THE SALVATION ARMY®

DOING THE MOST GOOD®

IN GREATER WINSTON-SALEM







FY 2025 IMPACT REPORT

OCTOBER 2024 - SEPTEMBER 2025

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



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Thank you for supporting the families and community we serve

"Above all, love."
- 1 Peter 4:8

THE SALVATION ARMY

Called To Serve

Dear Friends,

Since 1907, The Salvation Army of Greater Winston-Salem has stood in the gap for individuals and families facing crisis in our community. At the Center of Hope, men, women, and children have found more than shelter—they have discovered safety, stability, and the opportunity to rebuild their lives. Through case management, life-skills development, and compassionate care, we have walked alongside our residents as they move toward independence and restored dignity.

At the Ken Carlson Red Shield Youth Center, we have invested in the next generation by providing a safe, Christ-centered environment for children and teens in our community. In neighborhoods often impacted by poverty and instability, our programs offer mentorship, educational support, and positive outlets that help young people grow in confidence, character, and hope for the future.

Our social services programs have also remained a lifeline for those facing financial hardship. From emergency assistance with utilities and rent to food support and seasonal programs like the Red Kettle Campaign and Angel Tree, thousands of local residents have experienced the love of Christ through the generosity of our donors and volunteers. Every act of support has helped ensure that fewer families fall through the cracks during difficult times.

Yet even as we celebrate these impacts, we recognize that significant challenges remain. Housing instability continues to rise, placing increased pressure on families already living on the edge of homelessness. Economic uncertainty, mental health struggles, and the lingering effects of community violence—particularly among youth—remind us that the work is far from finished. The needs in Winston-Salem are complex, and they require both an immediate response and a long-term commitment.

Looking ahead, we remain committed to expanding our reach, deepening our impact, and faithfully serving our neighbors in the Greater Winston-Salem area. With God's help and your partnership, there is always hope.

Thank you for standing with The Salvation Army.

With gratitude and hope,

Majors Chuck & Julie Whiten

MAJORS CHUCK & JULIE WHITEN

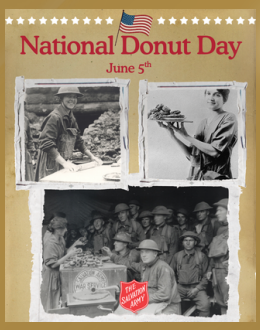
Area Commanders



FY 2025 Performance Summary

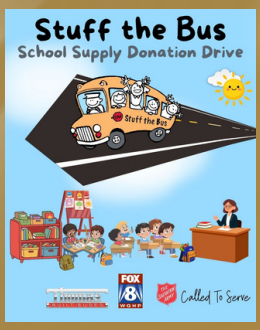
Individuals Served Across All Programs	16,920
Volunteers	3,880
Volunteer Hours	10,686
Meals Served	56,066
Food Boxes Distributed	11,193
Financial Assistance Recipients	311
Overnight Stays at Center of Hope	14,985
Referrals & interviews for Assistance Programs	10,541
Angel Tree Gifts	11,538
Angel Tree Kids	1,500
Red Kettle Donations	$128,122
Total Web Visitors	19,165

FY 2025
Key Projects



National Donut Day

528 Donuts delivered to organizations who serve Winston-Salem every day: WSPD, WSFD, Red Shield Youth Center, Senior Center, and the Center of Hope.



Stuff The Bus

10,000+ School supply items donated to help kids succeed and fit in, while facing the everyday pressures of being a kid in the world today.



Send A Kid To Camp

172 Kids were able to attend our summer day camp at the Ken Carlson Red Shield Youth Center. They enjoyed once-in-a-lifetime day trips, educational events, and Christ-centered fun while creating memories for a lifetime.

FY 2025 Key Projects

Angel Tree

1,500 Kids received Christmas gifts that made their eyes light up with joy. Over 8,000 gifts were donated by the people and companies in Winston-Salem who "adopted" kids in need, for their best Christmas EVER.

Red Kettle

$128,122 Donated at Red Kettle locations throughout Winston-Salem in the month of December, helping fund our critical programs throughout the year.



CENTER OF HOPE

OVERVIEW

The Salvation Army Center of Hope Family Shelter is the only long-term family emergency shelter in Forsyth County. It provides a safe refuge and the resources to give families and individuals a fresh start and a return to permanent housing and stability. The Center of Hope gives shelter to single mothers, single fathers, and parents with children. While at the Center of Hope, families and individuals participate in customized programs and life skills classes to promote self-sufficiency and personal development.



FY26 NEEDS

1. New Basketball Court
2. Build Nursery Room
3. Landscaping
4. Build Tutoring Room
5. Renovate Front Entrance
6. Restroom Renovations

FY25 RESULTS

Shelter Meals Provided

23,375

Volunteer Hours

4,280

Total People Served

548

ISAAC PARKER: A STORY OF HOPE AND TRANSFORMATION

At 17 years old, Isaac didn't know where his life was headed. Like many young people facing instability, he was struggling with uncertainty, family hardship, and homelessness. But through faith, structure, and support, Isaac found something life-changing at The Salvation Army: hope.

"I didn't really know what I wanted to do with my future," Isaac shares. "But I could feel God's presence around me and He moved me out of the situation I was in and put me here."

School became difficult to deal with and Isaac eventually dropped out, adding to the feeling of being disconnected from friends and family.

When Isaac's mother entered a Salvation Army program, he made the decision to stay with her.

Life at The Salvation Army introduced Isaac to something he had been missing: consistency. Early morning wake-ups, shared meals, accountability, and encouragement from staff and peers helped create a rhythm that began to change how he viewed himself and his future.



"What The Salvation Army taught me was that schedule — early mornings, breakfast, going out to look for work or school — helped me thrive. It's all about hope," he says. "You're not lost. Coming here helped me fully trust in God—that He would make a way."

"The hard times taught me what I value and who I am," he reflects. "Knowing you came from a hard place gives you strength to keep moving forward."

Today, Isaac is employed in construction, working in painting and drywall and earning a steady income. He is surrounded by positive influences and is building confidence through responsibility and hard work.

Isaac's journey is a powerful reminder of what's possible when compassion, faith, and structure come together. Through The Salvation Army's programs, individuals like Isaac are given more than shelter—they are given the tools, encouragement, and hope needed to rebuild their lives.
"God has done something in me," Isaac says. "And He's going to keep doing something in me."

SOCIAL SERVICES

OVERVIEW

When families experience devastating financial hardships and have nowhere else to go, we provide the support and services to keep them afloat while they re-group and reset their lives. This usually involves helping people in crisis with career counseling, apartment hunting, and paying fundamental bills like utilities, rent, water, and electricity. And, for veterans, we go as far as they need us, to help them get back on their feet.



FY26 NEEDS

1. More than anything, we need funding to cover the costs associated with helping people stay off the street.
2. We are also in need of volunteers to help us run the daily operations of supporting our community.

FY25 RESULTS

Housing Assistance	Utilities Assistance	Transportation Assistance	Total People Served
126	93	92	792

THE SALVATION ARMY Called To Serve

KEN CARLSON RED SHIELD YOUTH CENTER

OVERVIEW

We offer a safe, fun, Christ-centered space where kids and teens can play, learn, and grow. We are committed to helping develop confident young people who are empowered to reach their full potential, supported by strong families, and guided by spiritual and moral values. We envision a future where kids of all ages are inspired to lead, serve, and contribute positively to their churches, families, and communities.



FY26 NEEDS

1. Upgrade laptops
2. Launch a new "Tween" Center
3. Roof and gutter repairs

FY25 RESULTS

Individuals Served	Meal and Snacks	Volunteers	Volunteer Hours
232	29,384	646	1,800

FINDING FAMILY AT THE RED SHIELD YOUTH CENTER

When Ms. Kenyetta Jeter describes her daughter, Nessa, her voice is filled with heartfelt pride. "She's an outgoing, loving, and cheerful little girl." From the moment you meet her, you see God's love shining through her and it fills you with the kind of happiness that God wants for all of us. No matter the challenges Nessa has faced, she has always maintained her precious smile and pure heart.

Diagnosed with cerebral palsy at a young age, doctors predicted that Nessa wouldn't walk until she was five. Defying the odds, she took her first steps at just three years old—and she hasn't stopped exceeding all expectations since. Ms. Jeter's partner, Ms. Ashley Brown, has helped raise Nessa since she was a baby, and shares Ms. Jeter's unwavering love for Nessa through it all. Raising Nessa together has been a blessing neither one of them could have imagined.

For Ms. Jeter and Ms. Brown, finding a place where Nessa could thrive outside the home was essential. After trying different programs, she discovered The Salvation Army's Red Shield Youth Center in Winston-Salem. It quickly became more than an after-school program; it became family. "They're like aunts and uncles here," Ms. Brown explains. "Everyone looks out for her. One day, when she had a seizure, they knew exactly what to do and they never left her side. That means everything."

The Red Shield Youth Center helps Nessa build independence, something Kenyetta values deeply. While some people tend to "baby" Nessa, staff here encourage her to try things on her own—whether that's dressing herself, or painting, or exploring new activities. "She's more independent now," Kenyetta says. "They don't just assume she can't do something. They let her try."



What makes the biggest difference, Ashley says, is the way other children treat Nessa. "Here, the kids don't see her disability. They just see Nessa. Older girls paint her toenails and everyone includes her. That's what I love."

For Kenyetta, Ashley, and Nessa, the Red Shield Youth Center is more than a safe space—it's a place where Nessa can be herself, gain confidence, and grow surrounded by a supportive community. "It's like family here," Kenyetta says. "And for us, that makes all the difference."

KERNERSVILLE WORSHIP & SERVICE CENTER

OVERVIEW

Our Kernersville Food Pantry provides nutritious food to individuals and families in need. By providing access to healthy food items, we aim to improve the well-being of the neighbors we serve. We believe that everyone deserves to have access to the nourishment they need to thrive.



FY26 NEEDS

1. Volunteers to help with food distribution, meal prep, and organization.
2. Monetary and food donations to make it possible to serve hundreds of families in crisis.

FY25 RESULTS

Food Boxes Provided

11,193

Volunteer Hours

3,510

Individuals Served

13,768

THE SALVATION ARMY

Called To Serve

WORSHIP & SENIOR CENTER

OVERVIEW

Our team of chaplains and volunteers provides compassionate spiritual care through prayer and preaching. Through individual counseling, group sessions, and community events, we help our neighbors explore their faith and develop a deeper connection with God. Our Senior Center provides a much needed social setting for our elderly neighbors to stay active and remain connected to the people and things they love.



FY26 NEEDS

1. Volunteers to help serve meals and attend to the operational needs to keep things running.
2. Donations to provide essential services and fun activities.
3. Subject matter experts for speaking engagements

FY25 RESULTS

Volunteer Hours

778

Meals Provided

3,307

Active Seniors

80

CHRISTMAS SEASON

OVERVIEW

During the Christmas season especially, we endeavor to bring hope, joy, and practical assistance to individuals and families facing hardship. Through programs such as the Red Kettle Campaign, Angel Tree, holiday meal distributions, and Christmas assistance programs, The Salvation Army provides food, toys, clothing, and other essential resources to help ensure that families can experience the warmth and joy of the season.



FY26 NEEDS

1. Volunteers to ring the bell at Red Kettle locations and collect donations.
2. Financial sponsors for Angel Tree to purchase toys for kids in need.
3. Financial donations to provide assistance and hope throughout the year.

FY25 RESULTS

Raised by Ringing Bells

$128,122

Toys Distributed

11,538

VOLUNTEERS

OVERVIEW

Volunteers are essential to The Salvation Army's mission because they help extend the organization's ability to serve people in need throughout the community. From ringing bells at Red Kettles during Christmas to serving meals, sorting donations, mentoring youth, assisting at food pantries, supporting disaster relief efforts, and helping with special events, volunteers provide thousands of hours of compassionate service each year. Their time and talents help The Salvation Army meet both physical and spiritual needs by offering food, shelter, clothing, encouragement, and the hope of the Gospel to individuals and families facing difficult circumstances.



FY26 NEEDS

We always need volunteers. If you can spare even just a few hours a week to help your neighbors in need, we will match your skills and interests to one of many ways you can make a lasting impact.

FY25 RESULTS

Total Volunteers
3,880

Volunteer Hours
10,686

Interested in Volunteering?
Scan to learn more!

THE SALVATION ARMY

Called To Serve

VOLUNTEERS MAKE EVERYTHING POSSIBLE

We are continually reminded how blessed we are to have so many volunteers in the Winston-Salem area to help us serve our community. This past Christmas season, we were blessed beyond measure by the incredible men and women who generously gave their time and hearts to serve others. Truly, our volunteers are priceless treasures.

During one of the busiest and most meaningful times of the year, volunteers stepped forward in countless ways. Dozens of volunteers faithfully rang bells and collected donations at 24 Red Kettle locations throughout the community, whether it was cold or rainy or sunny, spreading both cheer and hope.



Others shopped for children through our Angel Tree program, carefully selecting gifts that brought joy to families who otherwise might have gone without. Teams of volunteers sorted and distributed Angel Tree gifts at the Angel Tree Warehouse, while others dedicated hours to organizing and handing out coats during our coat distribution days. Each act of service reflected compassion in action and love for our neighbors in need.

Every volunteer journey is unique — just like the individual God has created you to be. Whether you can give a few hours or many, your willingness to serve makes a lasting difference in the lives of others and strengthens the mission of The Salvation Army throughout our community.



DISASTER RELIEF

OVERVIEW

When a natural disaster strikes, The Salvation Army responds quickly to meet both physical and spiritual needs by providing meals, drinks, emotional and spiritual care, emergency shelter, clean-up assistance, and essential supplies to survivors and first responders. The Salvation Army brings hope and practical support to people facing some of the most difficult moments of their lives. Volunteers are essential to this mission because the scale of a disaster often creates needs far greater than staff alone can meet.



FY26 NEEDS

- People to sign-up as a Disaster Relief Volunteer to help out if disaster strikes the Winston-Salem area.
- Donations to fund the equipment and services we provide during disasters.

HOW YOU CAN HELP:

- Visit www.SalvationArmyWS.org to volunteer, to donate, or to learn more about how we serve our community in times of crisis and disaster.
- Follow us on Social Media to get the latest notifications.

Website

Facebook

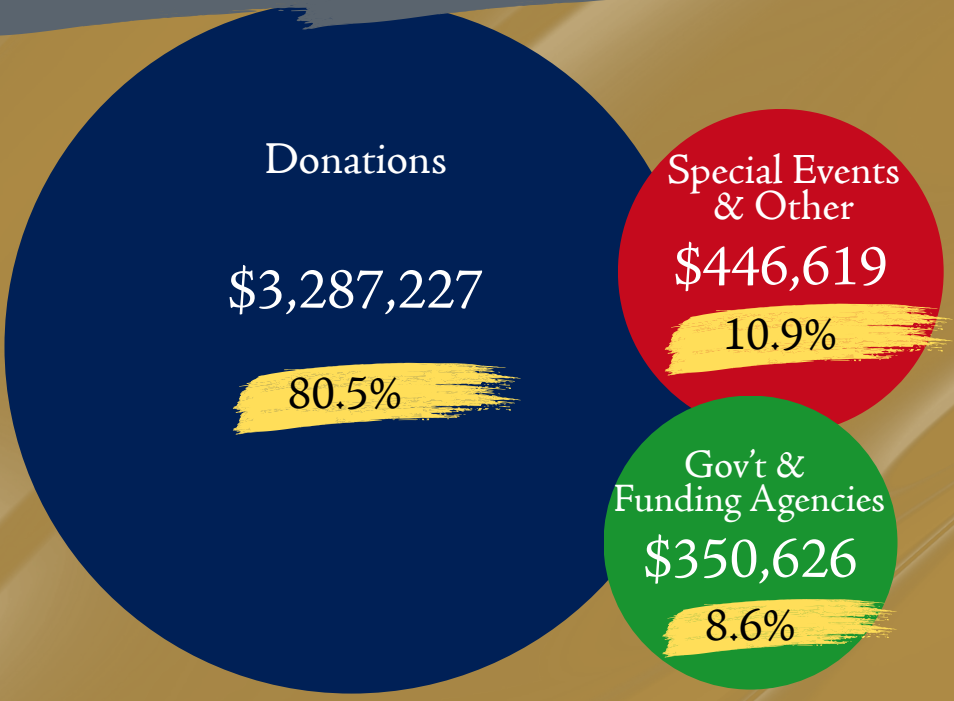
Instagram

THE SALVATION ARMY

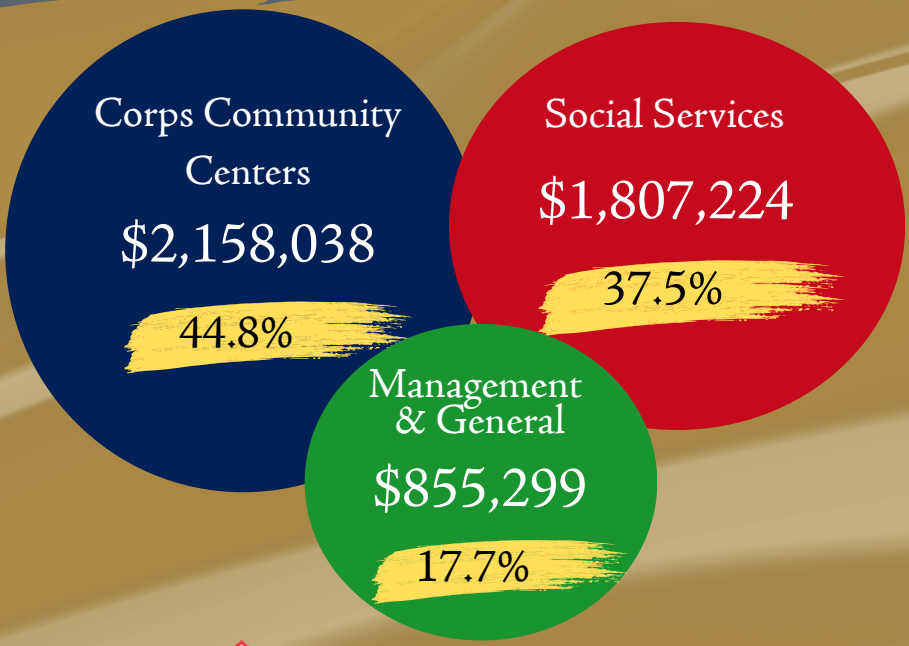
Called To Serve

FY 2025 Financial Review

Total Revenue: $4,084,472



Total Expenses: $4,820,561



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Thank You

For your partnership and support that make it possible to serve our community, preach the gospel of Jesus Christ, and to meet human needs in His name without discrimination.



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Donate

Volunteer

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The Salvation Army of
Greater Winston-Salem
P.O. Box 1205
Winston-Salem, NC 27102-1205

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"Above all, love"
1 Peter 4:8

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