New Community Center

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“With all that is happening in East Harlem, we have the opportunity to serve more people, in more ways, than ever before in the area,” says Lt. Colonel Ricardo Fernandez, Divisional Commander for the Salvation Army’s Greater New York Division.

Matching Grant Means Your Gift Will Now Go Even Further!

Right now, you have an extraordinary opportunity to help TWICE as many men, women, and children who need our help this summer! Thanks to a generous group of friends who recently contributed a $50,000 Matching Gift to The Salvation Army in Greater New York, your gift will DOUBLE to help even more of our vulnerable neighbors. So please send your most generous gift today!

Thank you

Thank you for making life better for so many struggling children, families, and seniors in Greater New York.

To help more neighbors in need, please send your next gift with the enclosed reply slip today. Your compassion will transform lives!

Your Support Provides Summer Fun for a Brighter Future

Your gift to The Salvation Army will be used now and throughout the year to support The Salvation Army programs (or services) in our community.

To learn more about The Salvation Army, visit our website at salvationarmyny.org

Photos and services reflect actual programs of The Salvation Army from around the United States.

To become a monthly donor today go to TrueNeighbor.org

WORTHY OF YOUR TRUST

82¢ of every dollar you give supports life-changing programs.

31% SOCIAL SERVICES
21% CORPS COMMUNITY SERVICES
20% REHABILITATION
12% MANAGEMENT & GENERAL
10% RESIDENTIAL & INSTITUTIONAL
6% FUNDRAISING

Your gift to The Salvation Army is 100% tax deductible. To the extent allowable by law, the IRS allows taxpayers a deduction for contributions to The Salvation Army to the fullest extent of the law. Donors are advised to consult with their tax advisor.

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From the latest national Salvation Army annual report.
Commander’s Corner

I’m so grateful for your generosity year-round. Your support for The Salvation Army makes a profound difference for so many men, women, and especially children who seek our help.

In fact, children are among the most vulnerable people we serve. That’s why The Salvation Army, with your support, works hard to provide their basic needs like food, shelter, and safety. But some of the most important support we offer them comes every summer!

From our sleep-away Star Lake Camp to our Girls Empowerment Zone in East Harlem to our summer day care programs—which you can read about in this issue of More Good News—vulnerable children get the real help they need today so they can have a brighter tomorrow.

Thank you for your continued support of The Salvation Army and all the children and their families who need our help this summer and all throughout the year.

Thank you for giving kids like Jennifer a safe place to play and learn while their parents and grandparents work hard to provide for them. Your support is a blessing to families who need a little extra help this summer.

Thank you and God bless.

Lt. Colonel Ricardo Fernandez
Divisional Commander
P.S. Thanks to our generous donors, we have been able to secure $50,000 that will be used to match your donation. For every dollar given, it will become $2, increasing the impact we have in our community twofold.

(Continued from the cover)

Thanks to friends like you, vulnerable children get the support they need for a brighter future.

Many children in New York are growing up in challenging communities and situations that put their futures at risk. But your generous support for The Salvation Army gives many of these kids the chance to thrive every summer at places like Star Lake Camp.

“I always loved playing the trumpet. But I never had a purpose for it before,” says James, a young teenager from Uniondale, New York, who attends Star Lake’s music and arts camp each summer. “At Star Lake Camp I could show my passion for music and love for God.” He also met people who shared the same passions and made him “into a better player and person as well.”

For over 90 years, Star Lake Camp has provided generations of at-risk youngsters, like James, with much more than a week or two of fun in the country. It’s also equipped them with new hope, stronger faith, and a brighter future.

“Some of these youngsters come from rough neighborhoods and broken homes,” says Captain Sheila Gage, the camp director. “Star Lake often becomes a link to other Salvation Army services that have an enormous impact on their lives. After camp, a youngster may get involved in our music-and-arts or after-school programs. Sometimes they bring their families who may get help through our feeding and clothing-assistance programs. And it all started with a session of summer camp!”

Girl Power!

Girls in East Harlem face significant challenges in their lives. Thanks to your gifts, they’re inspired to overcome those challenges.

Thanks to generous friends like you this summer, The Salvation Army is inspiring girls in Harlem, New York, to dream large and reach for a bigger, better future.

The annual Harlem Girls Empowerment Zone is a special one-day event held every summer that brings together girls and young women from the neighborhood to participate in a variety of workshops and activities. This year it is anticipated to be held at our new state-of-the-art Harlem Community Center. Highlights of the new center include a gymnasium, a chapel, and an outdoor terrace with a play area for children.

Workshops range from financial literacy to sports, information about college, and more. These workshops are designed to boost their self-confidence, to remind them of their worth, help them learn how to overcome personal challenges, and to prioritize what’s important: self-respect, education, and self-determination.

“The fact that they learn different things, they light it up,” Captain Jennifer Rosamilia says. “Just by saying their name, it makes a huge difference for them. And it boosts their self-confidence to know that they are a person, that they are being accepted, that they have value. That is the aim of The Salvation Army here in East Harlem.”

Because of You, Local Kids Have a Safe Place to Enjoy Their Summer

Once school lets out for summer, many working parents and grandparents struggle to find a safe, affordable day care for their little ones.

Summer vacation is the most anticipated time of the year for kids—but it can be the most challenging one for working parents. Thanks to the generous support of friends like you, fathers like Carlos* know that their children are in good hands at our summer day care.

“They take care of the kids every day, and they do it right,” he says. “I notice how well they feed and take care of them.”

“I bring my grandson here because I know that he’ll learn what he needs to.”

Like Carlos, Tea* is grateful to you for providing for her grandson. “The people at the day care are just really giving people,” she says.

And the grown-ups aren’t the only ones who are excited about our day care. Kids like Jennifer* look forward to spending their summer days with us. “I like to make and learn new things here,” she says.

Thank you for giving kids like Jennifer a safe place to play and learn while their parents and grandparents work hard to provide for them. Your support is a blessing to families who need a little extra help this summer.

*Names and photos changed to protect privacy.

salvationarmyny.org/hope
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DIVISIONAL COMMANDER

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Divisional Leaders
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Please consider becoming a True Neighbor by signing up online to make monthly donations. Your regular gifts will be used to do the most good year-round by providing nutritious meals for hungry children, disaster services, and relief for struggling neighbors.

@salvationarmyny - www.salvationarmyny.org