



2011

FEEDING THE NEED



DOING
THE MOST
GOOD™

A SURVEY OF SALVATION ARMY FOOD PROGRAMS



A TIME OF GREAT NEED



Increased demand for food services was reported by a remarkable 94 percent of The Salvation Army's food programs surveyed in 2010. Despite the official end of the recession in June 2009, many families are still facing difficult decisions everyday – Can we cover both groceries and utilities this month? How can I afford new clothes for my kids when the cupboard is bare?

Both new and old clients, who have been impacted by unemployment, foreclosures, cutbacks and loss of government-supported living assistance during the downturn, are seeking a wide range of grocery items including proteins, fresh fruit, vegetables, milk and ready-to-eat meals. This increased demand is stretching many local food programs, including those run by The Salvation Army, to their limit. Last year alone, The Salvation Army provided more than 64 million meals to people in need.

In order to gain some perspective on these troubling trends, The Salvation Army National Headquarters commissioned a survey of more than 30 food programs in cities across the country including major metropolitan areas like Chicago, Newark, New Orleans and San Francisco and smaller cities like Keokuk, IA and Amery, WI. Participants were asked to answer questions related to service demand and giving to their programs during the past 12 months.

The responses provide a snapshot that is both stark and largely consistent – food programs nationwide are noting significant increases in demand still, despite the official “end” of the recession. A staggering 94 percent of programs surveyed noted increased demand year-over-year. This finding was the same across food banks, food pantries, meal programs for seniors and children and mobile feeding units.

As demand for these services has grown, donations have largely remained flat or even decreased in some cities during the past 12 months, resulting in low levels of food supplies at many Salvation Army food programs. Most expect this demand to continue throughout 2011.

With 82 cents of every dollar spent by The Salvation Army going directly to work in more than 5,000 communities nationwide, The Salvation Army and its volunteers can provide assistance to nearly 30 million people each year. To meet this demand in 2011, The Salvation Army is calling upon donors and other supporters everywhere to consider volunteering or giving back – either to The Salvation Army or another charity – to help ensure that not a single American goes hungry.

Sincerely,

COMMISSIONER WILLIAM ROBERTS
THE SALVATION ARMY NATIONAL COMMANDER



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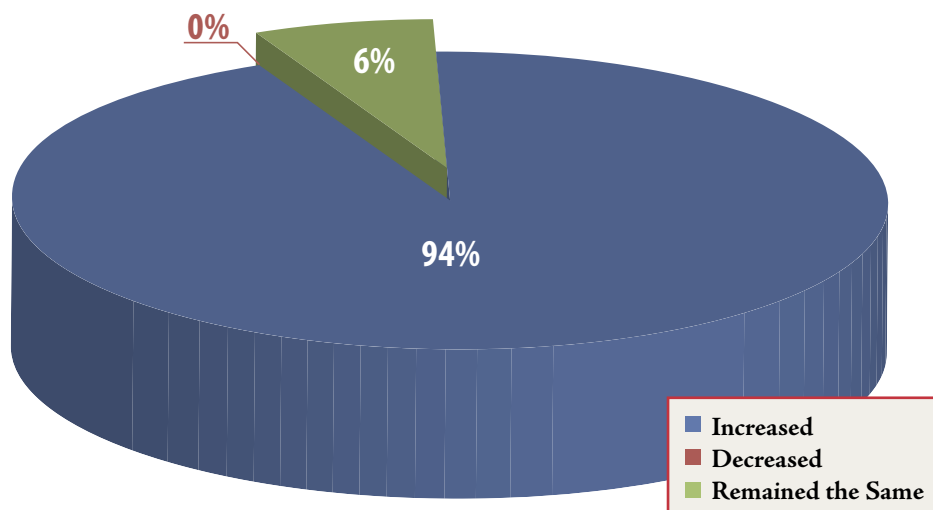
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IN DEMAND



Q: During the last 12 months how has the demand for food services changed?

PERCENTAGE CHANGE IN CLIENT DEMAND THROUGH 2010



Increased demand for food services was reported by 94 percent of The Salvation Army's food programs surveyed in 2010. This increase has been brought on by growing numbers of first time clients who consist of younger populations, the working poor and families with children.

- 6 percent of respondents reported no change in demand.
- Nearly two-thirds of programs reported an increase in demand for food items of 15 percent or more.
- 10 percent of programs reported an increase of 50 percent or more.
- Remarkably, no service program reported a decrease in demand from clients in 2010.

Economic conditions in recent months have certainly brought new challenges for both our Ft. Madison and Keokuk offices. Currently, one of our area's major employers is under negotiations with the workers' union and over 250 employees are out of work. This is a symptom of the many major problems with area industries. We have seen an increase in clients from working families who have never received assistance before.

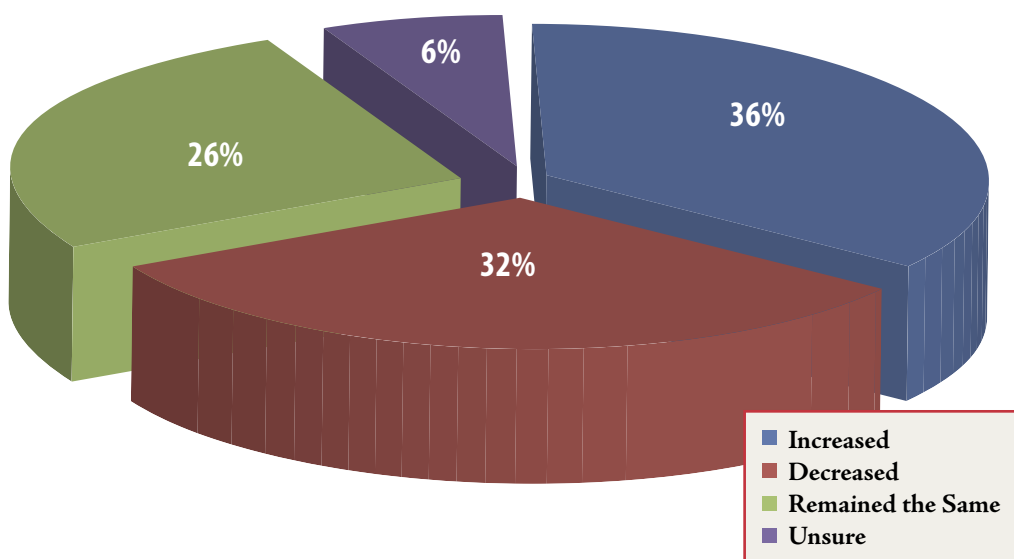
*– Larisa Zechin
Caseworker
Heartland Division
Keokuk, IA*

DONATION SHORTCOMINGS



Q: During the last 12 months how have food program donations changed?

CHANGES IN DONATIONS THROUGH 2010



Nationally in 2010, budget constraints have impacted donation rates to the majority of Salvation Army food services. Monetary and food donations were low or remained flat as government, public and private donors in some areas have been unable to give as much as in years past.

- 58 percent of respondents stated donations either remained the same or decreased.
- 36 percent reported food donations decreased by as much as 50 percent in 2010.
- 23 percent of programs reported declines in government and other types of public funding.
- 29 percent of programs reported declines in donations from private sources.
- On a positive note, 36 percent of respondents stated donations increased in 2010, with 23 percent stating donations increased between 10 and 25 percent.

Demand has increased especially in the last several months as many clients are new to the pantry this year. The new clients have lost their jobs and are not eligible for food stamps. The increased demand requires more time from staff for distribution of goods to clients.

*– Kim Moody
Divisional Director
of Social Services
Massachusetts Division
Boston, MA*

A few private donors have stopped giving or are giving less. Increased evictions and unemployment have increased the demand for food services. On Mondays after holidays and early in the month, many food clients come in and we often lack the resources to see them all.

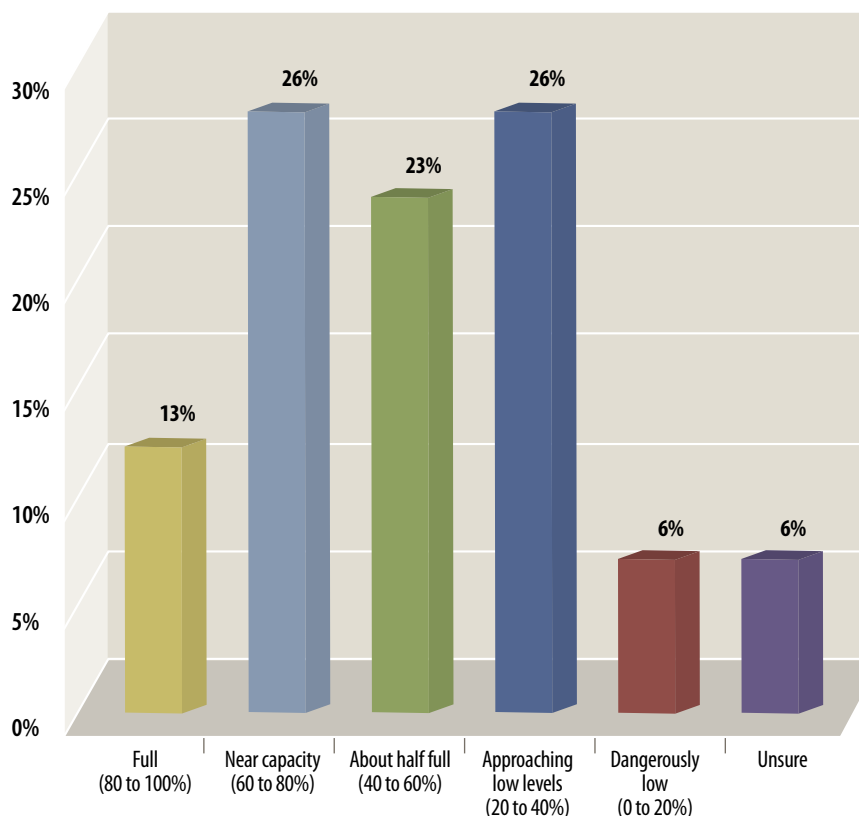
*– Ted Lewis
Caseworker
Pendel Division
Philadelphia, PA*

FOOD ON THE SHELVES



Q: What is the current supply level of your food program or center?

SALVATION ARMY FOOD SUPPLY LEVELS



More than half of Salvation Army food programs surveyed reported that food shelves are currently at or below half capacity due to current demand and stagnant giving.

- Overall, about one-third of respondents reported that food stocks were either approaching low (20 to 40 percent full) or are at dangerously low (less than 20 percent full) levels.
- One-quarter of respondents reported that food shelves were about half-full (between 40 to 60 percent full).
- 26 percent reported food-stock was near capacity (60 to 80 percent full).
- Only 13 percent reported that shelves were fully stocked.

Our shelves have been very low at times; to the point of not being able to provide food and service to families.

– Major Andrew Murray
Pendel Division
Philadelphia, PA

Two years ago we were serving approximately 100 households per month. This year we are serving approximately 200 households per month. We've had more middle income clients than ever before and many clients cannot find adequate or even any employment.

– Jacqueline D. Mead
Social Services Coordinator
Chicago Metropolitan Division
Oakbrook Terrace, IL

PRODUCTS IN DEMAND

Products in demand at Salvation Army food programs were consistent nationwide and represent a typical grocery list of dairy, produce and protein products needed to support healthy and active lives at all ages.

While some of the items, like ready-to-eat meals, bread, cereals and personal hygiene products, can be donated in-kind, other perishable items, like milk, meats and fresh fruits and veggies, require the support of financial donors and larger supply-based organizations, like private corporations, foundations and food banks. Personal care products, such as diapers for babies, were also heavily in-demand.



Our pantry tends to be on the low at the end of the month. Most clients are out of food stamps and low on funds to purchase food or they have to choose between paying for food and paying the bills.

– Donna Gooden
Emergency Assistant Worker
Chicago Metropolitan Division
Chicago, IL



MOST REQUESTED FOOD ITEMS:

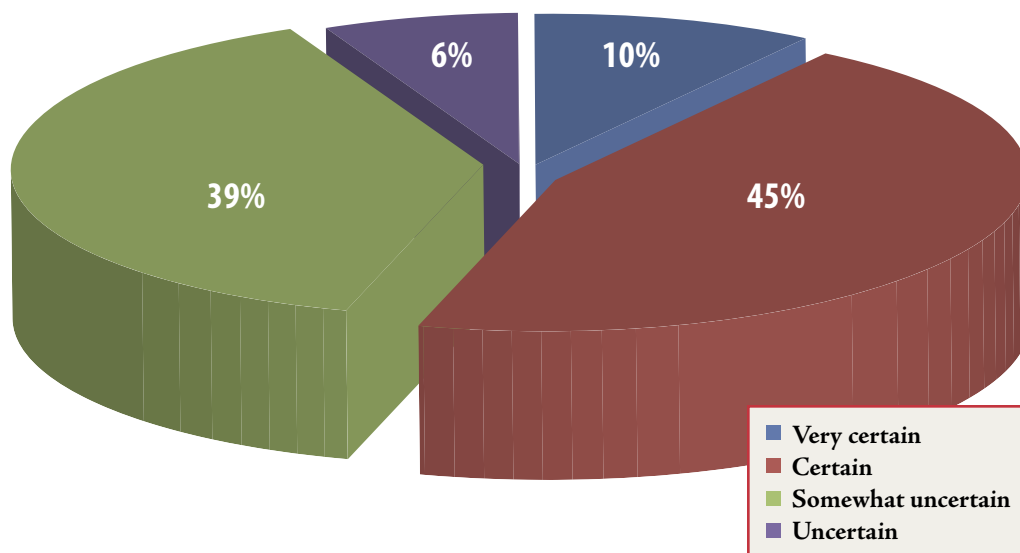
1. Meat (canned or frozen)
2. Fresh Produce (Fruits and vegetables)
3. Milk and other dairy products
4. Ready to eat meals – macaroni and cheese, canned soup
5. Diabetic specific meals
6. Rice
7. Bread
8. Cereal
9. Diapers
10. Personal Hygiene Products

HOPE FOR TOMORROW

As The Salvation Army transitions into the new year, optimism remains within the organization that donations and food services will be able to meet growing demand in the months ahead.

- More than half of respondents reported that they felt “certain” or “very certain” they could meet next year’s expected demand.
- Only six percent felt “uncertain” that demand could be met in coming months.

CONFIDENCE IN MEETING DEMAND IN 2011



There are also signs that volunteering rates for food programs and feeding centers were strong in 2010 as individuals recognized the importance of supporting their neighbors in a time of great need.

- 57 percent reported that volunteering rates were equal to previous years.
- 23 percent reported that volunteering rates increased in 2010.
- Only 17 percent reported a decrease in volunteerism.



We have been blessed with a legacy with the specific purpose of supplying food to the community. Because of this, the food program has been fairly stable, and we have been able to open our new center in Ft. Madison, which provides a large food pantry and will be providing a regular feeding center.

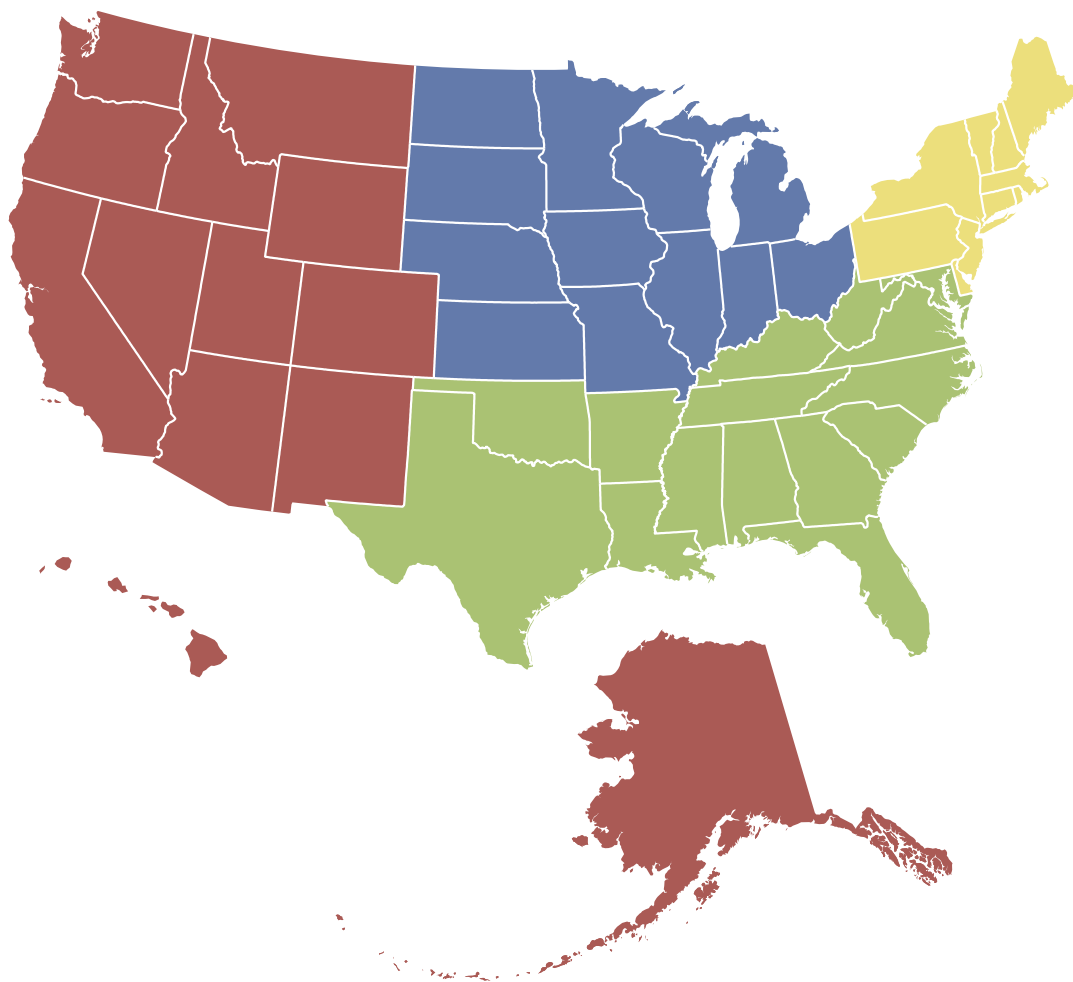
We are always in need of volunteers and public support to help ensure that each of our busy food programs run smoothly.

– Larisa Zechin
Caseworker
Heartland Division
Keokuk, IA

SURVEY METHODOLOGY

The Salvation Army conducted an internal survey, between October 20th and November 22nd 2010, to learn about current demand and food supply levels at Salvation Army food service programs nationwide. On-the-ground Salvation Army food program staff members and administrators were asked to complete the survey. The survey was conducted online and targeted to provide a national sample of urban and rural cities from each of The Salvation Army's four Territories in the United States. The survey and report look at the past 12 months of donation rates, food-stock levels and the future outlook for food service for Salvation Army food programs.

The Salvation Army is releasing this summary as part of a 2011 report on food service in the United States. More than 20 cities, including a dozen major metropolitan areas such as Chicago, Detroit, Minneapolis, Newark, New Orleans, Phoenix, Philadelphia, and San Francisco participated in the survey. This is the first year that The Salvation Army is releasing internal data on its food service programs and the results are meant to highlight the need for public support to ensure that food and other services are provided at the point of need.



FOOD SERVICE PROGRAMS NATION-WIDE

*Amery, WI
Brownwood, TX
Boston, MA
Chicago, IL
Denver, CO
Detroit, MI
Hobbs, NM
Iron Mountain, MI
Ishpeming, MI
Keokuk, IA
Lyndhurst, NJ
Minneapolis, MN
Mobile, AL
Newark, NJ
New Orleans, LA
Oakbrook Terrace, IL
Omaha, NE
Philadelphia, PA
Phoenix, AZ
Portland, OR
Renton, WA
San Francisco, CA
Seaford, DE*



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