

*Called to*  
**DO  
MORE**



DOING THE  
MOST GOOD





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MOST GOOD

## A Message from Major Adam

While The Salvation Army has long been a beacon of hope in the St. Louis community, the past fiscal and calendar year feel particularly refreshing. My ask to our officers, staff and the greater St. Louis community was to “do more in 2024.”

Throughout this report, you will see stories of success, hope and commitment – of doing more in 2024. You’ll witness a commitment to carrying out the mission of The Salvation Army. To giving back to vulnerable populations in Greater St. Louis. To prayer. To love. To doing more.

For these, and the many stories that go untold each year, we are grateful. The St. Louis community needs people like you to give whole-heartedly and ensure that everyone in this great city has the opportunity to experience hope – and above all, Christ’s love.

As I looked to 2025, I knew my vision wouldn’t be complete without another rhyme. My hope for this year was that as a community, standing together, we would “thrive in 2025.” Despite the tornadoes that wreaked havoc in our region, we continue doing our best to make good on that promise to help St. Louis thrive.

I thank you again for your ongoing support of our mission and ministry and hope you’ll join me in sharing Christ’s love with our most marginalized neighbors well into Fiscal Year 2026 and beyond.

His Servant,

Major Adam Moore, General Secretary and Greater St. Louis Area Commander



## Divisional Leadership



**Major Bob Mueller**  
*Divisional Commander*

**Major Lisa Mueller**  
*Divisional Leader for Officer Development*



**Major Adam Moore**  
*General Secretary and Greater St. Louis Area Commander*

**Major Deannie Moore**  
*Associate Greater St. Louis Area Commander*

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*Board Chair*  
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Executive Vice President, COO

**Roy Anderson Jr.**  
*Board Vice Chair*  
iHeart Media STL, Marketing Consultant

**Adam Menne**  
*Emergency Disaster Services Chair*  
UKG, Senior Director

**Cate Trende**  
*Echelon*  
St. Louis Equity Fund,  
Director of Asset Management

**James F. Hoffmeister**  
*Finance Chair;*  
*Programs & Services Committee Chair*  
Retired

**John Wuest**  
*Governmental Affairs Committee Chair*  
St. Louis Equity Fund, Vice Chair (retired)

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*Development Committee Chair*  
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*Property Committee Chair*  
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Senior Partner

**Anthony (Tony) G. Urban**  
Cass Information Systems, Inc.,  
Senior Partner

**Barbara Pearce**  
The Salvation Army  
Women’s Auxiliary President

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U.S. Bank, *Senior V.P./Relationship Manager*

**Todd Nye**  
Nye Investment Planners, Inc.,  
*Financial Advisor*

*In loving memory of long-standing advisory board member, renowned photographer and community advocate William Greenblatt (1954-2024)*

## About The Salvation Army

Founded in 1865 in the United Kingdom, The Salvation Army today serves in over 135 countries around the world. Our Midland Division, which is headquartered in St. Louis, serves neighbors in over 150 counties in Missouri and Southern Illinois.

Our annual report is focused on the work being done in the 16 counties that comprise our greater St. Louis area.

## Our Mission

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.

## Our Seven Pillars of Service

In the greater St. Louis area, our mission is expressed via seven core program and service initiatives, including:

- 1 FOOD:** Relieving food insecurity for our most marginalized neighbors via food pantries and community meal programs
- 2 HOUSING:** Helping families, veterans and individuals who are unhoused secure transitional and permanent housing
- 3 YOUTH DEVELOPMENT:** Providing character-building opportunities to at-risk youth through after-school programs and summer camps
- 4 MATERIAL ASSISTANCE:** Offering basic necessities including food, clothing and household items as well as prescription and utility assistance
- 5 ADDICTION AND MENTAL HEALTH:** Supporting those experiencing mental health challenges or substance use recovery, and assisting veterans in readjusting to civilian life
- 6 SENIOR SERVICES:** Helping meet the spiritual and emotional needs of seniors to prevent isolation through activities, events and fellowship
- 7 ANTI-HUMAN TRAFFICKING:** Partnering with local organizations and directly providing survivors with safety, stability and self-empowerment

## By the Numbers



**155,000+**  
Nights of Shelter  
Provided



**53,500+**  
Volunteer Hours



**151,000+**  
Meals Served from  
our Food Pantries



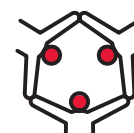
**90¢**  
of every dollar goes  
directly to Services



**5,600+**  
Children served during  
Christmas at Angel Tree  
Toy Town



**201**  
Emotional and Spiritual  
Connections made  
by EDS



**82**  
Active Service Extension  
Units Division-Wide



**3,959**  
People Provided Social  
Services by EDS



**8,900+**  
Volunteers



**29,539**  
Meals Served by EDS

When you donate to The Salvation Army, your dollars stay in the community where you live or donate, or as designated otherwise. Your donations are literally helping your dear neighbors in a season of crisis.

As an organization over the year prior, we have faced increasing operating costs and economic shifts, and continue to navigate the post-COVID world. **We are committed to ensuring your contributions are put to work and we're pleased to share that 90 cents of each dollar raised went directly to service provision in the community.**

## Thank You

*We thank you again for your generosity and partnership. We are encouraged by the positive, forward movement we see in the St. Louis community and look forward to continued prayer over and service to our most marginalized neighbors. May God bless you.*



## Lighting Up Lives

### *A Look Back at the FY24 Christmas Campaign*

We extend our heartfelt thanks to our FY24 campaign co-chairs, famed Cardinals shortstop Ozzie Smith and fiancée Yolonda Lankford. Their unwavering support was a beacon of hope, guiding us through the campaign. **Together, let's keep this spirit burning bright, not just during the holiday season, but all year round.**

### *Doing More In Ferguson*

While much has changed since the 2014 death of Michael Brown Jr. in Ferguson, Missouri, much work remains. The Salvation Army has had the privilege to come alongside the community to provide healing and restoration.

In 2017, partnering with the Urban League of Metropolitan St. Louis, The Salvation Army built the Ferguson Community Empowerment Center (FCEC) on the site of the QuikTrip that was burned down – adding deeper meaning to The Salvation Army's role as a beacon of hope.

As of 2022 Census records, Ferguson's population is roughly 18,500. Since the Center opened in 2017, The Salvation Army has served nearly 14,000 clients in Ferguson, further demonstrating that the need is ever-present. And, in May 2024 alone, the FCEC served 92 families with varying needs from utilities and rent to childcare expenses.

LaKeysha Fields, associate divisional director and St. Louis regional director of Social Services, sat down with NPR as the national radio outlet broadcast live from St. Louis in August to mark the anniversary.



*Read more and listen to the story from NPR.*

## A Heart of Service

### *Celebrating the Spirit of Volunteering at The Salvation Army*

Volunteers are the heart of our organization – making it possible for us to continue doing the most good, putting donor contributions to work and selflessly serving our neighbors.

On one special occasion in 2024, we hosted an afternoon of recognition for two of our most steadfast volunteers, Joanne Renard and Pat O'Donnell.



*If you would like information on volunteering, please visit [www.salarmymidland.org/volunteer](http://www.salarmymidland.org/volunteer)*

As people mingled, sharing stories and congratulations, the true impact of volunteering was palpable in the air—transforming lives, one act of kindness at a time.

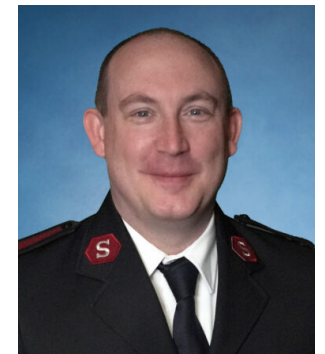
Captain Sharyn Tennyson presented awards to both women. “Today, we not only honor Joanne and Pat but also celebrate the spirit of all our volunteers,” Capt. Tennyson said. “They are the backbone of our community services, turning our mission into reality.”

### *Meaningful Experiences – The value of Christian Camps*

For more than 75 years, The Salvation Army's Camp Mihaska has offered endless opportunities to explore over 800 acres in Bourbon, Missouri, just an hour outside of St. Louis. Our engaging kid, tween and teen camps offer tailored activities to build character and lasting friendships, and guide them on their faith journey.

*“We have this wild idea that if we're able to serve the community – serve children – we won't have to serve them when they're adults,” said Major Adam Moore. “A camp experience can be so meaningful to a child that it helps them see the future, or a way to rise above their circumstances. It helps bring them closer to God and fills them with hope and a spirit of adventure.”*

In the midst of challenges at home, Camp Mihaska can be a place of refuge for children and adults alike. Scan the QR code to read Capt. Matt DeGonia's story and learn how camp transformed his life.



**WATCH & LEARN  
MORE ABOUT CAMP.**

## Faith in Action

The Salvation Army is deeply grateful for all of our partners who make financial contributions of any amount, allowing us to put faith in action and consistently do the most good for those in need in the St. Louis community. Please join us in celebrating and recognizing those at our highest giving levels.

### FOUNDER'S CIRCLE

**\$100,000 or more**

- Edward D. Jones & Co. and the Edward D. Jones & Co. Foundation
- Schnuck Markets, Inc.
- St. Louis Community Foundation

### CATHERINE MUMFORD BOOTH CIRCLE

**\$50,000 - \$99,000**

- Ameren
- David Steward Family Foundation

### EVANGELINE BOOTH CIRCLE

**\$25,000 - \$49,999**

- Clifford Willard Gaylord Foundation
- Dana Brown Charitable Trust
- E. Reuben and Gladys Flora Grant Charitable Trust
- American Direct Marketing Resources Inc.
- George Von Hoffmann Foundation Inc
- Herman T. and Phenie R. Pott Foundation
- Illinois American Water
- Jo Ann Emmerich
- Madelan C. Krueger
- Nancy Buth
- Ronald J. Kruszewski and Friends
- William C. and Joann A. Wehmeier

### GEORGE SCOTT RAILTON CIRCLE

**\$10,000 - \$24,999**

- Anonymous (6)
- Barbara and Francis Altman
- Bernal T. Chomeau Private Foundation
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- Cass Information Systems, Inc.
- Cathy Politowski
- David and Billie May
- Demetrick Coleman
- Fidelity Brokerage Services LLC
- Glenna Breen
- Gregory and Connie Cundiff
- James R. and Kate W. Thacker
- Jane A. Tschudy
- Joan F. Langenberg
- Karen C. Smith
- Kuhn Foundation
- Lois and John Scully
- Mark and Dail Loyd
- Mark and Diane Fletcher
- Mary E. Pitcher
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- Mary Martha Thrift Shop
- Michael C. Heim
- Money & Principles, Inc.
- Mt. Zion Baptist Church
- Nancy and John R. Wagner
- Nancy T. Bales
- Neal H. Harwood
- Norman J. Stupp Foundation
- Phyllis R Roberts
- R. W. and Vicki Schrimpf
- Richard A. Baker Foundation
- Richard G. and Elizabeth J. Reed
- Rick and Ann Horton
- Robert A. and Sylvia M. Jefferies
- Robert J. and Mary J. Vass

- Sanford N. McDonnell Foundation
- Sean M. and Pamela L. Patty
- Stephen W. Joseph
- Steven R. and Elizabeth Mills
- Super Bright Leds Inc.
- Susan Barrett
- Marlene Burns
- Webster MacLean Foundation
- William and Mary Birdsell
- William and Trina Cotner
- William F. Stovall
- William J. Kougas
- YouthBridge Community Foundation

### WILLIAM BOOTH SOCIETY

**\$5,000 - \$9,999**

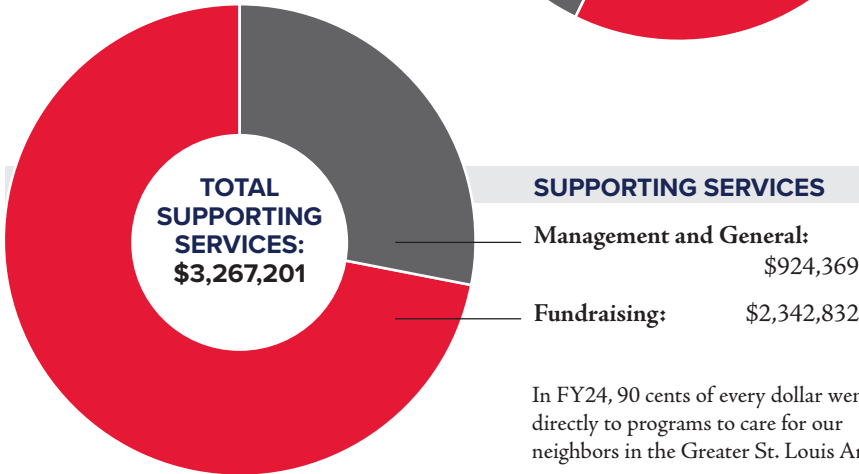
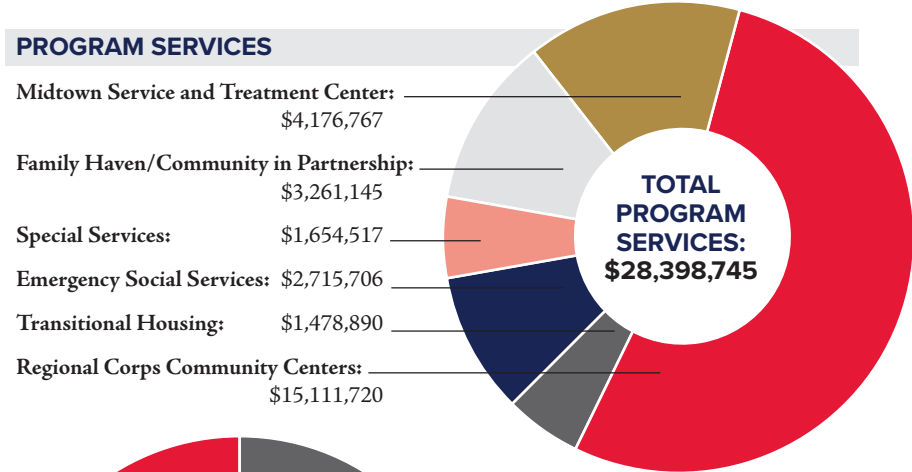
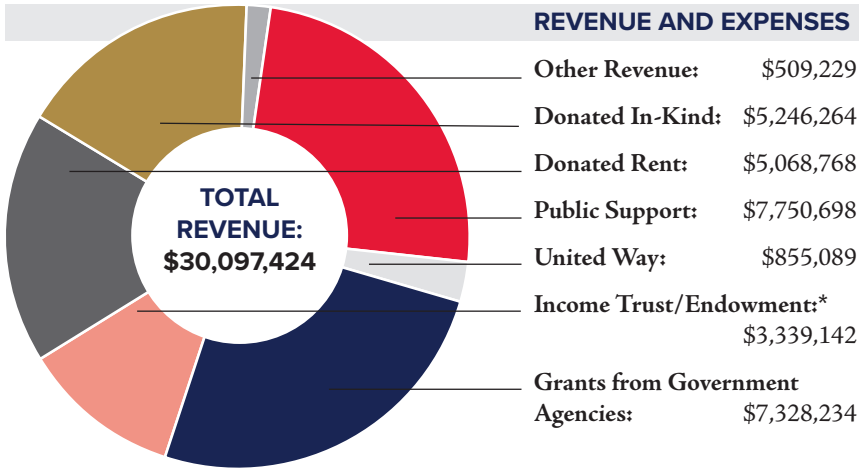
- Anonymous (2)
- Adrienne W. Patton
- Allen G. and Cheryl A. Weems
- Alvin Scheibe
- Anthony G. and Stephanie Urban
- Anthony J. Cutaia
- Barbara Disse
- Bart and Ellen Brnjac
- Boris Kusmanoff
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- M. Diane Holm
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- Mary Ranken and Ettie Jordan Charitable Trust
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- Paul and Patricia Owoc
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- Robert C. Kresko
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- Robert E. Rowan
- Robert Ewen
- Robert L. Oker
- Robert P. and Karen L. Rose
- Ronald E. and Cindy J. Jensen
- Rosalinda M. Rosemann
- Sam's Loans, Inc.
- Stephen and Margaret Van Asdale
- Tabor Plastics Company
- Timothy J. and Deborah L. Reusch
- Todd A. Walls
- Wells Fargo Advisors, LLC
- William E. and Dawn L. Huffman



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Audited Financials



In FY24, 90 cents of every dollar went directly to programs to care for our neighbors in the Greater St. Louis Area.

\*Includes non-cash transfers to The Salvation Army Midland Division Headquarters.

Helping Our Community Thrive in 2025

As we look ahead, there will be a number of opportunities to address needs, as well as celebrate our longstanding reputation for doing the most good, right here in St. Louis.

ANTI-HUMAN TRAFFICKING DROP-IN CENTER:

St. Louis and Missouri rank among the top 20 cities and states for human trafficking cases across the country. In early 2025, we opened an anti-human trafficking drop-in center in St. Louis with a goal of restoring freedom and a future to survivors. The drop-in center is the second phase of the three-phase initiative, which provides direct services to survivors in our community and is critical to breaking the cycle of sex and labor trafficking. Visit [salarmy.us/ahti](https://salarmy.us/ahti).



AIRWAY RESPONSE CENTER:

Backed by trained and credentialed Emergency Disaster Services (EDS) staff and volunteers, The Salvation Army provides meals, emotional and spiritual care, logistics support and long-term recovery and rebuilding services. We are developing a regional EDS hub, which will uniquely position us to better serve communities within a several-hour radius during crises.



MADISON COUNTY, IL – HOPE HOUSE CAMPAIGN:

To address the growing need for emergency shelter in Madison County, we are preparing to construct Hope House—a 48-bed transitional housing facility serving individuals, couples, and families. The building will double capacity, provide on-site case management, and offer a safe, dignified environment for residents.





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Midland Division  
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Saint Louis, MO 63109-0787



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