YOUR HELP, THEIR HOPE

A prospectus prepared especially for YOU!
Because You Believe Everyone Should Have Hope

You play such an important role in helping people throughout Central Texas. You lead the way with your support, and you do so much to uplift your neighbors who are hurting.

We can’t thank you enough for that.

Because of your generosity, we’re pleased to present you with this prospectus. On these pages, you’ll find out how you can be part of a major push to bring hope to people in need, throughout Travis and Williamson Counties.

You’ll be part of a major drive to help our struggling neighbors.

You’ll see what your generous investment will do for people who are hurting, offering emergency and long-term shelter, recovery programs that really work, and realistic plans for achieving permanent stability.

Along the way, we’ll introduce you to the good-hearted neighbors your generosity will help — including veterans, seniors, and families with children.

You already trust The Salvation Army to put your compassion into action. We hope you’ll realize the impact your special investment can make for our neighbors who are struggling.

Everyone should have hope, and your generous investment can open that door for so many people in need.
It's hard to feel hopeful when you've lost your home. Right now, our neighbors who are homeless are going through what could be the most difficult time of their lives.

Many are facing health issues or suffering from addiction. Many are veterans suffering from post-traumatic stress disorder. There are also hundreds of families — mostly women and children — experiencing homelessness after being overcome by hardship. Surprisingly, there are also many young adults.

Today, you can make an investment that will change their lives. You can help shelter our most fragile neighbors, offering them a nourishing meal and a chance to achieve real and lasting recovery.

Your gift does this by empowering The Salvation Army's Downtown Shelter and our Austin Shelter for Women and Children, to provide more than 300 beds a night to men, women, and children in need.

And, this is especially exciting: you'll also help launch our soon-to-open Rathgeber Center in East Austin, providing another 216 beds for women and children experiencing homelessness.

Your gift embraces these neighbors with powerful programs that really work. You'll reach out with intensive counseling and spiritual encouragement, and offer practical life-skills training and assistance finding employment.

Because of you, people will get back on their feet, and find stable housing. You'll give them the tools they need to stay in their home, improve their employment, and continue standing on their own.

Think of it. You'll turn lives around, and show those among us who are in most need that there is hope and good in the world.
Lisa was a sales director for a hotel chain. The position even offered permanent housing at one of the hotels.

Then, the hotel chain was sold. “Not only did I lose my job, I also lost where I was living,” Lisa recalls.

With no income and no place to stay, Lisa quickly burned through her savings. Desperate, she came to The Salvation Army. Here, she found food, shelter, and a way back.

Taking whatever day jobs she could find, Lisa volunteered at our shelter. And she continued to work hard, doing everything she could to get back on her feet.

“It’s shocking how quickly the rug can be pulled out from under you,” Lisa says. “I’m very grateful for what The Salvation Army did for me.”

When veterans return home from their service, they often don’t get the help they need. These brave men and women have given so much for us, and they deserve all the care and support we can offer them.

With your help, we’ve made a lot of progress helping veterans here in Central Texas.

But many of our veterans are still hurting. They are suffering from post-traumatic stress disorder, depression, and thoughts of suicide. Many have had trouble re-integrating into society, leading to divorce, substance abuse, and other problems.

But your generosity means veterans will receive the help they need, whether it’s getting off the streets, finding a job, or getting counseling and spiritual support. Your gift will provide care and hope to men and women who have given so much for us. You’ll let them know they are not forgotten.
YOUR GIFT TODAY:

- Helps veterans who are homeless — including women with families — find housing, and assist with move-in expenses, home furnishings, and other basics.
- Helps veterans recover from PTSD and other trauma issues, providing intensive case management and counseling.
- Provides assistance and resources to help unemployed veterans return to work.
- Helps veterans who are hurting assimilate back into society — and offer real recovery and healing to those suffering from addiction.
- Strengthens partnerships with other organizations working to assist veterans.

YOU’LL HELP SOMEONE LIKE **DEBRA**

A U.S. Army combat medic, Debra was used to stressful situations. But then this veteran — a mother with two children — ran out of money after escaping a bad marriage. She faced an entirely different kind of stress: the real possibility of becoming homeless.

“It was nerve-wracking because I’d never been in this situation before,” she says.

“Because of you, I am able to take care of my baby and my teenage son.”

Then, Debra and her kids came to The Salvation Army in Austin, where they found emergency shelter. Debra also received case management and help finding a job, an apartment, and child care.

Today, the family is back on their feet, and Debra is grateful for friends like you.

“Thank you for supporting The Salvation Army,” she says. “Because of you, I am able to take care of my baby and my teenage son and get my life back on track.”

Helping our veterans is the right thing to do — and you can! — through your generous gift today.
Here in Central Texas, too many young people feel little hope for the future.

Some are kids whose hardworking moms and dads simply can’t afford to put enough food on the table, much less afford proper school supplies.

Some youngsters face even more desperate circumstances. They’ve been neglected, or worse. Some have even become homeless.

No one should lose hope — especially a boy or girl whose life is just beginning.

You can restore the hope of a young person who’s hurting.

By investing in our children, you’ll invest in our future. Your gift will bring food, clothing, school supplies, and other emergency assistance to families with children. You’ll ensure disadvantaged kids won’t feel forgotten at Christmas. You’ll also enable our new Citadel Corps Community Center and other facilities to provide positive, character-building programs after school and during the summer, keeping kids on the right path and helping them achieve successful lives.

Your investment today will show a young person that it’s not too late.

Your gift will bring compassion and hope to a young person in need.

**Your Gift Today:**

- Provides emergency assistance, including help with rent and utilities, so that families with kids can stay in stable housing.
- Helps ensure that children in Travis and Williamson Counties have enough food to eat, and that they won’t be forgotten at Christmas.
- Supports after-school programs, summer and day camp, and other initiatives that help children build good character, learn important life lessons, and prepare to become responsible, productive adults.
- Helps youths who have become homeless or who are at risk of becoming homeless.
- Encourages young people to feel hopeful, by showing them a positive way to live.
You’ll Help Someone Like Terrance

Terrance grew up in a troubled neighborhood. Both of his parents were addicts. At age 18, Terrance became homeless. But he wouldn’t give up. He was determined to go to college, hold a job, and make something of his life.

At The Salvation Army, he found help getting an apartment, bus passes to get to and from work, and most of all, support and guidance to help him stay on track.

Today, Terrance is an entrepreneur with his own wardrobe styling business. And he even gives back — working regularly with homeless young people. “Without The Salvation Army, my life wouldn’t be as fulfilling as it is today,” he says.

You Can Take The Lead

This prospectus shows how your investment today provides life-changing help to our most vulnerable neighbors and can give them a future filled with hope. By making the most generous gift you can, you will become a leader in The Salvation Army’s drive to help meet human needs — and make Central Texas a better, more compassionate place to live.

Please use the enclosed reply form to make this powerful investment. Recommit to your leadership as you improve the lives of so many of our less fortunate neighbors. Thank you so much for your generosity, kindness, and exceptional commitment to helping others.