants to have a little bit of quiet time and take in the view.

Every year, more than 5,000 children across Canada attend a Salvation Army summer camp. Your donations not only provide children with unforgettable adventures but, for many, it is the only vacation they will get.

"I love all the parts of camp," says Logan, one of the campers. "We get bedtime stories to help us sleep better and I learned how to canoe and climb a rock wall. We have campfires and sing songs. After a week of fun and friends, it's hard to go home."



# Volunteer Stories

## *Volunteering Warms My Heart*

Last Christmas, Stu Bradley, 82, geared up to volunteer at The Salvation Army's Christmas kettle in Cochrane, Alta. He says the experience is rewarding, the response to the fundraising campaign is heart-warming, and shares his reflections on last year's memories that helped to fill the kettle.

"After putting in a four-hour shift at a local grocery store in support of The Salvation Army I came away with some profound feelings about our community, its people and how they supported The Salvation Army's urgent need," says Stu.

"Ringing the bells at the kettle gave me an overview of the people in my community who donate to The Salvation Army."

"Yes, many accepted the cheery 'Merry Christmas' greeting and merrily passed by. But there was the gentleman who donated a crisp \$50 bill out of his wallet. And the lady who went all the way back to her car in the parking lot to gather a donation.

Then the grey-haired lady who stopped by to relate how her dad had come back from the Second World War with stories of how The Salvation Army did so much for him during that time of horror.

"On my way to the kettle I stopped for coffee and was shocked by what I heard from a gentleman who went to a seniors' home to see what help might be needed. He was shaken to see an empty fridge. Then he went to the cupboard to find empty shelves. My hope was that my kettle donations would help to fill the shelves of that senior.

"The Salvation Army kettle is a place to hear so many stories of people who appreciate the services of The Salvation Army and the extent of kindness offered to them."

"When I arrived at my post, my kettle was empty. By the end of my shift the community had filled it with hope. What a great way to share our good fortune."

To volunteer with The Salvation Army, visit [SalvationArmy.ca/volunteer](https://www.salvationarmy.ca/volunteer)

You will have an immense impact on the amount of life-changing support we are able to give to your community.





# Volunteer Stories

## *How Volunteering Helped One Woman Overcome an Anxiety Disorder*



**W**hen Angie's husband left her for her best friend, she moved out and shut herself away from society for 12 years. "I couldn't handle the hurt and devastation from my marriage breakup," says Angie. "My home was the only place I felt safe until I walked through the doors of The Salvation Army."

"My home was the only place I felt safe until I walked through the doors of The Salvation Army."

For years Angie suffered with agoraphobia, an anxiety disorder. Agoraphobia usually begins with a stressful event. As time passes, the extreme fear of being in public confines the person to their home and they can't live a normal life.

"I felt unsafe and had panic attacks in any type of crowd," says Angie. "I only left my house once a month to get groceries. Friends ran errands for me and my medications were delivered. I couldn't do my job as a personal support worker. I'd hit rock bottom."

Bills and lack of food became a constant stress for Angie. One day she ventured across the street to The Salvation Army's Manna Café in Gananoque, Ont., for a meal. The café is a bistro-style environment that allows the hungry to dine with dignity.

"When I walked through the doors I was in a small space, surrounded by lots of people," says Angie. "Sweat poured off my brow and tears trickled down my cheek. My heart was racing and I was breathless. I can't do this, I thought. I turned to leave when a voice said, 'How are you doing?'"

"My heart was racing and I was breathless. I can't do this, I thought."

The voice was Dave Harvey, executive director of the café.

"I told Dave I was OK, but panicky. He said, 'You are in a safe place.' That meant everything to me," says Angie.

Angie continued to receive daily lunches at the café and, after a month, was asked to volunteer and serve tea, coffee and meals.

"I wanted to volunteer but was embarrassed by my tattered clothes, worn boots and rotting teeth," says Angie. "The Salvation Army provided me with clothes and shoes and helped me get my teeth fixed. I went from being broken and hopeless to feeling relaxed, self-confident, safe and energized to take on the rest of the day."

"Finding, going to and volunteering at the café changed everything for me."

"Finding, going to and volunteering at the café changed everything for me. When I get fully better I'm going to work in family services. I have a soft spot for struggling people."

## *How a Former Food Bank Client is Giving Back*

**S**amudri had a good job as a dentist and her husband was a school principal in Sri Lanka when the family moved to Canada for better educational opportunities for their children. But it was harder than expected for the Donas to find employment. On a cold winter's day, they trekked through the snow to The Salvation Army in Scarborough, Ont., hoping there could be better days ahead.

"Giving my time is easy, and assisting people in my community gives me a sense of purpose."

"We came to Canada with all of our belongings in four suitcases," says Samudri. "We left everything behind—a house, a car, furniture and clothes. The months after we arrived were very hard."

Samudri and her family lived on social assistance for nine months until her husband found work as a security guard. Living on a fixed income was a struggle and sometimes they couldn't afford food.

"The Salvation Army helped us not to go hungry and take away a whole lot of worry," says Samudri. "Every month we went to the food bank for assistance. They also provided us with vouchers to purchase clothes and furniture."



The food bank provided the family with food items such as soup, cereal, pasta, canned fruit and vegetables. One day when Samudri was receiving her food, she learned that volunteers were needed. Right away she knew it was something she wanted to do.

"I want to help others in need," says Samudri. "Giving my time is easy, and assisting people in my community gives me a sense of purpose."

"It gives me a lot of joy knowing that I can help ease the burden of people who are struggling."

Every Thursday, Samudri ensures the food room is tidy, sorts and stacks items on the shelves and distributes food to those accessing the program.

"It gives me a lot of joy knowing that I can help ease the burden of people who are struggling," says Samudri. "There are a lot of people in genuine need."

# 126,964

people volunteered

1,023,014 hours of their time,

worth approximately \$20,460,280. \*

\* Estimated Value of Volunteer Activity (EVVA) based on a valuation of \$20/hour.

# Reasons to Support The Salvation Army

- The Salvation Army has a proven track record that goes back more than 135 years in Canada. It is now one of the world's largest providers of social services.
- The Salvation Army helps one person at a time, believing that each person is infinitely valuable and equally worthy.
- The Salvation Army is present in 400 communities across Canada and in 131 countries around the world, offering services in 175 different languages. When disaster strikes, the Army is often already there living in the community and is able to provide immediate aid and relief in the most culturally relevant way. It also means the Army will still be there long after the immediate needs have been met.
- As an international Christian church that welcomes everyone, The Salvation Army's faith motivates its social programs. Donations from the public at large, which includes money from individuals, foundations, corporations and all levels of government, are used for community and social service programs.
- The Salvation Army works through a large quasi-military organizational model, that includes volunteers, committed members of The Salvation Army, its officers and staff. There is no organization that can more readily mobilize itself where and when the need is greatest.
- The Salvation Army has been recognized with the highest level of excellence in ethical fundraising and financial accountability that Canadians can trust. The Salvation Army is now one of just over 300 charities in Canada that has earned Imagine Canada's national Standards Program accreditation. Imagine Canada believes that charities and non-profits have a responsibility to be innovative, transparent, accountable, ethical and well-governed.
- The Salvation Army is managing its administrative and fundraising costs in a reasonable manner given the size and scope of the organization, in order to provide the best programs and services that deliver transformative outcomes for the people we serve.
- All funds donated to The Salvation Army are used by The Salvation Army, or agencies of which it is a member.
- Social and community service programs focus on nurturing the capacities, skills and strengths of individuals rather than just giving them a hand out.
- All social and community services are equally available without discrimination.

# JILL PREPARES BEDS FOR HUNDREDS. BUT CAN'T AFFORD ONE.

POVERTY ISN'T  
ALWAYS EASY TO SEE.

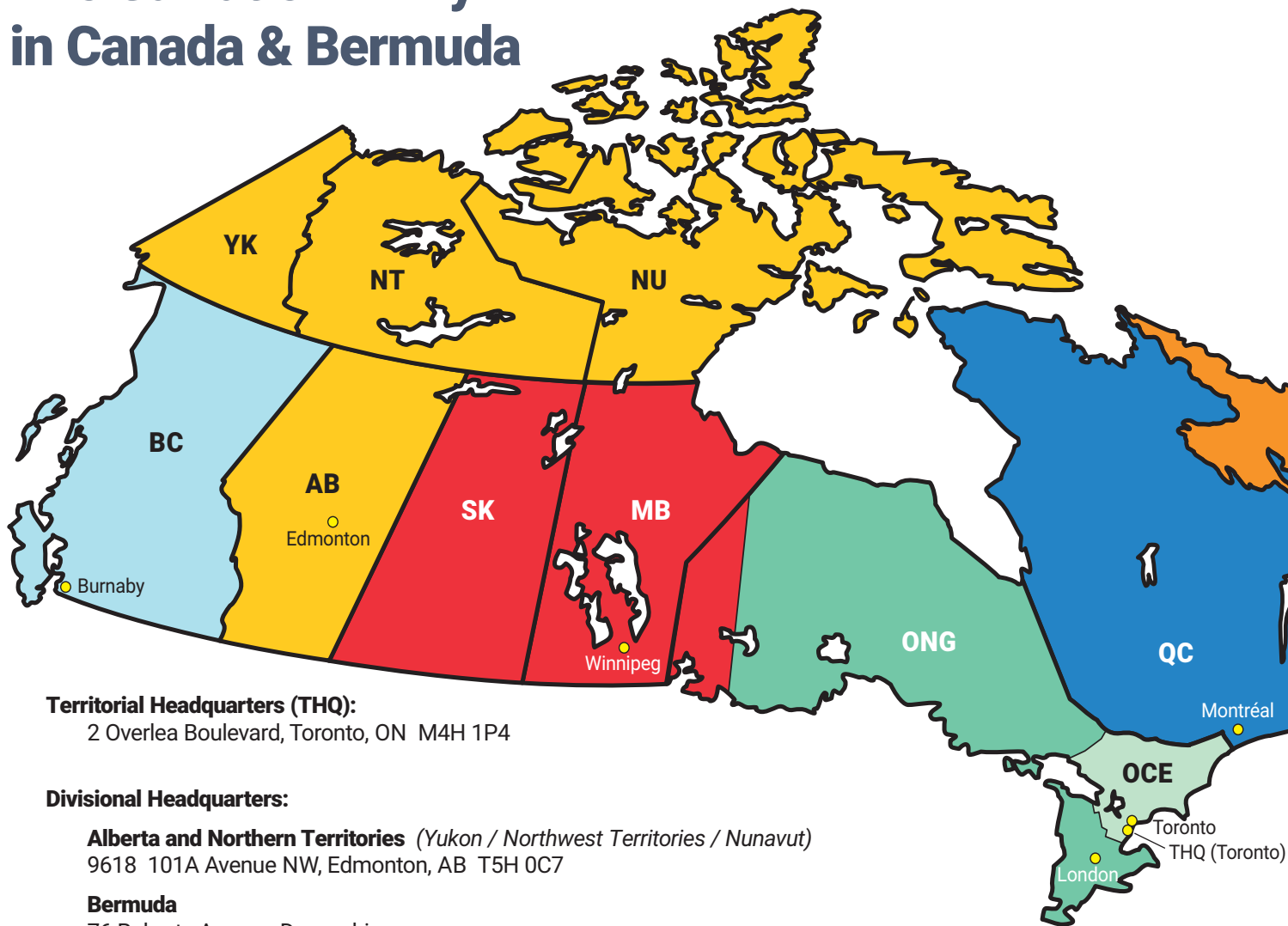


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Giving  
Hope  
Today

# The Salvation Army in Canada & Bermuda



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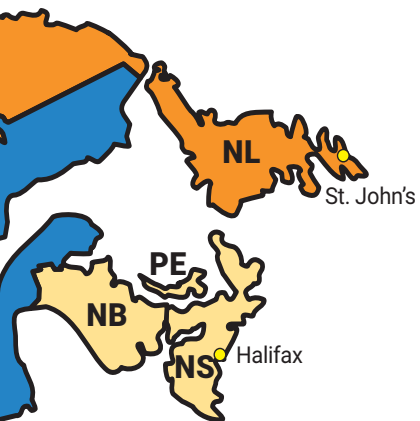
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Giving Hope Today



[imaginecanada.ca](http://imaginecanada.ca)

# TIM SERVES HUNDREDS. BUT CAN'T FEED HIS TWO KIDS.

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