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SALVATION ARMY LOOKS TOWARD FUTURE

Massachusetts Division will Discontinue Affiliation with the United Way - of Massachusetts Bay and Merrimack Valley

Canton – (August 26, 2010) – The Salvation Army of Massachusetts announced today that it will discontinue its affiliation with the United Way of Massachusetts Bay and Merrimack Valley as it positions the organization for the future. This strategic move will allow The Salvation Army to best plan for, execute and fund the vital programs and services it provides to communities in Massachusetts Bay and Merrimack Valley.

“This decision is necessary for us to fulfill our mission of providing critical programs and services that tens of thousands of Massachusetts residents rely on every year – especially during this tough economy,” said Major William Bode, Divisional Commander of The Salvation Army’s Massachusetts Division. “We value and appreciate the tremendous work of the United Way and we hope that residents and community and business leaders will continue to support both organizations.”

The Salvation Army has experienced significant cuts in funding as the United Way has shifted its focus and priorities to programs and services other than those provided by The Salvation Army. About 20 years ago The Salvation Army received over \$1 million from the United Way of Massachusetts Bay while our allocation this year from the United Way of Massachusetts Bay and Merrimack Valley is \$171,000 or down to less than three percent of The Salvation Army’s operating budget in the Massachusetts Bay and Merrimack Valley service areas.

United Way donors who have supported The Salvation Army in the past will still be able to donate directly to the organization at www.SalvationArmy-MA.org or by calling 339-502-5900. In addition, for the first time The Salvation Army will be able to participate in a variety of corporate workplace giving campaigns and offer a payroll deduction option to employees at participating businesses. The Salvation Army is currently reviewing options to grow contributions and will have additional updates in the coming months.

The generous support of volunteers and donors is a critical part of The Salvation Army’s ability to operate so substantively in Massachusetts. In 2009, the organization’s 43 centers of operation provided more than 1.1 million meals and almost 300,000 nights of shelter to people in need.

For more information on this and ways to support The Salvation Army, please visit www.SalvationArmy-MA.org.

About The Salvation Army

Whether it is shelter for a displaced family or a warm cup of coffee for our brave first responders – hope and healing is the message of The Salvation Army. Since 1865, The Salvation Army has been providing social and spiritual services to communities throughout the world. People given purpose, hearts given hope and souls finding redemption – this has been our mission for more than a century.

With heart to God and hand to man, 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.

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