



GROWING UP IN A DOWNTURN

A look at the economy's impact on Salvation Army youth services



DOING
THE MOST
GOOD™

*“My grand-mom says that we get by -
the Lord provides for our needs.”*

LAHTEE
AGE 9

*“It’s difficult not being sure if
tomorrow there will be a job for my
family. But we take it one day at a
time with hope for tomorrow.”*

RUBEN
AGE 12

*“Mom is working two jobs to make
ends meet for our family.”*

DEAJAH
AGE 9



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GOOD™





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GROWING UP IN A TIME OF GREAT NEED



William A. Roberts

The true impact of the Great Recession is incalculable. Money, jobs and homes have all been lost. Our neighbors – families and friends – have fallen on hard times. Some who had little to begin with now have less and are working harder everyday to make it to tomorrow.

To better understand the influence of the recession on American youths, The Salvation Army National Headquarters commissioned a survey of more than 100 youth programs in cities across the country, including major metropolitan areas such as Los Angeles, New York and San Francisco and smaller cities like Oak Creek, WI and Peoria, IL. Participants responded to questions related to service demand and giving to their programs during 2011 and since the recession began in 2008. The survey also looked at the impact of the downturn, first-hand, from the youths who are living through it every day.

The results are alarming, but not unexpected. Approximately 81 percent of Salvation Army youth programs saw an increase in demand in 2011, while 41 percent of Salvation Army youth programs have been forced to cut back on services provided, ranging from reduced hours of service, laying off staff or even closing their doors.

Such statistics highlight that throughout America, parents are facing daily questions about how to provide for their families, spend their money and share their time. Should they spend their latest pay check on food or rent? How can they spend time with their children while working two jobs? How can they provide their children with a childhood?

There are no easy answers to these questions. But The Salvation Army is committed to being there to help families and children when times are at their darkest. Last year, The Salvation Army continued to see an increase in need, providing assistance to more than 30 million Americans, including hundreds of thousands of children who received shelter and warm meals and attended a variety of Salvation Army programs such as summer camps, classes in education, art, theater, athletics and youth ministry.

Some Salvation Army programs were able to accommodate the increased demand from families and youths coming through their doors. Some saw donations grow and were able to expand programs and services, hire staff and increase volunteer levels to meet the rise in need.

However, not all programs could keep up. Some Salvation Army youth programs had to make hard decisions and figure out where to best direct donations and resources. With great regret, many programs were forced to make cutbacks or even close their doors due to loss of funding from private, public and government donations and grants.

In some areas, this is expected to continue throughout 2012. The Salvation Army looks to the American donor and volunteer to help young Americans who may not be able to help themselves. No child deserves to grow up without hope for a better tomorrow.

– **Commissioner William Roberts**
National Commander of The Salvation Army

SALVATION ARMY YOUTH CENTERS

For more than 130 years, The Salvation Army has been providing America's youth with new opportunities to learn, experience and grow as individuals through any number of social service programs in their local communities. Hundreds of thousands of youths, of all ages, come through the doors of The Salvation Army, seeking a place to go when they cannot go home, need a good dinner or someone to look after them.

Through Salvation Army Corps Community Centers, Ray and Joan Kroc Corps Community Centers, summer and day camps, preschools, daycare and after-school programs, youths are provided warm meals, friendship, education, music classes, athletic opportunities, arts and crafts, camping, Christian fellowship, character-building experiences and more.



The Salvation Army also provides services for youths who feel the pressures of negative outside forces. Services include at-risk teen and gang intervention, residential substance abuse treatment, homeless family shelters, and pregnant and parenting teen programs. These programs provide alternatives and hope to youths and their families to avoid social dysfunction and crime.



For older youths, The Salvation Army also provides employment opportunities for low income college and high school students, vocational training, college prep, personal finance training, linguistics education and anger management.

Many of the youths who take part in Salvation Army programs are at-risk and do not have access to opportunities outside their immediate environments. The Salvation Army gives all youth a chance to experience educational enrichment, life skills development, and spiritual and physical wellness. Such experiences allow at-risk children and adolescents to envision and pursue better futures for themselves and their families.

For additional information on youth services, please contact your local Salvation Army or visit www.SalvationArmyUSA.org.

For youths throughout America,
The Salvation Army operates:

- 1,232 Corps Community Centers
- 371 Community Centers, Boys / Girls Clubs
- 145 Child Day Care Centers
- 563 Group Homes
- 45 Camps

DEMAND FOR SALVATION ARMY YOUTH PROGRAMS

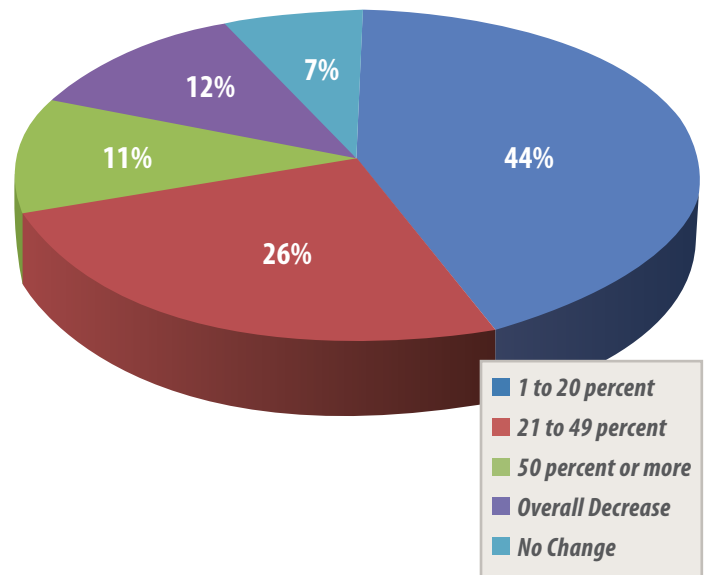
Eighty-one percent of Salvation Army youth programs saw demand rise in 2011

No one doubts the impact of the recession on Americans. Due to the loss of jobs and homes, and the fear of not being able to provide for their children, parents have turned to The Salvation Army for support. In 2011, The Salvation Army stretched every cent further to meet the growing demand – 81 percent of Salvation Army youth programs saw an increase in demand, up from 75 percent in 2008. Rising demand tested the ability of The Salvation Army to provide adequate care to each and every child in need of assistance.

When broken down further, remarkable levels of demand have been felt throughout The Salvation Army:

- **Sixty percent of Salvation Army youth programs saw an increase in demand of up to 49 percent.**
- **Eleven percent of Salvation Army youth programs saw an increase in demand of 50 percent or more.**

INCREASE IN DEMAND 2011
Percentage of Salvation Army Youth Programs to See Rises in Demand





A GLIMPSE OF THE RECESSION

FORTY-FIVE PERCENT OF SALVATION ARMY ATHLETIC PROGRAMS SAW AN INCREASE IN DEMAND OF UP TO 50 PERCENT IN 2011.

THIRTY PERCENT OF SALVATION ARMY ART AND MUSIC PROGRAMS SAW AN INCREASE IN DEMAND OF UP TO 25 PERCENT IN 2011.

“Funding has been cut, and The Salvation Army is desperately trying to keep our programs running by using more and more volunteers. Parents do not want their children to be left behind or go without care.”

**LT. COL. BLANCHE REYNOLDS
CHILDREN'S OUTREACH
MINISTRY BUREAU DIRECTOR
SALVATION ARMY
EASTERN TERRITORY
SPRING VALLEY, NY**

“Overall the needs of our youths and their families have increased dramatically, and the decrease in donations has made it truly difficult to serve them in the same ways as we did before.”

**MAJOR ANTHONY BASO
CORPS OFFICER, KENTUCKY
AND TENNESSEE DIVISION
KINGSPORT, TN**

MEETING THE NEED

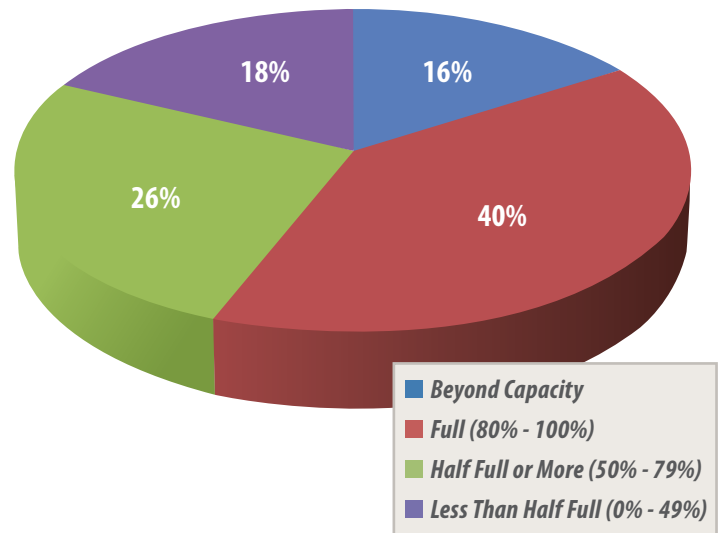
Fifty-six percent of Salvation Army youth programs are at or beyond capacity



As demand for Salvation Army youth services has increased over the past three years, the economy has pushed a majority of programs to capacity. Forty percent of Salvation Army programs are at full capacity, while another 16 percent are beyond capacity. As a result, resources, including funding and staffing for these programs are stretched to provide the same level of assistance as before the recession.



SALVATION ARMY YOUTH PROGRAM CAPACITY





A GLIMPSE OF THE RECESSION

THE SALVATION ARMY HAS SEEN AN UPWARD TREND OF PEOPLE IN NEED, PROVIDING ASSISTANCE TO 30.2 MILLION AMERICANS IN 2010, UP FROM 28.9 MILLION IN 2007.

SOME OF THE MOST REQUESTED SERVICES AND ACTIVITIES BY YOUTHS INCLUDED:

- AFTER SCHOOL TUTORING
- MENTORING
- SPORTS
- SUMMER CAMP
- DINNER
- MUSIC

“The Salvation Army was beyond capacity three years before the opening of the Ray and Joan Kroc Center, but the center has increased The Salvation Army’s ability to serve. There is always a high demand for a strong program no matter its capacity.”

CAPTAIN BRETT MEREDITH
CORPS OFFICER/KROC CENTER
ADMINISTRATOR
TEXAS DIVISION
KERRVILLE, TX

“Losses are happening everywhere – locally and nationally – but it’s not surprising. While we absolutely see the value of youth services, that seems to generally be the lowest on the priority list.”

MAJOR MARTHA SHEPPARD
COMMANDING OFFICER
SOUTHERN CALIFORNIA DIVISION
GRASS VALLEY, CA

GIVING TO THE SALVATION ARMY

Forty-one percent of Salvation Army youth services have been forced to make cutbacks

Since 2008, 41 percent of Salvation Army youth programs have been forced to cut back services or close programs completely. In some communities this is attributed to decreases in funding from private donations and public grants. When coupled with increased demand, programs have been hampered by the amount of social services they are able to provide. On average, Salvation Army youth programs that were forced to make cutbacks are serving 10 percent fewer youths than before the recession.

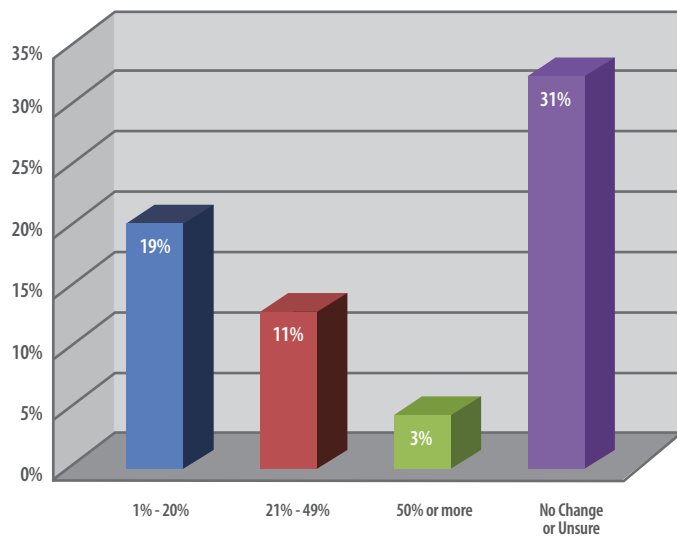
Overall in 2011:

- One-third of Salvation Army youth programs have seen a reduction in giving.
- Donations have remained flat for 31 percent of Salvation Army youth programs.

Nevertheless, there are bright spots in the economy where donations have flourished over the past year and have allowed Salvation Army programs to remain open to youths. Twenty-six percent of Salvation Army programs saw an increase in donations of up to 20 percent for youth services.

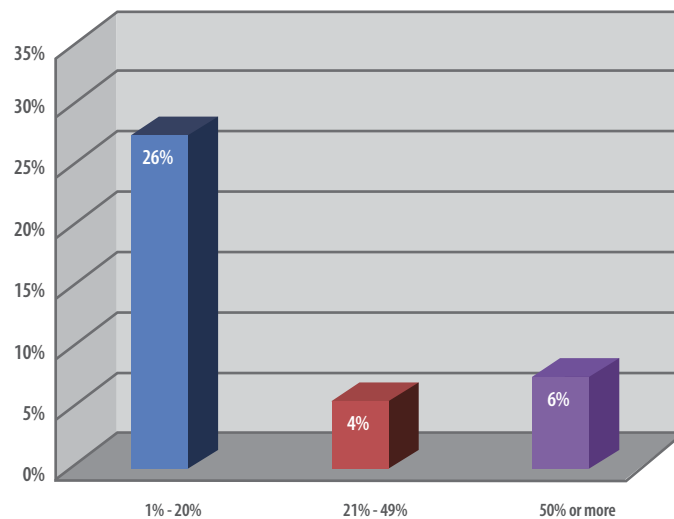
DECREASE IN DONATIONS 2011

Percentage of Salvation Army Youth Programs to See Losses in Funding



INCREASE IN DONATIONS 2011

Percentage of Salvation Army Youth Programs to See Gains in Funding





A GLIMPSE OF THE RECESSION

NEARLY ONE-THIRD OF SALVATION ARMY CENTERS HAVE SEEN AN INCREASE IN DEMAND OF 50 PERCENT OR MORE FOR FOOD SINCE 2008, AND 25 PERCENT HAVE SEEN THE SAME INCREASE IN 2011.

EDUCATION PROGRAMS HAVE BEEN IN HIGH DEMAND SINCE THE RECESSION BEGAN WITH 31 PERCENT OF PROGRAMS SEEING DEMAND INCREASE BY UP TO 25 PERCENT.

“Cutbacks in giving have meant that staff is stretched further and thinner. The Salvation Army’s goal is to keep up our level of service for our youth program, but we cannot keep it up indefinitely without the appropriate funds.”

CAPTAIN TOM MCCOMB
CORPS OFFICER
WISCONSIN AND
UPPER MICHIGAN DIVISION
OAK CREEK, WI

“Closing our childcare center was a difficult decision. The closure had a huge impact on the lives of 13 teachers and all the families enrolled in The Salvation Army center.”

JOANNA ESQUIVEL
DIRECTOR OF CHILD
DEVELOPMENT
SOUTHERN CALIFORNIA DIVISION
LOS ANGELES, CA

COMMUNITIES COME THROUGH

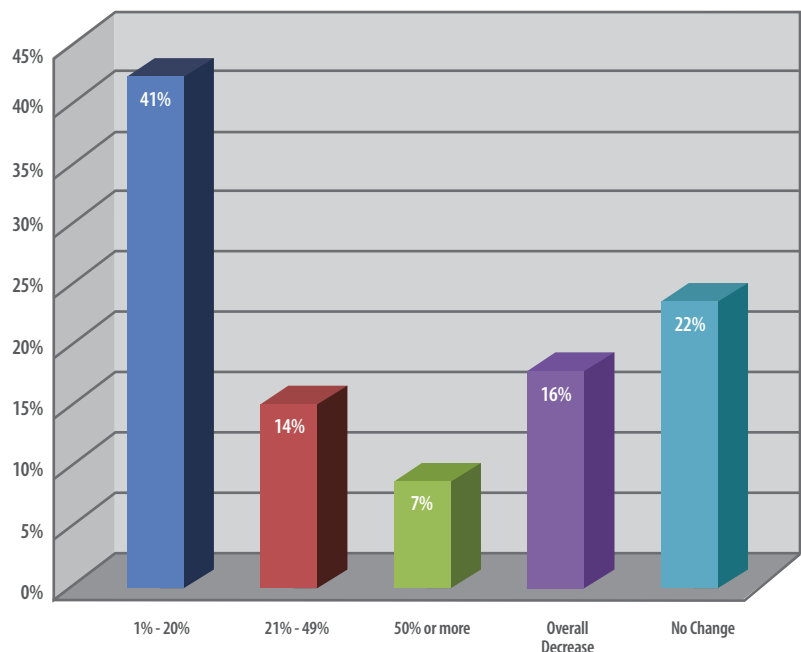
Sixty-two percent of Salvation Army youth services have seen increases in volunteerism

Not all Salvation Army youth programs have faced loss in these trying times. Community members in some areas have helped The Salvation Army meet the growing demand. Notably, despite the loss of funding, limitations on operations and the closure of certain programs, 67 percent of Salvation Army programs have been able to redirect services, and in some cases, have expanded or even opened new youth facilities – starting new programs, extending hours or increasing youth enrollment. In addition, 62 percent of Salvation Army youth services have seen increases in volunteer rates from community members.

With continued support from the community, 92 percent of Salvation Army programs expect to meet the increased demand for as long as the children come to the Army for assistance. The Army's goal is to continue providing a positive, life-changing experience for marginalized youth.

INCREASES IN VOLUNTEERISM 2011

Percentage of Salvation Army Youth Programs to See Rises in Volunteerism





A GLIMPSE OF THE RECESSION

SINCE 2008, ATTENDANCE AT SALVATION ARMY DAY CARE PROGRAMS INCREASED BY MORE THAN 40,000 YOUTHS NATIONWIDE.

ARTS, THEATER AND MUSIC PROGRAMS HAVE BEEN ACTIVELY REQUESTED BY YOUTHS. DURING 2011, 29 PERCENT OF SALVATION ARMY PROGRAMS SAW AN INCREASE OF UP TO 25 PERCENT FOR THESE SERVICES.

“Parents are struggling to meet essential needs such as rent, utilities, food and clothing. Parents are no longer able to afford extracurricular athletics, proper tutoring, and at times even proper childcare. The Salvation Army will try to meet as much of the need as we can, for as long as we can.”

CAPTAIN KATHERINE JACHE
CORPS OFFICER
WESTERN PENNSYLVANIA DIVISION
PUNXSUTAWNEY, PA

“If money allows us to, we plan on continuing to meet the needs of the youth at our center. We hope that we can provide the right amount of staff to provide appropriate attention to meet those needs.”

CAPTAIN TORY ROSS
CORPS OFFICER
GOLDEN STATE DIVISION
MODESTO, CA

YOUTH OF THE RECESSION



The recession has put a burden on everyone, including children. How youth feel and interpret the recession's impact is important. Though many are too young to fully understand what the recession means for their family, they realize the direct changes in their lifestyle.

What the recession has meant to youths in Salvation Army programs:

"My mom has less time with us because she has to work a lot more hours."

SAVANNAH
AGE 7

"My family did not have much before the recession, but post-recession has become even more difficult."

TERRANCE
AGE 17

"There is no space for me. My large family has had to move in together and now there are a lot of people in one small house."

THOMAS
AGE 11

"We used to go to the beach, shopping and family activities, but that has stopped. Mom complains about taking us places because of gas prices."

INDAIZAH
AGE 16

SURVEY METHODOLOGY

“Growing Up in a Downturn” was compiled from data collected during an internal audit of Salvation Army youth programs between September 9th and October 14th 2011. The audit examined the recession’s impact on child services provided by The Salvation Army. Specifically, on-the-ground Salvation Army youth service staff members and administrators completed the survey, providing a first-hand account of need.

The survey was conducted online and targeted to provide a national sample of urban and rural cities from each of The Salvation Army’s four Territories in the United States. The survey asked about demand and donation rates for youth services in 2011 and since the recession began in 2008, as well as the future outlook for youth services at Salvation Army programs.

The Salvation Army is releasing this summary as part of a 2012 report on youth services in the United States. More than 80 cities, including a dozen major metropolitan areas such as Baltimore, Cincinnati, Los Angeles, New York, Philadelphia, San Diego and San Francisco participated in the survey. This is the first year that The Salvation Army is releasing internal data on its youth service programs and the results are meant to highlight the need for public support to ensure that the needs of children are met.

Agawam, MA	Granite City, IL	Philadelphia, PA
Aliquippa, PA	Grass Valley, CA	Pittsburgh, PA
Altoona, PA	Great Falls, MT	Portland, ME
Anaheim, CA	Greensburg, PA	Portland, OR
Augusta, GA	Harrisburg, PA	Princeton, NJ
Baltimore, MD	Hempstead, NY	Punxsutawney, PA
Bartlesville, OK	Independence, MO	Raleigh, NC
Bellevue, NE	Iowa City, IA	Renton, WA
Billings, MT	Kalamazoo, MI	Rockford, IL
Birmingham, AL	Kansas City, MO	Sacramento, CA
Bismarck, ND	Kingsport, TN	San Diego, CA
Boise, ID	Lancaster, PA	San Francisco, CA
Boone, IA	Las Vegas, NV	Salem, OR
Brooklyn, NY	Lawton, OK	Salinas, CA
Butler, PA	Lincoln, NE	Salisbury, CA
Camden, NJ	Los Angeles, CA	San Juan, Puerto Rico
Canton, MA	Lowell, MA	Santa Rosa, CA
Charlotte, NC	Manchester, NH	Savannah, GA
Cincinnati, OH	Mayaguez, Puerto Rico	Sharon, PA
Cleveland, OH	Memphis, TN	Springfield, MA
Coeur d’Alene, ID	Modesto, CA	Spring Valley, NY
Dayton, OH	Montclair, NJ	Toms River, NJ
Decatur, GA	Monroe, MI	Traverse City, MI
Denver, CO	Nashville, TN	Tyler, TX
Escanaba, MI	New York, NY	Quincy, IL
Fall River, MA	Omaha, NE	White Plains, NY
Fort Smith, AR	Oak Creek, WI	Williamsport, PA
Garden City, KS	Pasadena, CA	
Grand Rapids, MI	Peoria, IL	



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