

# *A trusted philanthropic investment*

The Salvation Army in  
your community



# Our mission in Australia

The Salvation Army is a Christian movement dedicated to sharing the love of Jesus. We share the love of Jesus by:



Caring for people



Creating faith pathways



Building healthy communities



Working for justice

# Our values

Recognising that God is already at work in the world, we value:



Integrity



Compassion



Respect



Diversity



Collaboration

**We commit ourselves in prayer and practice to this land of Australia and its people, seeking reconciliation, unity and equity.**

For more than 135 years, The Salvation Army in Australia has provided leading social and community services. You can find The Salvation Army in city streets, on rural farms and in suburban centres. With your support, our people are on the ground day and night, bringing hope to those who need it most:

- Hope for people who are experiencing homelessness or violence. Hope for people trapped in addiction or battling mental illness.
- Hope for people affected by disasters or financial troubles.
- Hope for anyone feeling hopeless.

Whether it is fire, flood or family crisis,

supporting our isolated farmers, finding a safe bed for the homeless or providing leading drug, alcohol and gambling recovery services, your philanthropic support means we can offer comprehensive care and assistance to those in greatest need.

Together that's what we are – a group of people united by faith and motivated by a message of hope. It is the love of God that empowers us to give hope where it's needed most; to move forward together with the hurting, broken, lonely and lost into a future that is full of possibility. We know we are succeeding when we see people empowered beyond their circumstances.

The need in our communities is still great, but with your philanthropic investment, we can partner together to create real, lasting change now and for our future generations.

# Informing your decision

Philanthropic investments are important financial decisions and we would like to provide you with as much information as possible to make wise giving choices that reflect your values and align with your priorities.

## Our effectiveness

Empowering people can be a gritty, difficult process and it takes time. That's why The Salvation Army doesn't assess effectiveness on output alone. We are committed to continuously improving the way in which we serve suffering humanity – and that means measuring impact. This commitment allows us to gauge the real results of our programs, not just the number of touchpoints across the organisation.

## Social impact measurement

### Greater trust and reassurance of your investment

We strive for outcomes that bring about long-term, life-transforming and intergenerational change. That's why The Salvation Army has commissioned the Centre for Social Impact to develop an overarching Social Outcomes and Impact Measurement framework for our social programs.

The aim of the project is to systematically collect evidence on the difference The Salvation Army has made to individuals, families and the Australian community.

**McCrindle Research (2016) showed surveyed Australians recognised The Salvation Army as one of the most trusted and well-respected charities in the country.<sup>1</sup>**

<sup>1</sup>The Salvation Army, 2016 Annual Longitudinal Benchmarking Study, McCrindle Research, 2016





## *Key social services to the community*

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### **Chaplaincy and rural support services**

Our chaplains provide holistic care to individuals facing hardships and crises. They do this by offering practical, emotional and spiritual support, and can connect individuals to specialist support services as required. We provide chaplaincy support in hospitals, courts and prisons, clubs, hotels, rural and remote areas, communities, schools and emergency services (police, fire, ambulance). They provide a listening ear, a shoulder to cry on and it is often noted that when a chaplain is present, people feel safe.

### **Disability support services**

The Salvation Army supports people with a disability through accommodation and case-based in-home support. We also offer respite for family and carers, and social inclusion programs.

### **Family Tracing Service, Post-adoption and Special Search Service**

We find, connect, reunite and reconcile families to reopen communication between estranged and/or separated family members.

### **Financial counselling**

Financial counselling is provided to individuals and families experiencing financial hardship as a result of a range of difficulties or crises. We also provide financial literacy training and education, and no-interest loans.

### **Freedom from addictions, such as alcohol and other drugs**

Our award-winning Bridge Program provides a range of support to people affected by addiction to alcohol, drugs or gambling, including affected families.

### **The Freedom Partnership to End Modern Slavery**

By partnering with various levels of government and members of the community, we identify, address and respond to all forms of slavery in a wide range of industries across Australia.

### **Homelessness services, including crisis accommodation and domestic violence support**

As the largest provider of housing services in Australia, we have many varied responses to housing stress. From outreach work, crisis accommodation and immediate support to medium and long-term accommodation options, we help people maintain stable employment and affordable accommodation.

### **International development**

The Salvation Army focuses on community development and capacity-building partnerships in Asia, Africa and the Pacific. We believe in empowering and equipping local people to bring about positive change for their families and communities.

### **Outreach, education and training**

Support, learning and developmental services, with an emphasis on young people, are delivered by outreach-based case management, independent secondary school education and vocational training, and social enterprise models.

### **Positive Lifestyle Program**

Through a series of one-on-one or group encounters between participants and facilitators, the Positive Lifestyle Program supports people facing difficulties in their lives, enhancing the well-being of people who may be suffering from low self-esteem or struggling with anger, grief and loss. The program is focused on maximising an individual's potential and possibility for future success by increasing self-awareness, problem solving, cognitive, and interpersonal skills, and alleviating psychological distress.

### **Strategic disaster management**

We meet people at their point of need during a disaster and stand alongside the community through the long haul of recovery. Disaster response is not just about rebuilding homes; it's about rebuilding lives.

### **Youth programs**

The Salvation Army's evidence-based early intervention programs for youth can help young Australians at risk (of homelessness, crime, substance abuse and a range of other issues) connect with the support they need to create a better future. They help reduce intergenerational poverty and establish more young people on the path to education and employment.

# A SNAPSHOT OF THE SALVATION ARMY'S CARE



**2500+**  
women assisted by  
domestic violence  
services each year



**55,000**  
meals provided for the  
hungry every week



**1000+**  
people helped each year  
by migrant and refugee  
assistance services



**2600**  
beds provided every night  
for people experiencing  
homelessness



**3400+**  
people assisted with  
addiction issues (drugs,  
alcohol or gambling) each year



**80,000+**  
people assisted by  
financial crisis relief  
services each year



**3000+**  
young people assisted by  
youth support services  
each year



## *What we can offer you as a potential partner*

- Social impact measurement: clear and measurable outcomes achieved from donations.
- Our donor promise: transparent, accountable and regular reporting to donors.
- Intimate philanthropic educational events on topics of interest, such as homelessness, youth at risk, ending slavery and recovery from addictions, etc.
- Opportunities to maximise impact and expand networks of like-minded peers through philanthropic Giving Circles.
- Partnership with a long-established charitable organisation committed to continued best practice and real, lasting change.



## *Next steps*

● Visit [salvos.org.au/donate/philanthropy](https://salvos.org.au/donate/philanthropy)

● If you have a family trust, foundation or private ancillary fund, please contact the Donor Development team to find out more about The Salvation Army, local, national and international funding priorities and to discuss strategic alignment of your philanthropic interests with selected programs.

● Leave a lasting legacy to impact the community today, tomorrow and forever. Through a significant gift to The Salvation Army's Endowment Fund, you will make it possible for The Salvation Army to initiate evidence-based interventions and develop new models of care for Australians in need.

● Ask your professional adviser about formalising your philanthropic giving through a structure that is right for you. With the assistance of an adviser, a structure such as a Private Ancillary Fund (PAF) is simple. It can offer a more strategic and tax-beneficial way to make a major difference whilst living your values.

The Salvation Army is a Deductible Gift Recipient (DGR 1) and donations over \$2 are tax-deductible.

## Additional resource

Please contact us for a free copy of the **Private Ancillary Fund (PAF) Trustee Handbook** and/or **Public Ancillary Fund (PuAF) Trustee Handbook** by Philanthropy Australia.

## Contact

The Salvation Army – Donor Development



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[salvos.org.au/donate/philanthropy](https://salvos.org.au/donate/philanthropy)