



CHARITY PROFILE

Name: The Salvation Army

ABN: [NSW -46 891 896 885 Qld – 22 035 976 360]

Deductible Gift Recipient: Yes

Geography: [National Presence located in all States and Territories
Providing 521 Social Centres/Programs and 308
Community Welfare Services]

Breakdown of services provided by cause area – indicate all that apply:

X	% Aged care		% Hospitals
	% Animal Welfare/Preservation	X	% Human Rights
	% Arts and culture	X	% Indigenous People
	% Cancer	X	% International Aid and Development
X	% Children and Families at Risk		% Major Diseases/Medical Research
	% Children's Illnesses and Disabilities		% Mental Illness
	% Conservation/Environment	X	% People with Disabilities
X	% Drug/Alcohol/Gambling Addictions	X	% Poverty/Homelessness/Unemployment
X	% Education	X	% Refugees/New immigrants
X	% Emergency/Disaster Services	X	% Youth at Risk
X	% General		

SUMMARY PROFILE

For over 130 years, The Salvation Army has been offering support and care to some of the most marginalised and disadvantaged people in our communities. We believe that no one should have to go it alone and journey with our clients for the long run. Today, The Salvation Army is one of the largest providers of social and welfare services in Australia.

DETAIL

Why does the charity exist? Describe its vision:

To empower the poor and disadvantaged, offering support without discrimination. We aim to give hope where it's needed most.

What does the charity do? Describe its mission, including key programs/services:

Every week, thousands of Australians turn to us for help – for shelter, food, a refuge from domestic violence, for counselling and many other needs. Our areas of focus are youth, homelessness and emergency assistance, recovery services (drug and alcohol rehabilitation), rural and emergency (disaster) services.

The Salvation Army helps over one million Australians every year with the following support – community support services, crisis and supported accommodation, youth support, recovery and detox services, employment services, emergency services, rural and outback support, Red Shield defence services, family tracing service, financial counselling, telephone counselling, aged care, suicide support, people with disabilities, professional counselling service and community care ministries.]

List up to three key statistics relevant to the charity's cause:

- According to the Census of Population and Housing, 42% of Australia's homeless community consists of young people under the age of 25. For women, domestic and family violence is a significant driver of homelessness in Australia.
- Australia has one of the lowest rainfalls in the world with around three-quarters of land classified as arid or semi-arid, making it the driest continent in the world. Conditions are worsening across the country with more than 80 per cent of Queensland now drought affected and other states experiencing severe rainfall deficiencies.

Describe the potential impact of workplace giving donations (if the charity directs workplace giving donations to a particular area of work, describe the work). Consider explaining this as \$ handle impact statements:

- Donations from Workplace Giving Programs go into funding our programs and services across NSW, QLD and ACT. Your donations mean a bed for someone who is homeless, food for someone in need, or new start in life for someone with addiction.
- \$10 will provide a meal for someone in need
- \$28 will provide an after-school program for children at risk of homelessness
- \$60 helps provide a food hamper for a struggling family

Describe the benefits of partnering with the charity (eg dedicated contact, bi-annual meeting, promotion on charity website, use of charity logo, invitation to site tours, recognition in charity publications, etc.)

- By partnering with The Salvation Army through workplace giving, you and your colleagues will receive regular updates on the difference your donations have made. You can also receive further opportunities to be involved with The Salvation Army through volunteering and team-building opportunities.

Describe how the charity will measure employer and employee workplace giving donation impact:

- The impact of workplace giving donations will be measured through the year-end financial report, our annual reports and our impact reports. Workplace Giving donations that

are designated to a specific program or project will receive feedback directly from that program.

- The Salvation Army is also currently implementing a social impact methodology framework across the organisation. From early 2017, we will be able to provide a more robust picture of longer-term impacts of our services on those we support.]

Describe how the charity will communicate workplace giving donation impact to employer partners:

- Corporate supporters of The Salvation Army will receive a regular eNewsletter to let them know the impact of their donations along with having access to public information on our website such as financial reports, our annual reports and our impact reports. Your contact at The Salvation Army, can also arrange for presentations or speakers to come to your workplace and talk to staff about what The Salvation Army does and where your donations will go. The corporate partnerships team is also available to have any one to one discussions via the telephone advising of how donations have made a difference.

Are there other ways the charity can provide engagement opportunities for staff?

- In addition to Volunteering opportunities (which includes "skills-sharing"), The Salvation Army can provide personal updates to employers in the form of expos and opportunities to hear directly from people who have benefited from Salvation Army services.

(Optional) List current corporate partnerships (highlighting any workplace giving supporters)

We value the support of our corporate partners. To see a comprehensive list of our major national partners, please visit <https://salvos.org.au/get-involved/corporate-support/our-partners/>

Key financial information:

	FY 2015	FY2014
Total revenue (from all sources)	\$375,788,000	\$391,862,000
Revenue from Government	\$187,117,000	\$203,061,000
Revenue from fundraising	\$38,507,000	\$47,966,000
Revenue from workplace giving		
Cost of fundraising (as a %) of total funds raised		
Net surplus / deficit		

** ACF recognises that industry standards do not exist for measuring the costs of fundraising. If there are aspects of your fundraising that require explanation (e.g. a start-up community organisation will generally incur higher COF), please provide a commentary below.*

Contact details:

Role:	Name	Direct Phone	Email
Key Contact	Ms. Andrea Riddell	02 9466 3101	andrea.riddell@ae.salvationarmy.org
CEO	Commissioner Floyd Tidd		

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