



BILL BURKE

Dear Friends,

Years ago, my wife and I volunteered with a Salvation Army program called Heart to Heart Mobile Canteen, delivering and serving hot meals to those who had nothing else to eat. It was our first true experience with The Salvation Army. And it was amazing.

Here was an organization that existed not for itself, not for its leaders or stakeholders, not for its own benefit or profit or gain...but for Others.

Over the last 150 years, The Salvation Army has built one of the most trusted organizations in the world. How? By serving others. Consistently, effectively, and compassionately.

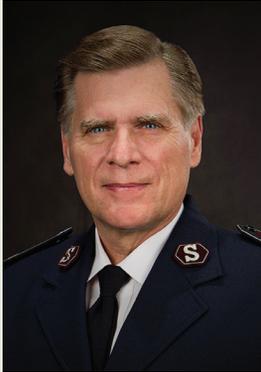
Such was the case in 2014. In every ZIP code in America, Salvation Army officers, employees, and volunteers have changed lives this past year, through feeding programs and rehabilitation centers, after-school programs and disaster services. The call to serve others has been answered, selflessly and powerfully. All thanks to the contributions of equally selfless donors.

That's truly exciting to be a part of. And just as exciting for me is to see how The Salvation Army is positioning itself for the future. By embracing new technologies and contemporary communication methods, efforts like the social media-driven #RedKettleReason are not only producing financial results – a 6% increase in red kettle donations and a 16% increase in online donations – they are also welcoming a new, younger generation of donors and volunteers into the fold.

The “others” that The Salvation Army is reaching today aren't just those in need, they are also those who are eager to help meet those needs. And so, as the Army continues to do what it has done so effectively for the last 150 years, it's encouraging and exciting to see that they are also poised to meet needs for many generations to come.

They truly are Doing the Most Good.

Sincerely,
Bill Burke
National Advisory Board Chairman



COMMISSIONER DAVID JEFFREY

Dear Friends,

In 1865, our founder, William Booth, began his ministry in the East End of London. He didn't preach from the comfort of a church or behind a pulpit, but instead, he ventured out onto the streets, where he could preach face-to-face and heart-to-heart with the poor, the destitute, the criminals, and the outcasts – the “others.”

This was the beginning of The Salvation Army.

This year, as we celebrate the 150th anniversary of The Salvation Army, I am pleased to report that we are still serving the “others” of the world. Every day, through every corps, we are venturing out into the world to meet needs in Christ's name. In this annual report, you will see the numbers that prove this assertion. And while those numbers are heartening, we can be even more encouraged by the intangible results – the lives that have been changed throughout our communities, all through our country, and around the world.

Our donors continue to give with overflowing hearts. Our officers, employees, and volunteers continue to serve with tireless love and divinely sharpened wisdom. As a result, millions of families and individuals are overcoming desperate need and discovering true hope.

In the Gospel of Matthew, Jesus said: “In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.”

Our good deeds are not for our own benefit. They are to bring glory to God. And as Jesus tells us, the way we can achieve that is to “let our light shine before others.”

As we embark on the next 150 years of our mission, may we continue to serve boldly and compassionately. May we continue to do the most good with the generosity bestowed upon us. And may we continue to let our lights shine before others.

Yours in His Service,
David Jeffrey, Commissioner,
National Commander