
WELLNESS FOR ALL

How The Salvation Army Provides Healthy Lifestyle Choices to People in Need



2013



DOING THE
MOST GOODSM

CONTENTS

- 1 LETTER FROM THE NATIONAL COMMANDER
- 2 CREATING OPPORTUNITIES
- 3 PROGRAMS FOR ALL AGES
- 4 GROWING POPULARITY
- 5 DEMAND OUTPACES DONATIONS
- 6 FROM THE SALVATION ARMY
- 7 SURVEY METHODOLOGY
- 8 PARTICIPATING SALVATION ARMY LOCATIONS:
BY CITY

“Since we have added fresh produce and dairy distribution for our benefactors, we have seen an increase in the number of people in poverty coming to our food pantry.”

**-Gail Crandall, Social Services Coordinator,
Southern California Division, Long Beach, CA**



LETTER FROM THE SALVATION ARMY'S NATIONAL COMMANDER



IN RECENT YEARS,

we've seen alarming trends in high obesity rates among youth and adults in the United States. Initiatives such as First Lady Michelle Obama's "Let's Move" campaign have been important, necessary steps toward improving the nation's overall health and wellness.

With everyday Americans struggling to recover from the Great Recession, however, health-conscious decisions like purchasing fresh produce or gym memberships often take a backseat to priorities like paying the mortgage. Yet individuals working to make ends meet still deserve access to resources to combat obesity and live long, healthy lives.

Earlier this year, The Salvation Army National Headquarters commissioned an internal survey of 100 wellness programs in urban and rural cities across the United States to examine how we have expanded or explored new initiatives to encourage healthy lifestyle choices for all ages. Salvation Army officers and employees shared their experiences to provide insight into trends in demand and popular programs, participants, variety of services, donations, and volunteerism related to health and wellness over the past five years.

Overall, since 2008, The Salvation Army has proudly expanded our health and fitness programs by 65 percent. This has been achieved through new partnerships, initiatives and facilities that have given people the means to develop healthy habits. The Salvation Army has also been fortunate to partner with organizations such as the Dallas Cowboys, Le Cordon Bleu, Reebok International, and Dole to introduce health and wellness programs to children, adults and seniors without accessibility, and they are some of the people that need it most.

Popular wellness opportunities range from fitness and

athletics to community gardens and cooking programs – our survey found that Zumba dance classes are the most in-demand fitness programs, along with basketball, swimming, and even martial arts programs are growing in popularity. Additional services include mental health programs, aquatics, summer lunches, health fairs, and dental hygiene clinics, just to name a few.

Salvation Army health programs have also expanded in the face of slower donations. Notably, 54 percent of Salvation Army health and wellness programs stated donations in 2012 were not able to meet the full demand due to decreased or stagnant giving. Yet the need is great, and Salvation Army programs will find a way to meet demand and help the less fortunate find healthy life alternatives.

While we see this as a national trend, every Salvation Army facility on the local level works to ensure that their programs meet the specific needs of the community it serves, including children, adults and senior citizens. No two programs are exactly the same, yet they share the same goal. These services exist at a variety of Salvation Army facilities, including Corps Community Centers, Ray and Joan Kroc Corps Community Center, residential summer camps, day camps, Boys and Girls Clubs, daycare, after-school programs, and Adult Rehabilitation Centers (ARCs).

The Salvation Army is committed to providing assistance to people in need, and we will continue to grow our Mission to encourage physical and spiritual well-being for all – for the mind, body, and soul.

God Bless You,

COMMISSIONER WILLIAM ROBERTS
THE SALVATION ARMY NATIONAL COMMANDER

CREATING OPPORTUNITIES

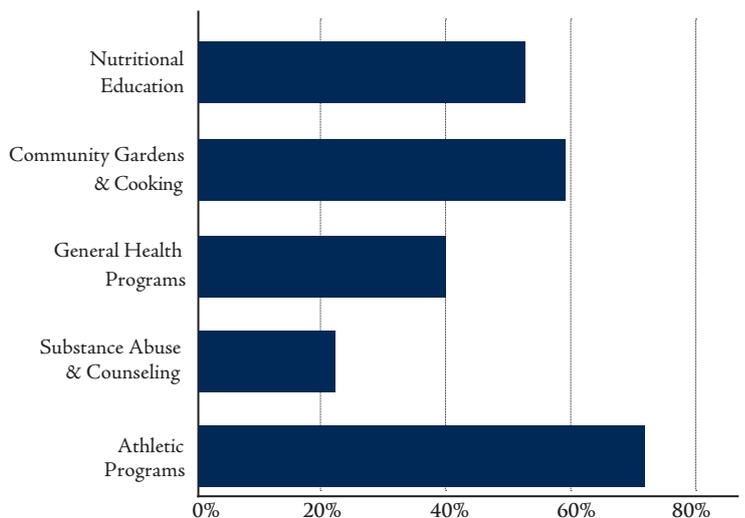


Remarkably, 65 percent of Salvation Army facilities nationwide have expanded wellness opportunities in the past five years to combat obesity in America and provide health and fitness programs for people in poverty. For certain populations, healthy lifestyle choices aren't readily available either due to access or cost, and choices to eat right and staying active are displaced by alternatives that may shorten life expectancy.

Through The Salvation Army, it doesn't have to be this way. The Salvation Army is developing new programs internally such as Kroc Fit Kids, as well as partnerships with organizations like Reebok, the National Football League, and Dole, in an effort to broaden services and make health education and fitness programs available to all.

Such programs and others provide specific services to meet a community's needs for both children and adults, and may range from general health education, community gardens, cooking classes, fitness classes, athletic clubs and mental health classes. These services are offered through a variety of Salvation Army facilities, including Corps Community Centers, Ray and Joan Kroc Corps Community Centers, camps, and rehabilitation centers.

PROGRAMS OFFERED AT SALVATION ARMY FACILITIES



27 NUMBER OF RAY AND JOAN KROC CORPS COMMUNITY CENTERS

373 NUMBER OF SUMMER CAMPS AND BOYS AND GIRLS CLUBS

153 NUMBER OF REHABILITATION CENTERS

PROGRAMS FOR ALL AGES



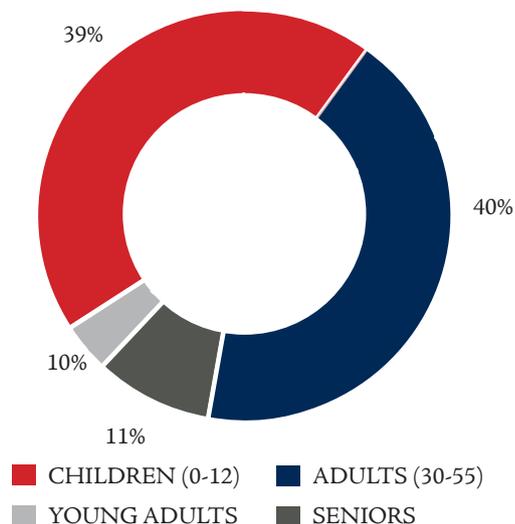
FIFTY-SEVEN PERCENT OF SALVATION ARMY FACILITIES OFFER HEALTH OPPORTUNITIES FOR SENIORS, INCLUDING SILVERSNEAKERS, WHICH PROVIDES MEMBERSHIP TO ANY HEALTH AND EXERCISE CLASS AT A KROC CENTER.

Through the expansion of wellness programs, The Salvation Army has followed its Mission as a Christian organization to meet the physical and spiritual needs of every individual of any age – whether they may be looking to stay in shape, lose weight, or learn basic nutrition.

In many cases, Salvation Army facilities have become places where parents and their children can learn and work-out together to develop healthy habits. Notably, adults aged 30-55 and children aged 0-12 each make up nearly 40 percent of participants at Salvation Army wellness programs.

Among Salvation Army facilities, 87 percent offer opportunities for kids, including the new Kroc Fit Kids, an obesity prevention program that is expanding to many of the 27 Salvation Army Ray and Joan Kroc Corps Community Centers nationwide.

PERCENTAGE BREAKDOWN BY AGE AT SALVATION ARMY FACILITIES.



183,000

NUMBER OF CHILDREN TO ATTEND SUMMER AND DAY CAMPS

670,500

NUMBER OF SENIOR CITIZENS WHO RECEIVE ASSISTANCE

179,000

NUMBER OF PEOPLE TO RECEIVE SUBSTANCE ABUSE REHABILITATION

GROWING POPULARITY

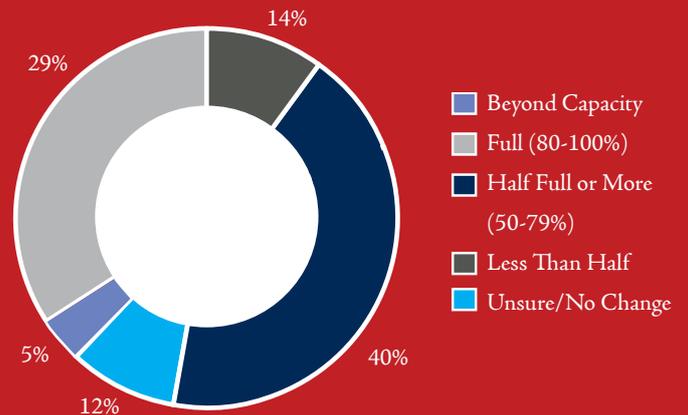
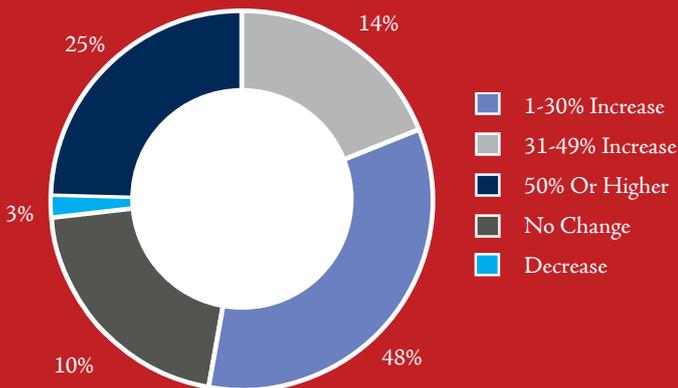
The expansion and new accessibility of wellness programs has also been met by a growing popularity, and demand for Salvation Army health services over the past five years.

On average, 61 percent of Salvation Army wellness programs have seen an increase in demand over the past year, while 56 percent have seen an increase in demand over the past five years.

As a result of new demand, more than a third of wellness programs at Salvation Army facilities are currently full or beyond capacity.

TEN MOST POPULAR PROGRAMS

- | | |
|--------------------------|-------------------------------|
| 1. ZUMBA | 6. COMMUNITY GARDEN |
| 2. BASKETBALL | 7. SUBSTANCE ABUSE COUNSELING |
| 3. COOKING | 8. SWIMMING |
| 4. NUTRITIONAL EDUCATION | 9. MARTIAL ARTS |
| 5. SUMMER CAMPS | 10. SENIOR AEROBICS |



DEMAND OUTPACES DONATIONS



25%

THE NUMBER OF HEALTH AND WELLNESS PROGRAMS THAT HAVE SEEN AN INCREASE IN DONATIONS OVER THE LAST YEAR

54%

THE NUMBER OF HEALTH AND WELLNESS PROGRAMS THAT REPORT FUNDING HAS NOT BEEN ABLE TO KEEP UP WITH INCREASED DEMAND FOR SUCH PROGRAMS

WITH AN UNEXPECTED STEADY INCREASE IN POPULARITY FOR SALVATION ARMY WELLNESS PROGRAMS NATIONWIDE, DEMAND HAS OUTPACED GROWTH IN DONATIONS.

Nevertheless, The Salvation Army recognizes that wellness programs are a long-term investment that will provide not only short-term results, but healthy habits that will live on from generation to generation to break a cycle of unhealthy lifestyles. With this in mind, 54 percent of Salvation Army facilities across the country, many of which currently operate health and fitness programs, plan to develop and implement new or additional programs in the





FROM THE SALVATION ARMY

"Our basketball program isn't just about fitness, it equals a chance to have an alternative to gang and street violence and a chance to look into the future towards college and careers!"

-Lieutenant Pamela Kasten, Corps Officer, Western Division, Omaha, NE

"The Ray and Joan Kroc Corps Community Center has brought people Life and Health. For some, they've lost weight. Some have reduced or completely come off their need for medication. Others have learned how to swim. The Kroc Center is also safe haven for young people to be active since they can't go outside in their own neighborhoods."

-Major Darlene Harvey, Ray and Joan Kroc Corps Community Center Administrator, Metropolitan Division, Chicago, IL

"In the Take it Off 4 Life program, clients receive access to educators and amenities they would not be able to otherwise - a nutritionist, personal trainer, free membership to all exercise programs, shoes, heart rate monitor, and physical and life coaching."

- Lieutenant Jeremiah Romack, Corps Officer, Texas Division, Waxahachie, TX

"Our community garden provides nutrition - fresh vegetables that many of our benefactors would not otherwise get. Overall, we've grown more than 7,000 lbs of vegetables this way for our Family Services Food Box program."

-Major Joseph L. Huttenlocker, Corps Officer, Northwest Division, Great Falls, MT

SURVEY METHODOLOGY



The Salvation Army surveyed a representative sample of 100 Salvation Army wellness programs in more than 80 urban and rural cities, including Atlanta, Chicago, Los Angeles, New York, Philadelphia, San Diego, San Francisco, and Seattle for “Wellness for All.”

The report represents the experiences of Salvation Army officers and employees who work directly

to administer Salvation Army health programs.

Conducted between February and April 2013, on-the-ground Salvation Army officers, staff members and administrators from all four of the Army’s Territories completed the internal survey. The survey and report looks at the past five years of health and fitness programs in terms of demand, participants, variety of services, donations, volunteerism and future outlook.



PARTICIPATING SALVATION ARMY LOCATIONS: BY CITY



PARTICIPATING CITIES:

Alton, IL
Altus, OK
Amarillo, TX
Arlington, TX
Ashland, OR
Atlanta, GA
Blue Island, VA
Caldwell, ID
Chicago, IL
Cleveland, OH
Conway, GA
Dallas, TX
Dearborn Heights, MI
Delaware, OH
Durham, NC
East Northport
El Paso, TX
Enid, OK
Evans, GA

Ewa Beach, NC
Front Royal, VA
Grand Rapids, MI
Grass Valley, CA
Great Falls, MT
Honolulu, HI
Independence, KS
Indianapolis, IN
Kansas City, KS
Kerrville, TX
Kinston, NC
Knoxville, TN
Las Vegas, NV
Livonia, MI
Loa Angeles, CA
Logansport, IN
Long Beach, CA
Madison, WI
McAlester, AR

McKinney, TX
McMinnville, OR
Memphis, TN
Memphis, TN
Midland, MI
Modesto, CA
New York, NY
Newport, NJ
North Platte, NE
Oak Creek, WI
Omaha, NE
Petersburg, AK
Philadelphia, PA
Plano, TX
Pontiac, MI
Port Huron, MI
Portland, OR
Princeton, NJ
Reidsville, NC

Renton, TX
Rincón, PR
Rocky Mount, NC
Royal Oak, MI
Salem, OR
San Diego, CA
San Francisco, CA
Sand Springs, AR
Sapulpa, OK
Seattle, WA
Shelbyville, IN
Springfield, MO
Springfield, OH
St Louis, MO
St. Clairsville, OH
Suisun City, CA
Tulsa, OK
Waxahachie, TX
York, IN



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