



**DOING
THE MOST
GOOD™**

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10 REASONS WHY SOMEONE SHOULD GIVE TO THE SALVATION ARMY OF LOUDOUN COUNTY

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2010 Statistics

1. The Salvation Army of Loudoun County has been meeting challenges of Loudoun's needy for 38 years – 365 days each year, helping people grow, one life at a time. The Salvation Army of Loudoun County is a perennial favorite “civic/support organization” in *Leesburg Today's* annual “Best of Loudoun” reader poll, including first place in 2010.
2. During Christmas 2010, The Salvation Army of Loudoun County assisted 959 children and 1,725 people in all, including the elderly.
3. During the Christmas season, our community's needy families were given \$7,541 in food vouchers.
4. 10,161 items were given to 2,372 people in need through our Apple Tree and Angel Tree Programs, providing back-to-school essentials and Christmas presents so needy children and elderly know that they are loved.
5. Many needy, including the elderly, depend on The Salvation Army for help with emergency utility, rental and medical assistance. 4,483 items, including clothing/furniture was given to the needy with the help of 451 volunteers totaling 2,064 volunteer hours. Providing a “hand up,” we assisted 4,310 needy people in 2010.
6. We served Thanksgiving dinner to 200 homeless and other needy.
7. Our volunteers contributed more than 4,308 hours to help make our annual Apple Tree, Angel Tree and Bell Ringing/Red Kettle programs a success. People enjoy helping others.
8. Our new feeding program fed 5,200 people in the Loudoun County area, a program utilized once a week to help the homeless and people in need. 2,964 volunteer hours with the help of 295 volunteers.
9. Since 2000 we have experienced a 179% increase in the number of people we serve. And the need continues to grow in our community.
10. The Salvation Army of Loudoun County is providing four times the number of services we did four years ago. Our officers and staff work with other community agencies to provide unique solutions – sometimes as the only resource for the needy – while avoiding costly duplication of services. We pride ourselves on the efficiency of our operation. From each dollar that is contributed to The Salvation Army, 82 cents goes to the actual provision of services to the needy. The late management expert Peter Drucker once told *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.”

SEND DONATIONS TO: The Salvation Army, PO Box 47, Leesburg, VA 20175

