



DOING THE MOST GOOD™

## THE SALVATION ARMY IN TIMES OF CRISIS

The Salvation Army has a long history of providing basic needs support during our nation's worst crises:

*During the Great Depression, we provided 100,000 meals and 25,000 nights of lodging every week;*

*We were the sole meal provider during clean-up efforts at Ground Zero; and*

*We were the only New York organization to service displaced victims of Hurricane Katrina for three years following the storm's destruction.*

Today, we face a crisis of the same historical importance. The **Recession** has impacted all of our lives, and left thousands struggling to survive.

Our strong reputation means they are once again **turning to us for food, shelter, and other support services**, many for the first time.

## DID YOU KNOW THE SALVATION ARMY IN GREATER NEW YORK...

Serves more than **1.7 million meals** to the hungry.

Provides **500,000 nights of shelter** to the homeless.

Uses proceeds from thrift stores to help over **1,400 people** overcome addictions.

Offers affordable day care and early education programs for some **800 children**.

Provides HIV/AIDS services to some **350 New Yorkers and their families**.

Uses **89 cents of every dollar donated** to help people in need.

To become involved  
in our Major Donor Clubs and  
The **Stand Together Campaign**,  
please contact:

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# If There Ever Was A Time To Stand Shoulder To Shoulder, It's Now.



*Helping New Yorkers in need  
survive the Recession*

# The Salvation Army's Stand Together Campaign

*Extraordinary Support for  
Extraordinary Times*

Since April 2008, **184,500 jobs** have been **lost** in New York State.

The New York City homeless population has **increased by 66 percent** in the last decade.

Family homelessness in NYC is at its **highest levels in modern history**.

Behind these numbers are the faces of the men, women, and children who are lining up outside of our doors, asking for help.

**Demand for our Basic Needs  
Services has increased  
15% to 20%**

With **600,000 people served** every year and more than **140 programs**, **The Salvation Army** has the program resources and experience to meet this demand.

Together, we can help the state's neediest residents survive the economic decline.

New York has proven that no other state's residents can so seamlessly **come together during a crisis**.

The **Stand Together Campaign** is a **three-year partnership** with community members like you to raise the funds and support necessary to serve those most devastated by the **Recession**.



## How You Can Help

As part of the Campaign, please consider joining our **Major Donors Club**, a group of philanthropists who are dedicated to providing essential services to their most disadvantaged neighbors.

## MAJOR DONORS CLUB

*Your Commitment to  
Underserved Communities*  
Major Donor Club membership  
is available at the following levels:

**Founder's Circle**  
\$1,000,000 and above

**Benefactor's Circle**  
\$500,000 to \$999,999

**Partner's Circle**  
\$250,000 to \$499,999

**Patron's Circle**  
\$100,000 to \$249,999

**Associate's Circle**  
\$50,000 to \$99,999

**Friend's Circle**  
\$25,000 to \$49,999

## Our Commitment to You

Benefits are commiserate with the level of giving, but some include:

**Complimentary invitation and preferred seating** to our Gala;

**Invitations to all special events** with V.I.P. treatment;

**Public recognition** in a major New York newspaper and press releases; and

**Recognition** on public displays and in all Army publications.