A growing body of research has provided some alarming statistics. According to The Campaign for Grade Level Reading (gradelevelreading.net), more than 80% of children from low income families are not proficient readers by the end of third grade. By their third birthday, these children have been exposed to 30 million less words than their more privileged counterparts. By Kindergarten, low income children are 12-14 months behind developmentally and, by third grade, they are more than two years behind in critical reading and language skills. These children are also 13 times more likely to drop out of school.

Last year, Onondaga Citizens League released a report focused on early childhood and school readiness. The theme of the report was “Creating a Community Where All Children Thrive by Five.” One of its recommendations was creating an alliance of community leaders from government, education, healthcare, childcare and social service agencies, in order to deliver services more effectively and efficiently. This led to the formation of Early Childhood Alliance Onondaga (ECA), whose leadership is charged with coordinating local resources to support families so that all children are successful in school. The Salvation Army is very excited to be part of this alliance.

Understanding that success in school requires a multifaceted approach, Thrive for Five and ECA have adopted goals and strategies that were developed at the state level for the following areas:

**HEALTHY CHILDREN**

Goal: All young children are healthy and thriving and have access to health care.

**EARLY LEARNING**

Goal: All young children will be successful in school and life

**STRONG FAMILIES**

Goal: All families of young children are supported in their parenting and have knowledge, skills, confidence and resources they need to raise their children in healthy and nurturing environments.

An African proverb states, “It takes a village to raise a child.” At The Salvation Army, we see this each day, as our dedicated staff works hand in hand with other community organizations and an army of volunteers to provide life changing services to children and families. While providing basic needs, such as food and shelter, will always been part of our mission, we understand that breaking the cycle of poverty and helping those we serve reach their full potential requires much more than a hot meal and a warm bed. The Salvation Army offers a continuum of services designed to support children and parents from low income neighborhoods. Working as part of a coordinated community effort, The Salvation Army is committed to helping all children “Thrive by Five.” Investing in our children is the right thing to do, and the research shows that it will benefit all of us in the long run.

How The Salvation Army Helps Children & Families

**Quality Child Care Services**

The Salvation Army serves provides high quality child care for low income families, serving infants, toddlers, pre-school and school age children.

**Early Education Services**

The Salvation Army provides Universal Pre-K (UPK) for 4 year olds, which is expanding from half day to full day. In addition, we collaborate with PEACE, Inc. to offer Head Start services.

**Preventive Services**

The Salvation Army provides home-based case management services for families experiencing challenges that may lead to safety risks for children.

**Teen Parenting Center**

The Salvation Army provides residential services and support for young, homeless mothers and their infants for up to two years, including parenting classes and mentoring.

An African proverb states, “It takes a village to raise a child.” At The Salvation Army, we see this each day, as our dedicated staff works hand in hand with other community organizations and an army of volunteers to provide life changing services to children and families. You can invest in local children by donating your time or resources. To get involved, please call 434-1395 or visit sasyr.org. Thank you for your continued support!
2014 Christmas Bureau

Brightens Holidays for 2,505 Families and 6,620 Children

Thank You to Everyone Who Made Christmas Bureau Possible!

It is not possible to list every single person and organization that lent a hand to this effort, but we would like to recognize some of the special contributions that were received in 2014. Many of these contributors have been helping with Christmas Bureau for several decades.

Christmas Bureau Partners

Throughout the year, The Salvation Army works with these organizations to plan Christmas Bureau Distribution: 174th Attack Wing (NY ANG), C&S Companies, Catholic Charities of Onondaga County, CNY Central, Contact Community Services, Delaney Moving & Storage, Food Bank of Central New York, G&C Foods, InterReligious Food Consortium, Onondaga County Dept. of Social Services, Onondaga County Sheriff’s Dept., The Oncenter, Syracuse Fire Fighters, The Hayner Hoyt Corporation, NewsChannel 9, The Post Standard/Old Newsboys, United States Marines/Toys for Tots, United Way of Central New York/Success by Six, and Wegmans.

Gary Thurston, Chairman & CEO of The Hayner Hoyt Corporation, served as chair of the Christmas Bureau Committee.

Extraordinary Contributions

Christmas Bureau Host Site:  The Oncenter
Food Donations:  Wegmans, G&C Foods, Twin Farms, Food Bank of CNY, Dot Foods, Giovanni Foods, CNY General Federation of Women’s Clubs
Toy and Book Contributions:  U.S. Marines/Toys for Tots, The Post Standard/Old Newsboys, United Way/Success By Six, Syracuse Crunch/Stanley Steemer Teddy Toss
Food and Toy Drives:  45 local schools and 103 local companies
Tickets for Teens:  The Salvation Army’s Young Leaders Advisory Council
Turkey Drive Sponsors:  G&C Foods, CNY Central, B104.7, Tim Hortons, Reisman Foundation, Century Heating & Air Conditioning
Transportation and Logistics:  Delaney Moving and Storage, NY Air National Guard’s 174th Attack Wing, Syracuse Fire Fighters, Onondaga County Sheriff’s Office, Dick Hollington, Bob Salvetti
Toy Table Sponsors:  Aspen Dental, Carrier, C&S Companies, Lockheed Martin, Microsoft, Saab, SRC, Syracuse Chiefs, Syracuse Fire Fighters
Large Volunteer Groups:  DeWitt Rotary, Empire Telecom, First Niagara, Hiscock & Barclay, Hueber-Breuer, Institute of Technology at Syracuse Central, Jamesville-DeWitt Middle School, King of Kings Lutheran Church, New York State Society of CPAs, St. Joseph’s Hospital Health Center, SRC, Syracuse University’s Shaw Center, The Hayner Hoyt Corporation, Wegmans
Coffee & Hot Chocolate:  Tim Hortons (Thompson Road), Paul DeLima Coffee, Starbucks (Marshall Street)
Free Vaccinations at Registration Sites:  Upstate Golisano Children’s Hospital

Volunteers from the NY Air National Guard’s 174th Attack Wing helped recipients load food and toys onto their vehicles.

Onondaga County Undersheriff Warren R. Darby was recognized for his longtime service to Christmas Bureau.

G&C Foods for donated 1,200 turkeys to support local families at Christmas Bureau.

Oralbrite, from Cortland, NY, provided toothbrushes for all families at Christmas Bureau.

SRC provided nearly 70 volunteers for the final shift at Christmas Bureau.

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The Red Kettle Campaign

The Salvation Army's Red Kettle Campaign dates back to 1891 in San Francisco, where Captain Joseph McFee was looking for ways to raise money to provide Christmas dinners to needy men, women and children.

124 years later, The Red Kettle Campaign serves a very similar purpose, allowing The Salvation Army to assist more than four-and-a-half million people in the United States during the holidays and millions more throughout the course of the year.

In Onondaga County, we are blessed with a wealth of donors and volunteers who make our local red kettle season very special. We are often asked the question, “Did you reach your goal?” Our answer is, “Yes, our goal was to engage our community in helping those who are less fortunate, and we successfully accomplished this goal one quarter and one dollar at a time.”

With so much attention on The Salvation Army’s holiday efforts, it is easy to lose sight of the fact that our programs and services are available for those in need, 365 days per year. In this county alone The Salvation Army serves one new person each 13 minutes, on average, throughout the year. The Red Kettle Campaign is a great kick off to our annual fundraising efforts, but we depend on your support throughout the year in order to serve the nearly 40,000 individuals we serve.

Each year, The Salvation Army recognizes those volunteers who log the most hours as bell ringers at our red kettles. Our 2014 winners, by category, are: RealtyUSA.com (Corporation), Arc of Onondaga, Midler (Community Group) and Bob Ellis (Individual).

Golden Kettle Winners

Special Thank Yous

- Big Lots, Destiny USA, Shoppingtown and Great Northern Malls, Tops Friendly Markets, Price Chopper, K-Mart, Wal-Mart, Hobby Lobby and Herb Phillipson's for hosting our traditional red kettles
- The hundreds of volunteers who rang bells at our red kettles
- The dozens of companies and community groups that helped raise thousands of dollars through mini red kettle campaigns
- Everyone who participated in an Angel Tree Gift Campaign
- Christian Brothers Academy, Eric Mower & Associates, Express Mart, M&T Bank, MOPS, Jon & Cathy Nappa, National Grid and RE/MAX for adopting Salvation Army programs and making the holidays special for many of those we serve.

Visit sasyr.org to learn more about how you can get involved with The Salvation Army throughout the year.

The Salvation Army Welcomes New Advisory Board Members

The Salvation Army is blessed with an extraordinary group of community leaders who have chosen to donate their time and talents to assist and guide us in our vision: “To encourage and empower those in need to reach their full potential.” We are very excited to welcome these community leaders to our Advisory Board.

Matt Basset is Assistant Vice President and Director of Athletics at Le Moyne College. He graduated from Excelsior College with a Bachelor's degree in Sociology. Matt earned a Master's Degree in Physical Education from Syracuse University in 1989 and a Master's Degree in Higher Education Administration from the University at Albany in 1991.

Cynthia O’Connor is Founder and President of Apter & O’Connor Associates, Inc., a certified women-owned consulting business specializing in evaluation, capacity building, professional learning and strategic planning. She received her Master of Public Administration from Syracuse University’s Maxwell School of Citizenship and Public Affairs.

Evelyn Carter is Director, Consumer Affairs for the Central New York Region of Wegmans Food Markets. She graduated from Syracuse University’s S.I. Newhouse School of Public Communications, where she majored in public relations, and received a Masters in Business Administration in Human Resources from Le Moyne College.

Erik Smith is Vice President and General Manager of Saab Defense and Security USA, LLC Sensor Systems Division. He has a B.A. in Political Science from Roger Williams University and an MBA from Syracuse University’s Walter J. Whitman School of Management.

Stay connected to your Salvation Army: sasyr.org
Gifts That Give Twice


Those who make Memorial or Tribute Gifts to The Salvation Army have chosen a meaningful, tangible way to demonstrate how much they care about someone while also helping the people we serve. These gifts may be sent to the Development Office at 677 South Salina St., Syracuse, NY 13202.

MEMORIALS

IN MEMORY OF
Grene By
MITCHELL CHECRALLAH
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SAVE THE DATE

JUNE 5-7, 2015

6th Annual 3-on-3 Basketball Tournament
for Men, Women and Youth
Honorary Chair: Mike Hopkins, SU Assistant Men’s Basketball Coach

Don’t miss the SHOOT OUT in the Canyon!
Join us for two weekends of fun & prizes to promote Turn-Around Jumpers at Destiny USA Corporation March 27-29 and May 8-9.

Your Lasting Touch

Each year, we receive calls from friends who want to include The Salvation Army in their will and also want that gift to specifically support programs in the greater Syracuse area. To achieve that goal, the following exact wording should be used:

I bequeath to The Salvation Army Syracuse Area Services with offices at 677 South Salina Street, Syracuse, NY 13202, to be used solely and in its entirety for the ongoing programs and services provided by The Salvation Army Syracuse Area Services, the following:

Directions for Donors

Additional directions for donors are available in the Development Office at 677 South Salina Street, Syracuse, NY 13202. Please review these directions before signing your will.