



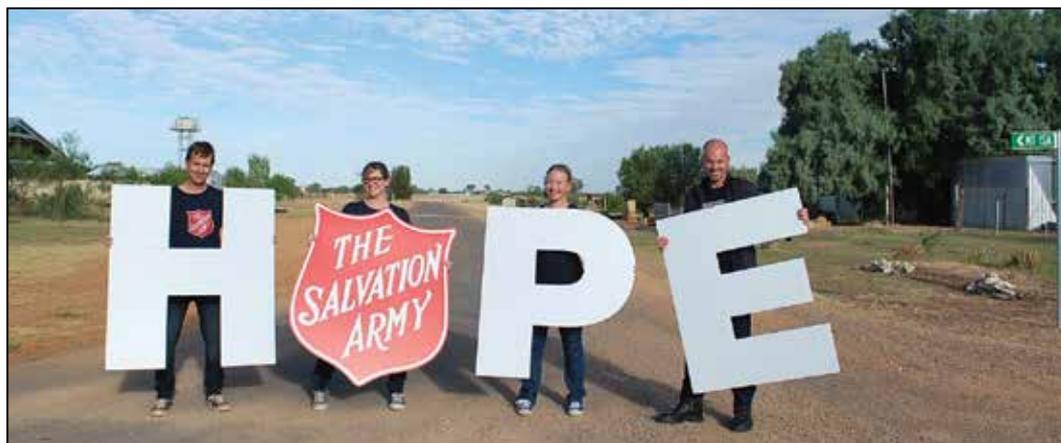
THE MARKET

Australia is often referred to as the lucky country, but The Salvation Army's 2017 National Economic Social Impact Survey proves not everyone is given a fair go.

The report reveals 69% of respondents struggle to get enough food and 66% live with extreme housing stress. Single parents are the worst affected, many living off just \$14.35 a day.

The statistics are staggering, and their impact is crippling for most Australians.

Homelessness, family and domestic violence, addiction and disaster are among our country's biggest social issues, and remain the greatest challenges for our communities and The Salvation Army.



HISTORY

The Salvation Army was founded in 1865 in the slums of London by William Booth, a former Methodist minister, and his wife Catherine. During a time when poor and working class people were shunned from church, Booth wanted to make church accessible for the whole community.

Originally known as the Christian mission, the organisation was renamed The Salvation Army in 1878 and adopted a structure based on military lines.

Despite his intention to encourage London's poverty-stricken to attend mass, they were regarded as outcasts by the wealthy elite who dominated the congregations. Booth felt compelled to provide a permanent,

inclusive organisation that would offer ongoing spiritual care while initiating long-term social change.

In its earliest days, The Salvation Army founded many social initiatives to accompany its spiritual ministry, including shelters, food banks, legal aid, employment services and missing persons bureaux.

In 1880, the Salvos spirit spread to Australia, with Edwards Saunders and John Gore leading the first Salvation Army

meeting from the back of a greengrocer's cart in Adelaide's Botanic Park.

When Gore said, "If there's a man here who hasn't had a square meal today, let him come home to tea with me," little did he realise that within a century, The Salvation Army would grow to provide 55,000 meals to the hungry every week.

Unbeknownst to him, Gore was expressing the ethos of an organisation which, from its earliest days, was committed to meeting the holistic needs of individuals.

In a climate where religion had failed to gain acceptance, Saunders, a railway worker, and Gore, a builder, presented themselves as ordinary men. Without theological training or the status of ordination, they invited their audience to attend a meeting of The Salvation Army that evening.

With a small, yet committed congregation, Saunders and Gore formed a Corps (church) under Gore's temporary leadership. After an appeal to London for officers, Captain and Mrs Thomas



ACHIEVEMENTS

The mission of The Salvation Army is often referred to as "Christianity with its sleeves rolled up". And Australians couldn't agree more, with most of us agreeing that the organisation is one of the most trusted and well-respected charities in the country. ¹

In the last year alone, the Salvos provided over 50,000 families with emergency relief assistance, helping them to rebuild their lives. They assisted more than 7000 people experiencing homelessness and supported over 2500 women suffering from domestic violence. It runs countless programs, large and small, aimed at 'serving suffering humanity' at local level across the country.

Giving hope where it's needed most sums up much of The Salvation Army's work, with officers and staff committed to providing care and compassion to Australians in crisis, and support over the long journeys that can follow.





digital and cinema, but also rely heavily on public relations, community engagement and empowerment, direct response mailing and social media.

BRAND VALUES

Giving “hope where it’s needed most” is an effective strategy for The Salvation Army, being recently voted the number one charity Australians are most likely to donate \$20 to. ³

The iconic Red Shield logo – synonymous with care and compassion – is a drawcard for corporate sponsors and other charities alike. Despite their relatively small number of uniformed Salvationists, the Salvos have a distinctive presence in the community and role in Australian culture.



Sutherland arrived in 1881.

From its humble beginnings, The Salvation Army grew rapidly. It earned its reputation for compassion on frontline during world conflict, assisting troops, burying the dead and dispensing warm cups of tea. Often, the Salvos were considered as much a part of the fighting forces as the soldiers themselves.

Today, you can find The Salvation Army in city streets, on rural farms and in suburban centres. They are among the first to respond in times of crisis, emergency and natural disaster, offering comfort and support.

THE PRODUCT

The Salvation Army’s network of social services is as diverse as the areas of need within the communities they serve, and include:

- Aged care
- Chaplaincy and rural support services
- Children’s services
- Community services
- Court and prison services
- Crisis and supported accommodation
- Employment services
- Family tracing
- Financial counselling
- Drug, alcohol and gambling recovery services
- Disability support services
- International development
- Youth support
- Rural chaplaincy
- Suicide support and prevention programs
- Strategic disaster management
- Emergency services

RECENT DEVELOPMENTS

The Salvation Army is increasingly regarded by governments and business as an effective, efficient and caring model for social welfare.

Their innovative model for recovery - the Bridge Program - has helped thousands of people overcome addiction. Person-centred and purposeful, the program targets a participant’s holistic wellbeing from induction to recovery, through to re-entry and extended care. It is delivered in all residential Therapeutic Communities and forms part of the Army’s network of specialised social services. The model is reviewed and evaluated by the University of Wollongong on an ongoing basis, ensuring The Salvation Army can make informed decisions regarding its effectiveness and development.

The Salvation Army Family Tracing Service (formerly Missing Persons) is the only service of its kind in Australia, and finds over 40 missing people every month. ²

In recent years the Salvos have become vocal advocates for survivors of human trafficking and modern day slavery.

PROMOTION

Each year The Salvation Army launches an integrated and coordinated community campaign to promote its core fundraising drive, the Red Shield Appeal, which culminates in the Red Shield Doorknock Weekend.

The Red Shield Appeal’s community engagement program is enviable and so far yet to be replicated by any other Australian charity, as every year in May thousands of community fundraisers hit the streets to “doorknock” for donations.

The organisation also runs a major Christmas appeal every year. While the focus of support changes yearly, the overarching message of hope where it’s needed most continually compels thousands of Australians to donate.

Both campaigns utilise traditional media, including television, radio, print, out-of-home,

THINGS YOU DIDN'T KNOW ABOUT THE SALVATION ARMY

- The Salvation Army operates in 127 countries.
- The Salvos’ Family Tracing service locates missing people all over the world, working with their counterparts in many cultures all over the globe. The service has been running for over 80 years.
- The Salvation Army raised \$55,000 using credit card tap donation machines for the Red Shield Appeal 2017, a first of its kind in face-to-face fundraising.
- The Salvation Army’s Freedom Partnership works with survivors, communities, businesses and governments to end modern slavery in Australia.
- The Salvation Army started the world’s first job-matching service in the late 19th century. The Labour Bureau opened in Melbourne to provide soup and job-seeking opportunities for people affected by the Great Recession, and became an early template for modern employment services. William Booth maintained “work for all” was a critical goal for his work.
- Salvos Funerals was established in 2017 to offer affordable services and support to bereaved families of any faith, with all profit directed back into the community.
- Despite many being pacifists, Salvation Army personnel served as chaplains on the front lines during both World Wars, and in every Australian conflict since the Boer War.

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