Maricela is a young mother with five children, ages three to eleven. Violence drove her to leave her husband and her home in New Braunfels. She had no idea what to do or where to turn, and she thought no one would help. She asked someone to drop her off in Austin. “It was like the end of the world,” she said. But, as a long line of women before her have done, she demonstrated grace under pressure and was resilient for her children. “We’re going to have to stay strong and do this together,” she told them.

“We couldn’t have made it without The Salvation Army. They helped me get back on track.”

– Maricela

Area Commanders

“Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.” Matthew 25:40

Jesus’ words, in this parable and so many others throughout the Gospels, are an admonition to care for those we don’t always see. Who are the “invisible” people in our community? Who are the ones out of sight and out of mind?

At The Salvation Army of Austin, we’ve seen that 73 percent of the people we shelter are women and children. Indeed, women and children experiencing homelessness are the “Invisible Austin.”

Advisory Board Chair

It has been my delight to serve as chair of The Salvation Army advisory board in 2015. Our community here in Austin is growing and advancing at a truly impressive rate. But as the number of downtown high-rises and talented professionals grows, so does the number of people who need a helping hand. It is my hope that all of us who have been blessed continue to bless others around us – it’s what The Salvation Army has been doing for more than a century, and it’s what our dedicated officers, staff and volunteers will continue to work toward in 2016. – Dwight Thompson

Words From Our Leaders

Invisible Austin is the theme of the campaign. This fundraising effort will enable us to provide essential services to the growing population of people in crisis in our community. Through a renovated emergency shelter, a new shelter for women and children, new administrative facilities, and a new drug and alcohol rehabilitation program for women, The Salvation Army will help pull people back from the edge and into the mainstream of our society.

In 2015, we celebrated the 150th anniversary of The Salvation Army and we’re pleased to report that, with the support of our donors, we’ve faithfully served the “invisible” right here in our own community. And make no mistake that in 2016 our mission continues as strong as ever to serve the men and women in our community who need a helping hand. No matter who they are, no matter what they’re struggling with, The Salvation Army is here for them.

We’re grateful for the opportunity to have served another year as leaders of The Salvation Army of Austin, and we look forward to a 2016 that is full of restoration and hope. – Lt. Colonels Henry and Dorris Gonzalez

We have embarked on our first capital campaign in 27 years. Invisible Austin is the theme of the campaign. This fundraising effort will enable us to provide essential services to the growing population of people in crisis in our community. Through a renovated emergency shelter, a new shelter for women and children, new administrative facilities, and a new drug and alcohol rehabilitation program for women, The Salvation Army will help pull people back from the edge and into the mainstream of our society.

Maricela’s Story

She had been to many shelters, but when she arrived at The Salvation Army, miraculously there was a room available for her family. Her case manager, Marion, helped clothe the family, who had arrived with almost no possessions. She received bus passes, blankets, and diapers for the little one.

On her third day at the shelter, she found a job. Her mornings began at 5:00 a.m. and involved multiple bus rides to get her children dropped off at school, or at day care, provided by The Salvation Army-run Austin Shelter for Women and Children. She worked from 8:30 a.m. to 3:00 p.m. and then began the transportation routine in reverse, finally arriving back at the downtown shelter with her five children in time for dinner.

On her days off, she spent her time at Texas Workforce looking for a higher paying job and working to improve her credit score. Eventually she bought a vehicle with the money she saved, and she immediately began “paying it back” by helping others at the shelter with rides. After several months at the shelter, The Salvation Army Passages Program helped Maricela get into an apartment through the Tenant-Based Rental Assistance program, helping with a deposit, fees and subsidized rent.

Maricela now works at AMD, where she has been for more than a year. She works as a material handler and in customer service, where she continues to excel. Her children go to KIPP Austin where they are succeeding academically and socially after a tumultuous time when the family was in crisis. Maricela is working on her permanent housing plan with her case manager at The Salvation Army who is helping her navigate the many challenges on her road to self-sufficiency. “If I hadn’t had this support, I’d probably still be in New Braunfels in a bad situation,” Maricela said. “The Salvation Army helped me get back on track.”
The theme of the six-week campaign, ‘Invisible Austin,’ highlights the crisis of family homelessness in Austin, where the spotlight often is on the prosperity and progress of an economically booming region. While many people associate homelessness with men, nearly two-thirds of the homeless population the Salvation Army serves locally are women and children, officials say.

–Austin American-Statesman, October 14, 2015

When you ‘rock the kettle,’ you help hungry, homeless

“... this is Austin – the Live Music Capital of the World. This year, those of us in the music industry decided to truly Rock The Red Kettle… We kicked off the 2015 Red Kettle Campaign Sunday evening with a ‘Rock The Red Kettle’ Concert presented by KOKE-FM. Pat Green, Jack Ingram, Drew Womack and Walt and Tina Wilkins joined me to play to a chilly but warm-hearted crowd that dropped $227,000 in the red kettle to start the 2015 campaign.” –Cory Morrow Guest Editorial
–Austin American-Statesman, November 29, 2015

The Salvation Army of Austin received tremendous local media coverage in 2015, which helped inform and educate the people of Central Texas about our mission, and specifically about the Capital Campaign. We are honored the Austin American-Statesman devoted an editorial to the importance of our efforts and featured several news stories about the local crisis of homelessness and how we are working to solve it.

Austin American-Statesman

Six million drive would include construction of new, expandedragings.
By Howard News

The Salvation Army hopes to acquire land in north Austin for a 100-bed shelter, which it expects to open by the end of 2015. The new shelter would serve women and children, with a maximum occupancy of 24. The proposed new shelter, which could accommodate up to 40 women and children, is the centerpiece of the Salvation Army’s capital campaign.

–Austin American-Statesman, November 17, 2015

When you ‘rock the kettle,’ you help hungry, homeless

“... this is Austin – the Live Music Capital of the World. This year, those of us in the music industry decided to truly Rock The Red Kettle… We kicked off the 2015 Red Kettle Campaign Sunday evening with a ‘Rock The Red Kettle’ Concert presented by KOKE-FM. Pat Green, Jack Ingram, Drew Womack and Walt and Tina Wilkins joined me to play to a chilly but warm-hearted crowd that dropped $227,000 in the red kettle to start the 2015 campaign.” –Cory Morrow Guest Editorial
–Austin American-Statesman, November 29, 2015

HONORING DICK RATHGEBER

Dick Rathgeber is one of a kind. If we could bottle and reproduce his energy, enthusiasm and passion for people, our world would be a better place. We are so fortunate that Dick has chosen to use his resources to support the men, women and children of Central Texas who are in greatest need. Because of his selfless devotion and his immense generosity, we gave Dick the title of Honorary Colonel, one of just eight known recipients in the past 150 years. But because Dick’s generosity doesn’t stop – we didn’t stop there. We also gave him our inaugural “Doing the Most Good Award,” for his continued commitment to our community. We are grateful to Dick and his wife, Sara, for their decades of service and philanthropy in service to the “least of these.”

–Austin American-Statesman, March 13, 2016
MEETING SPIRITUAL AND SOCIAL NEEDS

Center of worship. Center of activity. Center of hope. Representing the heart of The Salvation Army ministry, the Austin Citadel Corps Community Center is committed to serving the social and spiritual needs of our neighbors.

Back when our facility renovations started, we partnered with the Adult Rehabilitation Center to provide an ideal location for Salvation Army programs, and we’re pleased to report that the partnership continues and is strong. Weekly worship services, Bible studies and fellowship meet at the Adult Rehabilitation Center Chapel and classrooms. Weekly music instruction, character building programs and group meetings are held at the Corps Activity Center temporarily located at our Christmas Cheer and Emergency Disaster Services center. The Church is not simply a building – it’s a community of faith, and our neighbors are those we come into contact with wherever we are.

Through our Community Center, The Salvation Army offers a wide variety of character-building and educational programs as well as wholesome activities. Among these are fellowship and Bible study groups, summer day and resident camps, and a vibrant music program offering instruction as well as performance opportunities. Each year the Corps operates the Red Kettle donation program and is instrumental in the Angel Tree program to provide Christmas gifts for thousands of local children.

DOWNTOWN SHELTER AND SOCIAL SERVICE CENTER

Since 1889, The Salvation Army of Austin has assisted hundreds of thousands of men, women and children experiencing homelessness through our continuum of social services. The Salvation Army’s social service programs are designed to break the cycle of chronic homelessness by helping people experiencing homelessness or poverty to overcome barriers to self-sufficiency. In October 2015, The Salvation Army of Austin launched the public phase of its first capital campaign in 27 years by announcing that we had raised $10 million toward our campaign goal. One of the needs that will be addressed by this historic fundraising effort is the renovation of The Salvation Army’s Downtown Social Service Center.

The Social Service Center is a 242 bed multi-population emergency shelter and resource center where numerous social services are made available for men, women and children. The Center includes population-specific dormitories, a large case management staff and a comprehensive employment services program that offers transitional shelter for new workers. Educational programs and life skills training take place in a multi-purpose Computer Learning Lab. The Center serves more than 800 meals per day including an evening meal open to anyone in the community who is hungry. It is one of the largest shelter facilities in Central Texas and the primary shelter for women experiencing homelessness in Travis County. Our goal is to stabilize individuals and families so that they can exit emergency services into safe, affordable housing and return to self-sufficiency and stability.

However, the building has been heavily used by thousands of people for more than 27 years – 365 days a year, 24 hours a day. The facility has truly been stretched to its limits as programs have grown dramatically in almost three decades. Through the capital campaign, the facility will undergo necessary repairs and updates throughout.

SOCIAL SERVICE CENTER EMERGENCY SHELTER STATISTICS

Unduplicated Persons Sheltered ................................................................. 2,588*
Women ................................................................................................. 1,552
Men........................................................................................................ 804
Children ............................................................................................... 232
Number of Bed Nights (108% capacity) ............................................... 95,057
Meals Served .................................................................................... 293,908
Case Managed Persons Exiting to Safe Housing (438 of 600) 73%
Employment Services Participants who Improved Employment Status (325 of 422) 77%

*Note: 73% of those sheltered at Salvation Army emergency shelters in 2015 were women and children.

CORPS COMMUNITY CENTER STATISTICS

| Worship Services and Group Activities | 10,552 |
| Individuals Visited in Nursing Homes | 899 |
| Music Lessons Provided | 1,106 |
| Days of Camp Provided | 454 |
| Spiritual Development Meetings | 767 |
| Individuals Personally Seeking Christ | 231 |
| Angel Tree Recipients | 6,016 |
In 2015, three out of four (73%) of those sheltered by The Salvation Army were women and children. This is an astonishing and shocking statistic to most who hear it. It’s also why the Austin Shelter for Women and Children, which is a city-funded facility owned by Travis County and operated by The Salvation Army, is so vital. Our comprehensive services include emergency shelter, child and family therapy, case management, employment assistance, housing, life skills training, childcare resources, educational assistance, referrals to community resources and summer camps. It often goes unnoticed how greatly children suffer from homelessness. Children of all ages arrive confused, scared, angry and often behind in school or in need of day care while their parent attends training and counseling. Children are assisted by our family therapist who helps them develop better coping skills, case workers who provide communications and coordination with schools, and teachers who assist with homework and school projects in our family learning center. While their parent is being assisted, children attend school or are enrolled in pre-school or childcare programs so that no learning opportunities are lost. Providing these resources means that the mother can work or attend classes without distraction and worry.

In November, Travis County commissioners approved the sale of 7.6 acres of county-owned land on Tannehill Lane adjacent to the existing shelter to Dick Rathgeber, Chairman of The Salvation Army Austin Capital Campaign. Mr. Rathgeber generously donated the land to The Salvation Army for construction of a new women and children’s shelter. Not only will the location of the new shelter, along with the renovations planned by the City of Austin, contribute to the welcoming, campus-like environment we have cultivated for the existing shelter, it will also allow us to gain efficiency by co-locating the facilities. The new facility is designed not only to address short-term needs, but also to get women and their children experiencing homelessness on the fast track to sustainable housing and increased stability.

**AUSTIN SHELTER FOR WOMEN AND CHILDREN**

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**AUSTIN SHELTER FOR WOMEN AND CHILDREN STATISTICS**

- Unduplicated Persons Sheltered: 367*
  - Women: 130
  - Children: 237
- Number of Bed Nights (116% capacity): 24,161
- Meals Served: 45,100
- Number of Persons Case Managed: 367
- Number of Persons Exiting to Safe Housing: 246 of 304 (81%)
- Number of Adults who Improved Financial Status: 82 of 111 (74%)

*Note: 75% of those sheltered at Salvation Army emergency shelters in 2015 were women and children

**COMMUNITY COLLABORATIONS**

There is an old African proverb that says, “If you want to go fast, go alone. If you want to go far, go together.” That’s why we are pleased to continue the Passages Program, a HUD funded collaboration of local service providers with a 20-year history of working together to provide case management, housing and supportive services for men, women and children experiencing homelessness. Safe Place, Caritas of Austin and Foundation for the Homeless share funds with The Salvation Army to help individuals and families become self-sufficient. The Passages Program partners with the Housing Authority of the City of Austin to provide transitional housing (60 units). A related effort, the Passages Rapid Rehousing Initiative, utilizes Foundation Communities housing targeted solely for families experiencing homelessness.

**Supportive Services for Veteran Families (SSVF)** is a VA funded case management and housing collaboration including Front Steps, Caritas of Austin, and Goodwill Industries, serving homeless veterans and veteran families. The project works collaboratively with the mayor’s office and other community groups to end chronic homelessness among veterans.

The SafeSleep Program is an outreach initiative to provide safety and self-sufficiency services to vulnerable single women, many of whom are chronically homeless. SafeSleep provides 18-25 cots on a walk-in basis for women who are in danger of sleeping on the street and is funded by the Religious Coalition to Assist the Homeless.

The Salvation Army participates in the Cold Weather Shelter initiative with The City of Austin, Front Steps and other local agencies to ensure that no one has to sleep outside in the cold.

In addition to providing the hands-on services of our mission, we are committed to supporting systemic change in our community through collaboration and planning. The Salvation Army is an active participant in the Ending Community Homelessness Coalition (ECHO), the Best Single Source Plus Program (BSS Plus), the City of Austin Emergency Management Team, and the Emergency Food and Shelter Program Board of Travis and Williamson Counties.

**COLLABORATIONS STATISTICS**

- Passages Collaboration: 700 persons served
- Passages Rapid ReHousing Program: 117 persons served
- Supportive Services for Veteran Families (March 2014 – September 2015): 35 persons served
- SafeSleep Program: 722 women served
- Cold Weather Shelter: 18 nights
Men Receiving Rehabilitation Services................................................................1,427
Residential Care – Days Provided.....................................................................40,191
Meals Served..................................................................................................134,926
Religious Services.................................................................................................594
Group Therapy Sessions.....................................................................................6,206
Individuals Committing Their Life to Christ.                                      .......................   71

Drugs and alcohol consumed much of Dan’s 20’s and early 30’s. He lost job after job, including losing a professional opportunity at IBM when he failed a drug test. Dan’s parents kicked him out frequently, but after months of wearing out his welcome with friends, he would come back, and his parents would take him in again. At age 35, Dan was barely hanging on to a job, had no car and was living in his parents’ home.

"Not only did this program save my life, it helped me regain my relationship with my family," he said. "Most importantly, it helped me regain my relationship with God." This is just a piece of Dan’s testimony that he regularly shares at the ARC chapel with the men in recovery. He is celebrating his ninth year of sobriety and serves as a model to those working their own program of recovery. Dan enjoys helping other men on their journey out of addiction and toward a better life.

In addition to helping Dan restore his relationship with his existing family, The Salvation Army also helped him form a new one. Dan met his wife at the Family Store while she was there shopping with a friend. They have been happily married for two years now. Dan is close to his family and has invited his sister to come hear him speak the next time he tells his story at the ARC chapel service. In Dan’s speech to the men at the ARC chapel, he testifies, "It takes hard work, commitment, faith in God and faith in the program. It does work. I’m living proof of that!"
Williamson County Service Center

In 2014, The Salvation Army opened a new Service Center that offers urgently-needed services to adults and children facing homelessness in Williamson County. The Williamson County Service Center assesses the needs of the community and responds in an appropriate, caring manner to address these needs.

However, a recent study of the needs of the underserved in Williamson County indicated that the population of people facing homelessness is rapidly growing as well. Moreover, we have found that this area continues to need locally-based services aimed at preventing and addressing homelessness.

This makes The Salvation Army’s efforts all the more urgent. The Williamson County Service Center offers intake and assessment of the needs of women, men and children, provides direct services (e.g., food, clothing, rent and utility assistance) and refers qualified individuals to other important social services. The Service Center closely collaborates with other agencies and churches in Williamson County to ensure that needs are met appropriately and to avoid duplication of services.

Our efforts in Williamson County have been greatly aided by a tremendous volunteer spirit in the community. Volunteers and staff are busy throughout the year with outreach to nursing homes, delivering books and snacks to children in underserved neighborhoods, ringing bells at The Salvation Army red kettles during the holidays, and taking children to overnight camp at Camp Hoblitzelle in North Texas.

Williamson County Service Center Statistics

- Households Served: 141
- Unduplicated Persons Served: 272
- Children Sent to Summer Camp: 13
- Individuals Served Through Quail Valley Neighborhood Outreach: 350

Emergency Disaster Services

The Salvation Army Emergency Disaster Services team in Williamson County responds when disaster strikes. In 2015, this all-volunteer team served at a number of major disasters in Texas, volunteering more than 2,000 hours.

May 2015 – Historic Flooding

In May, storms pummeled Texas for weeks, producing unprecedented flooding. On May 24, 2015, the Blanco River crested at almost 45 feet, rising an incredible 31 feet in the space of 24 hours and flooding an estimated 1,000 homes in San Marcos and Wimberley. The Salvation Army was on the scene the next morning. The canteen, a mobile kitchen unit, distributed thousands of meals, snacks, coffees, and drinks to grateful residents displaced by the floods. The Salvation Army deployed a laundry unit to give flood survivors the welcome opportunity to wash their clothes. Through it all, volunteers and staff provided emotional and spiritual support in the form of hugs, a listening ear and prayer to give hope to survivors.

August 2015 – Remembering Hurricane Katrina

In August, many of our staff and volunteers remembered the local recovery efforts following Hurricanes Katrina and Rita a decade ago. When Hurricane Katrina made landfall in 2005, followed weeks later by Hurricane Rita, The Salvation Army Austin immediately sent teams to provide meals, fresh water and emotional and spiritual support. As waves of survivors then began to flow into Austin, The Salvation Army staff worked to meet their immediate needs, including providing financial support. These early relief efforts became a long-term disaster response that would last more than three years throughout all the stages of this long disaster recovery.

October 2015 – Hidden Pines Fire in Central Texas

In mid-October, two Salvation Army teams were deployed to Bastrop County where a wildfire consumed almost 4,600 acres, destroying 64 homes, and displacing 445 residences. The Williamson County canteen was staged at the Incident Command Post and served roughly 200 meals, snacks and drinks each day to first responders as the fire was brought under control.

October 2015 – Halloween Floods

The Williamson County canteen responded to catastrophic Halloween flooding in the Onion Creek area of Austin where homes were evacuated. In addition to bringing in the laundry unit and the canteen, volunteer teams also delivered food into isolated neighborhoods where homeowners were struggling to find support.

It was a challenging year for many in Central Texas who were impacted by these disasters. The Salvation Army is grateful to have provided emotional and spiritual support along with thousands of meals, hot coffee and cups of cold water in Jesus’ name.
# 2015 Income

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<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Donor Contributions</td>
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<td>Family Store Sales</td>
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<td>Government Grants</td>
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<td>United Way</td>
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**Total Income** $16,139,910

Beginning Net Assets: October 1, 2014 $1,801,384

Grand Total $17,941,294

# 2015 Expenses

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<td>Adult Rehabilitation Center</td>
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**Total Expenses** $16,608,172

Ending Net Assets: September 30, 2015 $1,333,122

Grand Total $17,941,294
On October 14, 2015, The Salvation Army Austin Area Command launched the public phase of its first capital campaign in more than 27 years by announcing it had already raised $10 million. The funds will support a renovated emergency shelter, a new shelter for women and children, new facilities to administer The Salvation Army programs, and a new drug and alcohol rehabilitation program for women.

At a press event to launch the campaign, Area Commander Lt. Colonel Henry Gonzalez unveiled the theme of the campaign, Invisible Austin, when he said, “There is a quiet crisis of family homelessness in Austin. Last year, three out of four of the clients sheltered in The Salvation Army emergency shelters were women and children. These families are behind the scenes, out of the public eye and in desperate need. We believe this is a crisis for our prosperous community. Through this capital campaign we are shining a spotlight on family homelessness and raising the resources to greatly expand our capacity to serve them.”

It is a sad fact that veterans, those who selflessly volunteer to put themselves on the line to protect our freedoms and our way of life, are overrepresented among the homeless population. According to a Housing and Urban Development (HUD) study(1), they are 11 percent of all adults experiencing homelessness, but only eight percent of the total population.

A rising concern over the new generation of veterans returning from Iraq and Afghanistan drove Congress to authorize the first homelessness prevention demonstration project to exclusively serve veterans and their families. The Veterans Homelessness Prevention Demonstration (VHPD) was a joint program of HUD, the U.S. Department of Veterans Affairs, the U.S. Department of Labor, and the Urban Institute, and was a priority of the Obama Administration, which set a goal of ending homelessness among veterans.

The Salvation Army was selected as the HUD grantee to operate the Central Texas VHPD, one of five locations across the United States. The project provided homelessness prevention, rapid rehousing, employment assistance, child care and case management in a five-county area adjacent to Fort Hood.

The VHPD target populations included younger, post 9/11 veteran women, National Guard, and reserve-unit veterans, as well as those with children. It operated from 2011 to 2014 and served 398 veterans in Central Texas and 2,023 veterans nationwide. Three fourths of veterans who entered the program were at risk for homelessness; the remainder were homeless. When they exited the program, 85 percent were stably housed, like Jannet Taylor (pictured above).

After serving more than a dozen years in the Army and the National Guard Reserve, Taylor found herself on the edge of homelessness. In June 2012, Taylor experienced a sudden slew of challenges. She needed help, but felt great reluctance asking for it. She came to The Salvation Army and was enrolled in the VHPD where she received homelessness prevention and employment assistance that helped her to become stable.

In the final report on the project, the Central Texas VHPD, operated by The Salvation Army, was the most successful of the five locations in reaching the target population of veterans and in implementing the employment services component of the model. The Salvation Army was honored to help support this project and give back to those who have sacrificed so much for us.”

“It was challenging but it was tremendously rewarding, and a real honor for us to participate in this.”

– Kathleen Hulings, Social Services Director, The Salvation Army Austin

The Salvation Army was proud to host many members of the volunteer Advisory Board as well as community leaders who have been instrumental in supporting our mission for years. Philanthropist Mary Yancy, who spoke at the press event, made this plea for support: “I am proud to be from Austin, but not proud of the children in our community whose needs are underserved, the families without shelter. Because for women and children, homelessness is life-threatening. Children in crisis are just like our children. They play, they grow and learn like our children. They even go to school with our children. Your donation of time or treasure can help make a life-saving difference for families in critical need.”

Veterans Homelessness Prevention Demonstration

(1) http://apps.urban.org/features/homeless-veterans/
THANK YOU

BECAUSE OF YOU, WE LIFTED UP, EMPOWERED,
SERVED AND PROVIDED A HAND UP
TO TENS OF THOUSANDS OF PEOPLE THIS YEAR.

MISSION STATEMENT

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.

Serving Travis and Williamson Counties

THE SALVATION ARMY

Doing the Most Good

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