



THE SALVATION ARMY COVID-19 IMPACT REPORT

One-Year Anniversary Edition



DOING THE MOST GOOD®

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DOING THE MOST GOOD®

IMPACT AT A GLANCE

SERVICES IN 2020



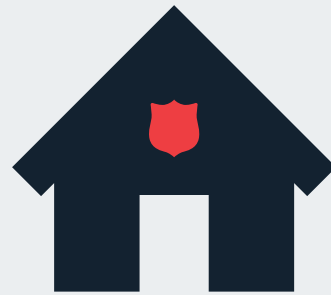
224,603,024
Nutritious Meals Served*



2,605,314
Recipients of
Holiday Assistance



1,822,412
PPE Supply Kits
Distributed



1,761,297
Nights of Shelter Provided



902,321
Recipients of Emotional
and Spiritual Support

*Total includes prepared meals and food boxes. Food boxes consist of about 20 meals per box.



LOVE'S ARMY IS FIGHTING FOR THE HUNGRY.

The Salvation Army served NEARLY 225 MILLION MEALS in 2020.

Before the COVID-19 outbreak, poverty and food insecurity affected millions of Americans. The financial effects of the pandemic only worsened these problems. In addition to those already in need, more and more people continue to find themselves furloughed, jobless, or without the income they previously relied upon to feed their families. In many cases, those who have been donors to The Salvation Army suddenly found themselves needing help. But Love's Army is coming through for those in need. Because of community members and local organizations holding food drives, donating supplies, and volunteering, the generosity of Americans is shining a light in the darkness. **“THERE IS NOTHING MORE FULFILLING THAN TO KNOW THAT WE CAN SERVE OUR COMMUNITY BY BRINGING A WARM MEAL TO ALL THOSE WHO ARE FACING FOOD INSECURITY IN THE CURRENT TIMES. YES, COVID-19 HAS BROUGHT MANY OBSTACLES AND CHALLENGES, BUT IT HAS NOT STOPPED US,”** a Salvation Army spokesperson in New Jersey said. In every community, whether creating no-contact food distribution drive-throughs or delivering meals to elderly neighbors unable to leave their homes, The Salvation Army continues to adapt and innovate to feed hungry families and nourish starving souls.



LOVE'S ARMY IS PROTECTING THE HOMELESS.

The Salvation Army provided OVER 1.7 MILLION NIGHTS OF COVID-19 SHELTER in 2020.

Those who are homeless are far more vulnerable to the perils of this world, such as weather, hunger, and sickness. James Hardaway, a retired Marine who has worked with The Salvation Army for the past four years, remembers what it's like to be homeless.

“I WOKE UP COVERED IN SNOW. I DIDN'T FEEL IT BECAUSE I HAD THREE SLEEPING BAGS AT THE TIME.” As COVID-19 cases increased, the most vulnerable population became even more vulnerable. But thanks to our donors, The Salvation Army has continued to serve not only as a place of refuge for the homeless, but also as a place of healing and change. We continue to adapt and deliver brand-new services to help the most vulnerable amid the pandemic at 990 shelters, housing facilities, and senior living centers. The implementation of hygiene kits and cleaning and distancing protocols at our lodging facilities are protecting those in need. And as millions of Americans continue to lose jobs and paychecks, our rent and utility assistance programs are helping to keep them in their homes.



LOVE'S ARMY IS SHINING HOPE IN THE DARKNESS.

The Salvation Army provided EMOTIONAL AND SPIRITUAL CARE TO MORE THAN 900,000 PEOPLE in 2020.

The Salvation Army has provided relief in the wake of every natural disaster in America since 1900. But few events in our history have had as widespread of an impact as COVID-19. One survey estimates that 44% of Americans would say their lives have been “affected in a major way” by the pandemic. With the significant loss of life, as well as the countless individuals affected by illness, unemployment, and shutdowns, the emotional and spiritual toll has been staggering. But at The Salvation Army, we are armed with hope. In addition to meeting the physical needs of our neighbors, we continue to provide for their emotional and spiritual needs. **“WE JUST TRY TO DO EVERYTHING WE CAN TO HELP FEED THEM PHYSICALLY AND SPIRITUALLY. ALL WE CAN DO IS BE HERE FOR PEOPLE. WE ALWAYS TELL THEM, ‘IT’S NOT A HANDOUT; IT’S A HAND UP.’ WE’RE HERE, NEIGHBORS HELPING NEIGHBORS, AND THAT’S HOW WE LOOK AT IT,”** said Lieutenant Christopher West. In the first few months of the health crisis, we also helped thousands of people via our Hope Hotline. We reached out to the elderly and shut-ins who needed the warmth of a caring heart. And we found new ways to foster hope in a time of great hopelessness.



LOVE'S ARMY RESCUED CHRISTMAS.

The Salvation Army provided assistance to 2,605,315 people in need during the holidays.

For many families living in poverty, Christmas is anything but the most wonderful time of the year. COVID-19 only heightened the emotional and financial strain parents experience during the holiday season. **“TRYING TO FIND RESOURCES AND STILL KEEP A SMILE ON YOUR FACE FOR THE KIDS ...THAT’S THE HARDEST THING TO DO AS A MOM,”** said Salvation Army Social Services Coordinator Fannie Hernandez.

The pandemic-related closing of retail stores and decline in foot traffic resulted in fewer available locations for red kettle fundraising. To combat these challenges, we kicked off our holiday campaign earlier than ever and encouraged contact-free giving. With the support of our donors and partners, we helped thousands of families keep a roof over their heads and place presents under their tree. The Salvation Army experienced a combined 27% increase in year-over-year holiday fundraising, with online donations up 100% and mail-in donations up 49% throughout the holiday season. Funds raised during our holiday campaign will help us sustain needed programs throughout 2021. With the help of our partners, we found a way to serve those most in need and rescue Christmas for families nationwide.



LOVE'S ARMY WIELDED BOUNDLESS GENEROSITY.

Throughout the pandemic, our community of partner organizations, foundations, nonprofits, and individuals blessed us with \$28,415,656 in financial support. Thanks to them, we have provided life-saving food, shelter, and hope to millions of Americans in need.

We would like to extend special gratitude to our Christmas and Red Kettle partners. Their generous gifts, combined with the money raised at nationwide red kettles, brought in \$129,134,026 to help rescue Christmas in local communities.



Lilly Endowment Inc.

A Private Philanthropic Foundation

THANK YOU TO THE LILLY ENDOWMENT INC.

For more than 70 years, the Lilly Endowment has supported various efforts of The Salvation Army to help people in need. Because of that relationship, Lilly Endowment knew that The Salvation Army could quickly adapt our programs to serve vulnerable Americans in response to the coronavirus pandemic. Lilly Endowment graciously provided The Salvation Army with \$15 million in grants, which The Salvation Army is using to feed, shelter, and comfort millions of Americans, forging a path of hope. **“IN TIMES OF CRISIS, THE SALVATION ARMY IS ABLE TO SPRING INTO ACTION TO HELP EVEN MORE PEOPLE THROUGH DIFFICULT TIMES. WE’RE GRATEFUL FOR HOW THE SALVATION ARMY IS HELPING OUR NATION DURING THIS PANDEMIC,”** said Ronni Kloth, Lilly Endowment’s vice president for community development.



THANK YOU TO OUR EVICTION PREVENTION AND UTILITY ASSISTANCE PARTNERS

The COVID-19 pandemic caused the largest single-year poverty increase in the United States since the government began tracking poverty in 1960. As a result, the number of families struggling to cover basic necessities, like utilities and rent, has skyrocketed. The Salvation Army significantly increased its support for eviction prevention, as well as bill and rent assistance to help vulnerable families and individuals stay in their homes throughout the pandemic. This essential work was supported by the Margaret A. Cargill Philanthropies, government partners, energy companies, and many local and state foundations.



THANK YOU TO AT&T BELIEVESSM

The work of first responders and medical personnel has been crucial in communities throughout the COVID-19 crisis. That's why AT&T BelievesSM committed a total of \$2.9 million in support for first responders, medical personnel, and others impacted by COVID-19. \$2.3 million of the AT&T BelievesSM contribution came in the form of crucial pandemic-related supplies, while \$617,920 enabled The Salvation Army to provide free childcare and nourishing meals for frontline workers. Furthermore, their support helped The Salvation Army, Feeding America, Team Rubicon, and World Central Kitchen to serve more than 25 million meals to communities in need across the country.



THANK YOU TO THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

The Church of Jesus Christ of Latter-day Saints supported our response efforts with a generous \$2.5 million in grants to The Salvation Army. Through their support, we were able to increase food distribution in more than 150 locations nationwide. In the Western Territory alone, this allowed us to set up more than 30 “drive-through,” contact-free food distribution events — including the largest food distribution drive-through Colorado has ever seen — powered by 1,300 church volunteers and 800 community volunteers. And 24,500 food boxes were handed out to families in need, providing approximately 490,000 meals. Additional partners provided in-kind support worth more than \$370,000.



THANK YOU TO THE NFL FOUNDATION

The Salvation Army was one of six charities selected by the NFL Foundation to benefit from the NFL “Draft-A-Thon”— a three-day virtual fundraiser featured throughout live draft coverage on ABC, ESPN, ESPN Deportes, and NFL Network. The teams that selected The Salvation Army as one of their benefiting charities included the Baltimore Ravens, Carolina Panthers, Chicago Bears, Dallas Cowboys, Green Bay Packers, Minnesota Vikings, New York Giants, Pittsburgh Steelers, and Seattle Seahawks. Between a one-time grant and the funds raised from the Draft-A-Thon, the NFL Foundation granted nearly \$1.3 million to The Salvation Army. **“BECAUSE OF THE INCREDIBLE SUPPORT OF BOTH THE NFL FAMILY AND NFL FOUNDATION IN 2020, THE SALVATION ARMY COULD RISE TO THE OCCASION WITH FOOD, SHELTER, AND A VAST ARRAY OF SERVICES FOR INDIVIDUALS AND FAMILIES FACING UNPRECEDENTED NEED. IT IS NO EXAGGERATION TO SAY YOU HAVE SAVED LIVES ACROSS AMERICA DURING OUR GREATEST TIME OF NEED,”** said National Commander Commissioner Kenneth Hodder.



THANK YOU TO THE UPS FOUNDATION

The UPS Foundation has partnered with The Salvation Army for over three decades. So when the coronavirus outbreak created even more need, the UPS Foundation stepped up again. With in-kind support and cash grants, they provided over \$1 million in relief support. During the first half of 2020, the UPS Foundation donated \$320,000 for relief efforts while charitably shipping nearly 100 truckloads of food boxes and delivering more than 1.6 million meals for families in need, 53,000 hygiene kits, 9,500 clothing items, and 12,500 masks. In addition to this domestic work, they've aided The Salvation Army in providing COVID-19 relief in dozens of countries around the world. The UPS Foundation also granted \$356,000 to The Salvation Army World Service Office. Their generosity helped benefit vulnerable individuals and underserved communities in 25 countries around the world, including India, Taiwan, Uganda, and Costa Rica.



SINCLAIR

BROADCAST GROUP

THANK YOU TO SINCLAIR BROADCAST GROUP

In the spring of 2020, Sinclair Cares partnered with The Salvation Army to connect their broadcast audiences to those impacted by COVID-19 with the "Your Neighbor Needs You" campaign. Through appeals across a network of 191 stations in 89 markets, including their Regional Sports Network, Tennis Channel, and multiplatform properties, along with a corporate matching donation, the campaign raised more than \$900,000 in aid. Because the funds raised went directly back to the communities in which they originated, donors knew that they were helping their own neighbors in a time of need. Sinclair Broadcast Group also helped bolster The Salvation Army's Christmas relief efforts through its partnership with Sony Music Nashville. The "Rock the Red Kettle" special aired exclusively on Sinclair's free over-the-top streaming platform STIRR, and encouraged music fans nationwide to help rescue Christmas by supporting The Salvation Army.



THANK YOU TO SONY MUSIC NASHVILLE

Sony Music Nashville and Sinclair Broadcast Group partnered with The Salvation Army as part of our Rescue Christmas campaign. In a year when millions of Americans were in need due to the ongoing pandemic, the "Rock the Red Kettle" virtual fundraising concert held on December 16, 2020, helped raise awareness and donations. Sony Music Nashville artists Robert Counts, Adam Doleac, Niko Moon, Mitchell Tenpenny, and Rachel Wammack raised their voices and inspired viewers nationwide to help rescue Christmas for millions of Americans in need. They and other Sony Music Nashville artists also purchased toys for families in need through The Salvation Army's Angel Tree program, both online at Registry for Good and in their local Walmart stores.



TOYOTA
USA FOUNDATION
Investing in a smarter tomorrow.

THANK YOU TO THE TOYOTA/LEXUS MINORITY OWNERS DEALERSHIP ASSOCIATION AND THE TOYOTA USA FOUNDATION

The Toyota/Lexus Minority Owners Dealership Association (TLMODA) worked with The Salvation Army to fill the pantries of families in need during the pandemic. During TLMODA's National COVID-19 Day of Service, they volunteered their dealership properties and staff to safely distribute more than 6,200 boxes of food throughout the country. Additionally, the Toyota USA Foundation generously awarded grants to various nonprofits across the nation, including \$700,000 to The Salvation Army. Those funds addressed crucial needs, like food assistance, for millions of Americans affected by the pandemic — particularly in communities of color across the country.



Truist Foundation

THANK YOU TO THE TRUIST FOUNDATION

The Truist Financial Corporation generously provided The Salvation Army with a \$360,000 grant to support food, shelter, education, and other programs for individuals, families, and seniors who are especially vulnerable to the health and economic impacts of COVID-19. Their donation touched lives and hearts throughout Alabama, Arkansas, Florida, Georgia, Kentucky, Indiana, Maryland, Mississippi, New Jersey, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, West Virginia, and Washington, D.C. Evelyn Lee, Greater Washington regional president at Truist, said, **“THE SALVATION ARMY’S EFFORTS TO PROVIDE A FULL SPECTRUM OF AID, PARTICULARLY DURING THIS DIFFICULT TIME, ALIGN WITH OUR PURPOSE AT TRUIST TO INSPIRE AND BUILD BETTER LIVES AND COMMUNITIES.”**



THANK YOU TO NO KID HUNGRY

For families dealing with food insecurity, summer is a difficult time. During a typical year, they rely on schools to provide free or low-cost breakfast, lunch, and after-school meals. The financial implications of the ongoing health crisis only intensified this need, as millions of Americans have fallen into poverty. No Kid Hungry stepped up to help children facing food insecurity. Since the start of the pandemic, they have contributed \$350,000 in grants to The Salvation Army. Their generosity enabled us to provide thousands of nutritious summer meals to kids in need in Charlotte, NC, Los Angeles, CA, Salina, KS, Milwaukee, WI, Hartford, CT, Saratoga Springs, NY, Lebanon, TN, Palm Beach, FL, Island of Hawaii, HI, Puerto Rico.



THANK YOU TO BUDWEISER

COVID-19 has caused anxiety, fear, and uncertainty to reach new heights across the country. That's why Budweiser stepped up with a generous donation supporting The Salvation Army's Emotional and Spiritual Care Hotline in 2020. "Not everyone in need has someone to check in on them during this time of great uncertainty," said Monica Rustgi, vice president of marketing for Budweiser. **"OUR 'WHASSUP' PSA REMINDS US OF THE POWER OF CONNECTING WITH ONE ANOTHER, NOW MORE THAN EVER, AND BUDWEISER IS PROUD TO EMPOWER THE SALVATION ARMY AND ITS EFFORTS TO BE THE FRIENDLY LISTENER ON THE OTHER LINE."**

THANK YOU TO OUR MANY WONDERFUL
COVID-19 RELIEF PARTNERS. YOUR GENEROSITY
IS TRULY **DOING THE MOST GOOD.**



Lilly Endowment Inc.

A Private Philanthropic Foundation



SINCLAIR
BROADCAST GROUP



TOYOTA
USA FOUNDATION
Investing in a smarter tomorrow.

TOYOTA



SONY MUSIC



THANK YOU, RED KETTLE PARTNERS. YOU HELPED RESCUE CHRISTMAS FOR FAMILIES IN NEED.

Amount listed represents total dollars raised in red kettles at store locations for each partner.

		
\$36,665,753	\$12,032,210	\$5,663,371
		
\$1,107,278	\$856,389	\$767,782
		
\$746,508	\$647,027	\$487,315
		
\$415,512	\$185,639	\$46,924

THANK YOU, CHRISTMAS PARTNERS. YOUR GENEROSITY MADE SPIRITS BRIGHT.

