



In the Midst of Disaster and Despair,

Provisions of Food and Water

Rebuild a Fractured Foundation.

Doing the Most Good.



Serving with Honor,

Meeting Basic Needs,
while Securing Safety.

Doing the Most Good.



When Hope Seems Lost

We Lift Those in Need,
and Support Future Stability.

Doing the Most Good.



When the Walls Crumble,

We Are a Shelter to Recover and Rebuild

and Salvage What Was Lost.

Doing the Most Good.



Toys, Food and Clothing –

Bringing Holiday Blessings

to Those in Need.

Doing the Most Good.



Music to the Ears,

Worship and Adoration,

Lifting Hearts in Joy.

Doing the Most Good.



Giving Precious Time,

Offering an Army of Hope,

to Serve and Supply.

Doing the Most Good.



When Body and Soul Suffer,

We Heal and Restore

Strength and Spirit.

Doing the Most Good.



A Place for the Community

to Re-purpose Possessions,
and Restore Dignity.

Doing the Most Good.



Providing an Opportunity to Explore,

to Discover and Appreciate,

All the Blessings of God's Creation.

Doing the Most Good.



The Warmth of Hearth and Home,

for Those Wise and Valuable,

Affording Continued Independence.

Doing the Most Good.



Forging a New Direction Together,

Guiding Rehabilitation,

Delivering Freedom from Addiction.

Doing the Most Good.

OUR LEADERSHIP



Dear Orlando Community,

I am privileged to present The Salvation Army Orlando Command 2013 Annual Report. For almost a century, The Salvation Army has been serving our neighbors in the Orlando area. In my several decades of service with The Salvation Army, I have found that many individuals have the perception that The Salvation Army is just that shiny red kettle at Christmas time. This Annual Report will help provide you with the reality of what we do 365 days a year.

We have made a promise to this community, and throughout the world, that we will do the most good for the most people in the most need. We can only do this because of the generous support of people like you. I hope that you will take the time to review this Annual Report and help share the good news of what The Salvation Army is doing to impact our community for good. Eighty percent of every dollar earned here is used to positively impact the many clients seen and helped in our programs and services. You'll learn more about that in these very pages.

The need in our community is great, but I believe, with all of us working together, we shall, and can, continue to make a difference in transforming Orlando into a great place to work and live for everyone.

Thank you for your continued support and sharing the word of what The Salvation Army is doing. We sincerely appreciate it.

May God bless you.

Sincerely.

Major Mark A. Woodcock. Orlando Area Commander

ADVISORY BOARD MEMBERS

Fiscal Year October 2012 - September 2013

Major Mark A. Woodcock **Area Commander**

Sandra Breitenstein

Curt Brownlee

Thomas Brownlee

Ellen Brumback

Jimmy Caruso

George Clapham

Brian Colley

Gene Colley

Thomas Core

Pete Dietzel

Matthew Englett Charles Ewing

Paul Flory Danny Gordon

Joseph Guernsey

Bob Harvey

Eric Holm Eric Jackson

Lorelie Johnson

Debi Jones

Dean Jennings Jeff Johnston

Sandra Kensil

Gary McCall

Joseph Morgan

Gene Muhart Bert Ortiz

Danny Pressler

Tracy Richardson **Charles Robinson**

Dave Robinson

Steve Rocca

Greg Ruse

OUR LEADERSHIP

Fellow Friends of the Army,

I am honored to serve my first year as the Advisory Board Chairman for The Salvation Army of Orlando. I have been an active member of the Board for over six years and during that time I have learned just how supportive the Orlando community is to the Army. That very important support has come in many ways including small and large donations, and time spent by many people to help those in need in the Orlando area. I tip my hat and say "Thank You" to all of those that made generous donations. It is because of the support of individuals such as yourself, that we are making a strong impact in Central Florida. Under the guidance and authority of Majors Mark and Rhea Woodcock, The Salvation Army is positively changing lives here in Central Florida. We invite and encourage you to stop by our offices in Orlando so we can show you how your support is making a wonderful impact on those that we serve.

Because of your support, The Salvation Army of Orlando was able to provide over 208,000 meals to individuals in need within our community - that's over ten times the size of the seating capacity in the Amway Center! Furthermore, we were able to help over 3,000 homeless men, women and children and offer holiday assistance to nearly 33,000 of the disadvantaged. This is just another way that the Army continues to do the most good.

I am so grateful to be part of the Salvation Army family, a non-profit group that started in London, England and has been around for nearly 150 years. As we move triumphantly into our 94th year of remarkable service in Orlando, we thank you for your time, gifts and wonderful contributions. We are extremely grateful for your continued support.

Sincerely, Bert Ortiz, Advisory Board Chairman



THE SALVATION ARMY METRO ORLANDO WOMEN'S AUXILIARY

Fiscal Year October 2012 - September 2013

Major Rhea Dawn Woodcock **Associate Area Commander**

Jean Bauman Susan Brisbin

Natalie Davidson Mary Dickson

Melissa Dietel Kathleen Donlin

Teresa Ferrarini

Angela Gutekunst Rosalind Hajjar

Susan Hangartner

Carolyn Hill Diane Holm

Lisa Kamer Reidi Lott

Gail Lyon

Mary Kay Maher Jennifer Mazzio Sonia Mooney

Elizabeth Murdoch

Vicki Myers

Danielle Payne Freda Pfeiffer

Katie Riley

Susan Ruby Kelly Schultz

Barbara Shearman

Lucy Simas Ronita Smith

Tansey Soderstrom

Lynn Sullivan

Tara Tedrow Sandy Tenney

Andrea Trolice Kristina Vallos

ANNUAL REPORT 2013

Fiscal Year Ending 9/30/2013

REVENUE

Public Support	2,885,355.70
Internal Support	1,346,154.99
United Way	391,551.19
Government Support	464,096.09
William & Catherine Booth Towers*	2,648,001.52
Adult Rehabilitation Center	9,727,711.00

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TOTAL REVENUE

TOTAL EXPENSE	17,575,437.57
Adult Rehabilitation Center	9,727,711.00
William & Catherine Booth Towers*	2,645,478.45
Support to Supervising Headquarters	371,576.63
Corps Programs	448,228.31
Fundraising	480,641.79
General	527,648.20
Staff Compensation	1,856,450.07
Emergency Assistance/Social Services	1,517,703.12
H211 H10H0	

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-112,567.08

17,462,870.49

*William and Catherine Booth Towers receive additional government support through Housing & Urban Development (HUD) subsidized funding.

The Salvation Army fiscal year is October 1, 2012 - September 30, 2013

➡ Emergency Assistance/Social Services

The Salvation Army is here to offer a hand up rather than a hand out. Not only are our clients' basic needs met such as food, clothing, school supplies, and financial assistance for mortgages, rent, or utilities, but thousands are directed towards a stable future through case-management and referrals.

People Assisted – 3,806 Meals Served for Street Line Feeding - 17,118

A Holiday Assistance

Without the support of the community, thousands of children would miss the excitement and joy of Christmas morning. As volunteers come together to help reach families and individuals in need, thousands of toys, tons of food, and a barrage of clothing are distributed throughout the season. All items are new and bought by individuals and companies who truly want to help.

Individuals Assisted - 32.560



Volunteerism

Our volunteers form the army behind the Army. From the holidays to the everyday, volunteers are what arm us with enough force to continue fighting against homelessness, hopelessness, and hunger in Central Florida.

Total Number of Volunteers - 3.722 Total Volunteer Hours - 13.859



Women's & Children's Emergency Shelter

The Women's and Children's Emergency Shelter provides a safe and secure place where homeless women and their children lay their heads until they are able to move forward in confidence to a life on their own. All residents are given nutritional meals, a shower, clean linen, a bed, and other basic needs in a safe. secure environment, 365 days a year.

Women and Children in Program – 964 Meals Served - 38.961

ANNUAL REPORT 2013

Men's Emergency Shelter

The Men's Emergency Shelter provides a safe and secure place where homeless men and their sons are safely housed until they are able to move into permanent stable housing. Residents are given nutritional meals, a shower, clean linen, a bed, and other basic needs in a safe, secure environment, 365 days a year.

Men Served in Program – 2,399 Meals Served - 69.030



← Transitional Shelter Care

Men and women in our Transitional Program participate in extensive case-management with the goal of finding permanent housing, increasing their income, and attaining a personal goal. Clients participate in life skills courses, job and employment training and other programs to gain the tools needed for self sufficiency.

Men Served – 296 Women Served - 168



A Camp Keystone

Located in Starke, FL, on 180 acres, Camp Keystone provides a place where underprivileged children can just be kids. For many children, this may be the only time during the year where they receive three square meals a day and have the opportunity to ride horses, play tennis, enjoy swimming and boating, and learn how to play a musical instrument.

Children at Overnight Camps – 259 Days of Overnight Camping – 1,653



(a) William & Catherine Booth Towers

The William and Catherine Booth Towers are two low-income HUD subsidized high-rise apartment complexes designed exclusively for senior citizens trying to survive on fixed incomes. Each tower offers residents 24-hour security, laundry rooms, recreation rooms, lounge areas, and a beautiful view overlooking Downtown Orlando.

Davs of Care Given - 28.602

► Adult Rehabilitation Center

The ARC provides a six-month drug and alcohol rehabilitation program at no cost to participants. Supported by sales at our Thrift Stores, participants are provided with adequate housing, nourishing meals, and necessary medical care, while receiving the benefits of group therapy, guidance, and job training. Program participants graduate as whole individuals prepared in body, mind, and spirit for active useful roles in society – free from addiction.

Men Given Rehabilitation and Treatment – 1.632 Meals Served - 216,333



Corps Community Center

Through worship, various buoyant services, youth programs, and other upbeat community activities, The Orlando Citadel Corps strives to continue serving the least and the last in our community. The Corps provides weekly worship services, music, and diverse Christian programming for people of all ages.

Attendance at Youth Outreach Meetings – 14,523 Attendance at Music Ministry Meetings – 3,780 Religious Services - 52 Attendance at Services - 8.831 Attendance at Sunday School – 5.175 Meals Served - 600



♦ Disaster Services

In times of disaster, The Salvation Army is frequently the first on the scene and the last to leave – providing a swift and effective response during times of natural and man-made catastrophe. In Orange County, we serve as the Coordinating Agency for Emergency Support Function (ESF) -- Level 11 for coordinating, collecting, and distributing food and water.

Volunteers - 254 Volunteer Hours – 2.124 Mobile Feeding Unit – 1 Meals - 433 Drinks - 433

Costs associated with the printing of our annual report have been generously donated by an anonymous donor.



THE SALVATION ARMY

Our Mission

The Salvation Army, an international movement, is an evangelical part of the universal Christian church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

About The Salvation Army

"Doing the Most Good." In these four words, our mission – to feed, to clothe, to comfort, to care. We are here to rebuild broken homes and broken lives. By walking with the addicted, we can lead them to recovery; in fighting hunger and poverty, we can feed and nurture the spirit; and in living and sharing the Christian Gospel by meeting tangible needs, we give the world a lasting display of the love behind our beliefs.

HOW TO GIVE

Local Support

Donations will provide your community with services impacting the health and welfare of your "neighbors," and should be made payable to "The Salvation Army Orlando Area Command." All gifts will be allocated to "General Operating Support" unless donors request a designation to a specific program or service.

Honorary Gifts

Year-round "personalized" honorary gifts are a great way to celebrate holidays and special occasions, while supporting the many service programs of The Salvation Army.

Planned Giving

A strategy of giving can be developed with your advisor and an Army representative to benefit both yourselves and the recipients of The Army, and are available through Wills, Life Insurance, Fixed Payment Trust, Variable Payment Trust, Gift Annuity, Deferred Gift Annuity, Pooled Income Fund, Real Estate Remainders, Revocable Living Trust, Retirement Accounts, and Memorial Giving. Please call toll free 1-800-758-2769 to reach local Planned Giving Associate Director Susan C. Furrer, CFPP for assistance or to obtain the proper bequest wording to ensure your gift is utilized as requested; or Regional Resource Development Director Christine Wright, CFRE for information on cash, stock, real estate, foundation, and corporate gifts; or visit www.SalvationArmyOrlando.org

2013 Annual Report Credits:

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