

**THE SALVATION ARMY  
SOUTHWEST DIVISION  
2025 ANNUAL REPORT**





## THE SALVATION ARMY - YOUR GENEROSITY IN ACTION

The Salvation Army Southwest Division – serving Arizona, New Mexico and Southern Nevada – helped over 525,000 people in 2025 through a range of social services. By providing food for the hungry, shelter and clothing for people experiencing homelessness, rent and utilities assistance, disaster relief, respite and relief from extreme weather, senior activity and outreach, adult rehabilitation, opportunities for underprivileged children, holiday assistance, and emotional and spiritual support, The Salvation Army is doing the most good at nearly 60 units across the Southwest.

Thanks to generous community support, the division is growing to meet increased needs.

The Salvation Army Tempe [dedicated a new 14,000-square-foot corps community center](#), complete with a new Hope Client Choice Food Pantry, which was later stocked with a literal ton of food after a [Public Safety Food Drive](#).

The Army broadened its service to those in need in the Yuma area by [opening a new satellite location in nearby San Luis](#), serving nearly 1,000 people with emergency food assistance, case management, and utility assistance in the first six months.

[A fourth thrift store](#) in the Las Vegas area was opened, a 9,000-square-foot facility to support The Salvation Army's Las Vegas Adult Rehabilitation Center (ARC), funding its 117-bed residential program for men and women through the sale of donated goods.

The Chandler and Prescott Corps Community Centers added the Pathway of Hope program, providing targeted support for families with children to navigate complex community systems by providing long-term case management.

We are a tax-exempt 501(c)(3) organization, and contributions are deductible for federal income tax purposes (There is also a state tax credit in Arizona.) to the extent permitted under Section 170(b)(2) for corporations.

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

The Salvation Army ranks #6 on Forbes' latest list of [America's Top 100 Charities](#).

For more information, visit [SalvationArmySouthwest.org](https://www.SalvationArmySouthwest.org) and follow us on [Facebook](#), [YouTube](#) and [LinkedIn](#); #DoingTheMostGood #GiveWithJoy.



# Corps Community Centers

## Arizona

- Apache Junction
- Bullhead City, Arizona/Laughlin, Nevada
- Casa Grande
- Chandler
- Estrella Mountain
- Flagstaff
- Glendale
- Mesa Citadel
- North West Valley
- Phoenix Citadel
- Phoenix Maryvale
- Prescott
- Ray & Joan Kroc Center Phoenix
- Sierra Vista
- Tempe
- Tucson All Nations
- Tucson Amphi
- Yuma

## New Mexico

- Albuquerque Citadel
- Albuquerque Temple
- Clovis
- Farmington
- Hobbs
- Las Cruces
- Roswell
- Santa Fe


## Nevada

- Henderson United
- Las Vegas Citadel

## Service Centers

- Alamogordo, New Mexico
- Globe, Arizona
- Green Valley, Arizona
- Kingman, Arizona
- Lake Havasu City, Arizona
- Mesquite, Nevada
- Pahrump Valley, Nevada
- Quartzsite, Arizona
- Verde Valley, Arizona
- White Mountain, Arizona

# 2025 Impact




**525,212**  
People Assisted



**9,791**  
Households Receiving Rent or Utilities Assistance



**1,946,049\***  
Meals Served  
\*Includes meals from food boxes



**149,852**  
Clothing Items Distributed



**638,535**  
Days/Nights of Shelter Provided



**291,472**  
Personal Comfort Kits Provided



# Changing Lives



“If you follow the rules and take advantage of the programs The Salvation Army provides, it truly pays off. You can build a better life, and if you put in the work, the only reason you’ll return is to say, ‘Hi,’ and ‘Thank you.’” Needing emergency housing, Margaret Wildman found hope at the Hospitality House in Tucson. With the Army’s help, she and her family **started a new chapter**.

“This is the most rewarding thing I’ve ever done in my life,” said Mike Fusco, part of a Salvation Army team in Henderson, Nevada, that helps people experiencing homelessness get back on their feet. Watch the full story **HERE**.

“I feel lucky The Salvation Army was there, stepping in when I had no idea what to do next ... I want to help others see that they can overcome whatever they’re going through.” The Salvation Army Street Level team in Tempe, Arizona, helped set 22-year-old Salem Grimm on a path from being unhoused in 110-plus degree heat to finding a job in the automotive industry. **Read here** about Salem’s journey.



“When you teach a child to use their hands and their mind and then at the end, the finished product is where they can sit on a bike and ride it off ... that smile that they get is unbelievable. It’s out of this world.” Salvation Army Phoenix Maryvale Corps Officer Joseph Cisneros, on **the impact of the corps’ bike program**.

“Everybody needs to be fed spiritually,” says Diana Flermoen, who worked with The Salvation Army in Yuma, Arizona, to offer a **Vacation Bible School** for her son, Adam, and other disabled adults.

“They gave me the chance to breathe, to think, and to realize that I still had hope.” Multiple health challenges forced Terri Nacke onto the streets. The Salvation Army **helped her attain permanent housing** and hope for the future.

“I can only imagine when a kiddo gets a blanket like that, and they know that someone has personally put their hands on this to make for someone they don’t even know—I just love that feeling.” Eva McElroy, a long-time volunteer at The Salvation Army corps in Sierra Vista, Arizona, is proud to be part of the Army’s collaboration with **Project Linus**.



# Feeding the Hungry

**The Salvation Army fights food insecurity of people and families by providing congregate meals, holiday meals, home-delivered meals, food pantries, food boxes, and more – 1.95 million meals in all in 2025.**

In Roswell, New Mexico, The Salvation Army operates an emergency food bank of nearly 22,000 square feet that averages a distribution of 3,000-4,000 food boxes per month, impacting more than 600 families. The corps community center also delivers 250 meals per week to people experiencing homelessness.



The Salvation Army Owens Campus in Las Vegas serves a daily congregate meal for hundreds of people in need, and throughout Southern Nevada, The Salvation Army provided over 440,000 meals to hungry neighbors in 2025.



In Sierra Vista, Arizona, The Salvation Army feeds thousands of people per month with a drive-thru food box distribution, a community meal, donations of fruits and vegetables from local grocers, and by bringing food to nearby Huachuca City, Hereford, and the rural Palominos area. The corps community center also offers an immensely popular kids culinary arts program that teaches youngsters how to make healthy, nutritious meals on their own.



The Salvation Army in Mesa, Arizona, collaborates with United Food Bank on its grocery store food rescue program, gathering and distributing unexpired food untouched on local grocery stores shelves that might otherwise be thrown away.



Several Salvation Army units in the Southwest offer “client choice” food pantries, giving shoppers the dignity of choosing foods they like and know how to prepare as an alternative to a prepackaged food box.



# COMBATTING & PREVENTING HOUSING INSECURITY

*Local Salvation Army programs provide emergency food, financial assistance, basic material needs, and access to community resources to keep families in their homes and help unsheltered people locate permanent housing opportunities.*

The Salvation Army **Phoenix Family Shelter** has 24 family units that can accommodate families large and small and is committed to addressing the significant gap in the continuum of care for families with children and giving them the tools to become self-sufficient. **Around 85 percent of people who entered the shelter in 2025 moved into stable housing.**

## 2025: 9,791 HOUSEHOLDS RECEIVED RENT OR UTILITIES ASSISTANCE

**Pathway of Hope** functions as a crisis interruption strategy focused on workforce stability, housing protection, and whole-family well-being. Short-term disruptions such as missed income, childcare gaps, medical expenses, or system barriers can destabilize otherwise functioning families. Crisis interruption ensures those disruptions do not escalate into job loss, eviction, repeat emergency assistance, or generational instability.



Salvation Army mobile outreach units across the Southwest check on the welfare of street-bound families and individuals, providing referrals to receive food, shelter, and replacements of personal identification and documentation, as well as helping to complete paperwork required to receive additional assistance – all designed to move people from the dangers of the streets to safe, affordable housing.

The Laura Danieli Senior Activities Center in Phoenix and The Salvation Army Silvercrest Senior Residence Centers in Phoenix; Las Vegas; Mesa, Arizona; and Albuquerque, New Mexico, provide activities, fellowship, and low-income, subsidized housing for seniors to help maintain their quality of life.



The **Hospitality House** in Tucson, Arizona, is a 114-bed facility, open 24/7, providing emergency shelter for adults and four family apartments (Motel vouchers may be available to assist in housing additional families.). The facility offers laundry, showers, television, and dining.

Guests receive two meals per day and access to case management, health and medical assistance, referrals to employment services, life skills guidance and training, and worship services.

Programs are targeted to emergency housing needs as well as options for both short term (21-day emergency shelter) and long term (4-month transitional) assistance.



## OWENS CAMPUS

*The Salvation Army Southern Nevada features an impressive, five-acre complex in Las Vegas known as the Owens Campus, which offers daily congregate meals, shelter space, and an abundance of the other services.*

**Shelter** – Sheltering nearly 500 people each night and providing laundry machines, showers, hygiene kits, clothing, and bus passes. Additionally, men’s and women’s hostels are available for rent by the day, week, or even the month, providing a more stable setting for people experiencing homelessness in the process of transitioning back into society.



**Lied Transitional Housing** – As shelter clients secure employment, they have the opportunity to stay in one of around 70 Lied Apartments at a reduced rate, allowing them to continue case management and learn how to manage their finances and develop habits necessary for self-sustainability.

**Vocational Training** – Providing work readiness, life skills, and on-the-job training – along with job search and job placement services to support clients along each step on their journey to becoming contributing members of society. Low-income individuals can also receive additional skill training to earn higher wages that will support independent living.



**SEEDS of Hope** – Works to identify and restore survivors of all forms of human trafficking. Services include emergency shelter, holistic healing intervention, mental health counseling, group therapy, treatment for issues with substance use, medical & dental care, employment assistance, and more. There are 15 beds available for human trafficking survivors.



**Veteran Services** – Vets on the streets can move into short-term shelter to stabilize, and long-term housing is available for those experiencing harsher effects from PTSD, issues with substance use, and other challenges.





# Emergency Disaster Services

*“Finally, I find myself being surrounded by people willing to enable me to start again. What more can you ask for in life? It’s a daily struggle but with purpose, with movement, with hope. It’s not just the shelter, clothing or meals provided, but the humanity of a hug, a conversation, a smile ... those things that are free yet rarely freely given. These are the things that help one stand again. I thank you all so much.”*

Words from flood survivor Jesse Dean.

In 2025, The Salvation Army **Emergency Disaster Services** (EDS) responded to natural disasters across the Southwest, including flooding in the Globe-Miami area of Arizona, the Trout Fire in Silver City, New Mexico, and flooding in Ruidoso, New Mexico. In total, **28,832** disaster survivors received emotional and spiritual care and **\$194,461** in financial aid – and the following items were provided:



**18,589**  
meals



**8,033**  
food boxes



**261,593**  
snacks



**16,915**  
beverages &  
cases of water



**17,423**  
cleaning supplies  
& cleanup kits



**6,195**  
clothing items



**5,447**  
comfort/hygiene  
kits



**73,727**  
infant supplies



**5,694**  
pet supplies



**\$875,406**  
worth of in-kind  
donations

For 125 years, The Salvation Army has given hope to survivors of natural disasters, and we thank our donors, volunteers and community partners. Your compassion and generosity ensure that communities in crisis receive the immediate and long-term support they need to heal, rebuild, and move forward with strength. **Together, we fight natural disasters with acts of God.**

To help people in crisis during disaster situations, donate today at: [salarmy.us/SWEDS](https://salarmy.us/SWEDS)



# Developing Youth and Strengthening Families

Healthy minds and bodies are crucial elements of youth development, and Salvation Army after-school programs foster a sense of community and belonging. Children can participate in athletics, fostering a love for health and fitness while learning teamwork and leadership skills. Programs are also designed to inspire and challenge the mind, providing academic support and homework help. We encourage curiosity and exploration through creativity in music and the arts as well.



Salvation Army summer camps give disadvantaged kids the opportunity to learn new skills, make friends, and create lasting memories – impactful childhood experiences that too often are only enjoyed by children from higher-income homes. **Camp Ponderosa Ranch** in scenic Heber, Arizona, hosts hundreds of campers annually, including a week exclusively for children of military families. Nestled in God’s nature, kids experience fellowship, archery, basketball, soccer, carnival games, arts and crafts, hiking, group games, camping, a climbing wall, a splash pad, and a zip line – all while building character.

The Salvation Army **Ray & Joan Kroc Center** Phoenix is a 147,000 square-foot community center located on 17 acres that has offered athletics, recreation, education, music, arts, spiritual guidance, and support to the Valley of the Sun since opening as The Salvation Army Youth & Family Center more than a half century ago.



The Kroc Center offers something for the whole family: a church, indoor waterpark, football/soccer fields, three regulation basketball courts, baseball diamond, 30-foot climbing wall, exercise center and classes, performing arts theater, library, café, and health and wellness center.

**Scholarships are available to alleviate the costs of attending Camp Ponderosa and for Kroc Center memberships.**



A family-driven approach is at the heart of the Mike Michaels Activity Center, on the campus of The Salvation Army Phoenix Family Shelter. A model of “Recreate to Re-create” is designed to restore normalcy to families by helping them learn and heal through play. Recreation and fun activities can help families experiencing homelessness normalize, stabilize, and improve their overall quality of life. It is believed the Mike Michaels Activity Center is unique to The Salvation Army in the U.S.





# Adult Rehabilitation

*The Salvation Army is the largest provider of residential adult rehabilitation services in the country, empowering individuals to build healthy, fulfilling lives. These programs are provided on a charitable basis, generally at no cost and with no insurance required. Program participants facing various life challenges, including problems related to substance use, find hope and healing through spiritual, emotional, and social support, helping them regain stability and self-sufficiency.*

The Salvation Army's [Adult Rehabilitation Center](#) (ARC) programs across the western U.S. help some 50,000 people a year.



“It’s a holistic program. The ARCs are really a life rehabilitation center,” says Major Mark Nelson, ARC Commander in the West. “For the people that come to us, life has gone off the rails, and we help them find it again, to live the life potential that God has planned for them.”

The ARCs offer a six-month residential program. Nelson adds, “I’ll say many of our people have addiction issues, but there are all kinds of issues. There are a growing number of people on the spectrum. There are people that just can’t quite make it in life. They can’t adhere to cultural norms. So, we use 12-step principles as a helpful framework for everybody, because it’s a helpful framework, and it provides a support network to address all those kinds of issues.”

Salvation Army thrift stores in the Southwest offer low-cost, gently-used clothes and household items generously donated by the public. Why is this important to know? Sales from those stores provide the bulk of the financial support for ARCs in Phoenix and Las Vegas, as well as the adult rehabilitation program in Albuquerque, New Mexico. This is how the Army’s adult rehabilitation programs can be offered at no cost.



Nelson says he sees miracles every day. “We read about miracles in the Bible, but I see God change people where it’s not possible. They’re too far gone. I’d look at them, and I’d say they’d never make it, but He makes it happen over and over again. Those are miracles.”



One of those miracles is Lt. Nick Carrillo, a Salvation Army corps officer right here in the Southwest (Hobbs, New Mexico). [CLICK HERE](#) to learn how the ARC helped transform his life.

Visit [SATruck.org](https://SATruck.org) to find a thrift store, other donation drop-off sites, and additional information about the Army’s adult rehabilitation programs.



# BRIGHTENING THE HOLIDAYS

## 2025: Lifted the holiday spirits of nearly 100,000 people in the Southwest

### RED KETTLES

The iconic Red Kettle Campaign is The Salvation Army's largest annual fundraiser and raises around 15 percent of the gifts to The Salvation Army Southwest Division for the entire year.

In its 135th year, caring people donated over \$3 million to the Red Kettle Campaign in the Southwest.

Volunteer bell ringers are vital to the effort, raising an average of \$80 an hour, and since they are volunteers, more of those donations can fund the programs and services The Salvation Army has to help people.

Bell ringing is fun, easy, and an excellent way to give back to the community. For groups, organizations and companies, it is great for team building and a fantastic way to embrace the spirit of the season.

For many, donating to Red Kettles is a family tradition passed down to future generations. Kids love putting money into a kettle, and that is a great opportunity for adults to talk to their kids about how those donations help people in need.

### CHRISTMAS ANGEL

Imagine your family is struggling financially and can't afford to buy Christmas presents for the children. How devastating would that be? Many families find themselves in that exact situation, but The Salvation Army Angel Tree and Christmas Angel programs relieve the angst. Generous, big-hearted donors buy toys for kids in need (well over 250,000 toys last year), and the joy of the season is experienced by the entire family.

The Salvation Army is extremely thankful for the owners of a Tucson, Arizona, toy store that made an amazingly selfless gift to families in need. Watch the story [HERE](#).

### HOLIDAY MEALS

Salvation Army congregate holiday dinners are more than just meals, they are events where individuals and families can enjoy food, fun and fellowship with hot, nutritious meals, entertainment, and services. We also deliver meals and smiles to our homebound neighbors who are unable to join us. During this past holiday season, The Salvation Army provided over 120,000 meals across the Southwest, including meals from emergency food boxes.



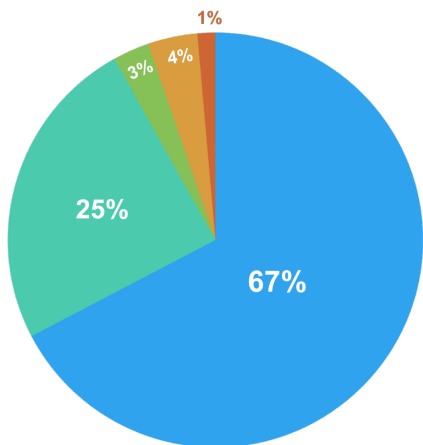


# Financials

Fiscal Year 2025 (Oct. 1, 2024-Sept. 30, 2025)

## REVENUES

Total: \$80,316,810



Public Support & Government Funds \$54,079,320



Associated Organizations \$19,174,612



Membership & Program Revenues \$2,269,591



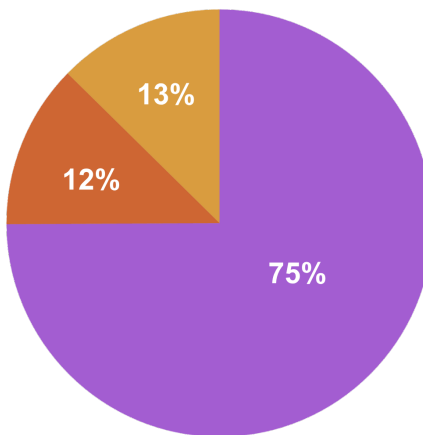
Sales to the Public \$3,101,607



Other Revenue \$1,120,180

## EXPENSES

Total: \$81,673,706



Program Services \$61,186,853



Management & General \$10,162,150



Fundraising \$10,324,703

Change in Net Assets: **-\$1,356,896**



Around 82 cents of every dollar donated to The Salvation Army nationally go directly to fund programs to help people who need it most. **Local donations stay in your local community.**

## GET INVOLVED

### DONATE MONEY

Visit [SalvationArmySouthwest.org](https://SalvationArmySouthwest.org) or call 602-267-4100 to learn more about donating with cash, credit, planned giving, crypto currency, and more. You can even ask Alexa to, "Make a donation to The Salvation Army."

### DONATE GOODS

Visit [SATruck.org](https://SATruck.org) to find locations to donate clothing and household items to a Salvation Army Family Thrift Store near you. To donate food and other items of need in your community, please contact your local Salvation Army location.

### VOLUNTEER

Volunteers are the army behind The Salvation Army - an army of generous and compassionate individuals vital to our mission of meeting human needs without discrimination. Visit [volunteer.usawest.org](https://volunteer.usawest.org) to find dozens of volunteer opportunities in your community.

### CONNECT AND ENGAGE WITH US

Visit [SalvationArmySouthwest.org](https://SalvationArmySouthwest.org) and follow us @SalvationArmySW on Facebook, YouTube, and LinkedIn; #DoingTheMostGood #GiveWithJoy



## LOVE HAS AN ARMY: THE SALVATION ARMY



For many clients, a warm bed or meal is just the beginning. The Salvation Army's holistic services provide a hand up, not a handout.

The Army's faith-based mission embraces that all people should be treated with dignity and that no one should be defined by their challenges or circumstances – replacing stigma with help, healing and hope.

The late Peter Drucker, often described as the founder of modern management, once said in an interview with Forbes magazine, "The Salvation Army is by far the most effective organization in the U.S. No one even comes close to it in respect to clarity of mission, ability to innovate, measurable results, dedication, and putting money to maximum use."

National Salvation Army Week, observed annually in May, was first declared by President Dwight D. Eisenhower in 1954. In the proclamation, President Eisenhower noted, "Among Americans, The Salvation Army has long been a symbol of wholehearted dedication to the cause of human brotherhood ... Their work has been a constant reminder to us all that each of us is neighbor and kin to all Americans. Giving freely of themselves, the men and women of The Salvation Army have won the respect of us all."

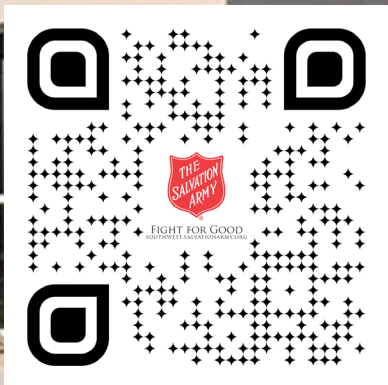
The Salvation Army was on the frontlines in World Wars I and II, offering comfort and pastoral guidance. During World War I, The Salvation Army served donuts – frequently cooked in battle helmets – to U.S. troops in the field, and many soldiers became hooked on the pastries. Thus, The Salvation Army is often credited with popularizing the donut in the U.S. In 1938, The Salvation Army created National Donut Day, observed on the first Friday of June, to honor the female Salvation Army officers, called "Donut Lassies," who served the troops overseas.

The Salvation Army is an Equal Opportunity Employer and committed to providing a respectful environment for all applicants and employees that is free from unlawful discrimination or harassment based on age, race, color, religion, sex, national origin, marital status, disability, citizenship, sexual orientation, gender identity, gender expression, or any other characteristic protected by law. Such equal opportunity for employment will apply to recruitment and hiring, training, promotion, salaries, and other compensation, transfers and layoffs, or termination.

In providing its programs and services, The Salvation Army is committed to accommodating all those in need without unlawful discrimination or harassment based on age, race, color, religion, sex, national origin, marital status, disability, citizenship, sexual orientation, gender identity, gender expression, or any other characteristic and in accordance with our capacity to help.

# THE SALVATION ARMY SOUTHWEST DIVISIONAL HEADQUARTERS

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Scan the QR code  
to learn more about  
how you can support  
the Army's mission.