



DOING THE MOST GOOD®

THE SALVATION ARMY IN TRAVERSE CITY

ADVISORY BOARD PROSPECT PACKET 2021

KNOWING THE SALVATION ARMY

Partners in Mission – A board member should support the mission of The Salvation Army. The Salvation Army's motivation is spiritual, and its goal is to minister to the whole person – body and spirit.

Our Mission

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.

HISTORY

The Salvation Army International:

The Salvation Army movement began in 1865 when William Booth was invited to hold a series of evangelistic meetings in the East End of London. He set up a tent in a Quaker graveyard on July 2, and his services became an instant success. This is seen as the official start of The Salvation Army and proved to be the end of Booth's wanderings as an independent travelling speaker. His renown as a religious leader spread throughout London.

Booth continued giving his new converts spiritual direction; challenging them to save others like themselves. Soon, they too were preaching, and singing in the streets. A radical, William Booth believed that charity demeaned the individual and people should be offered a 'hand up' and not a 'hand out' to get them back on their feet.

Today, The Salvation Army is active in 130+ countries. Each location has different challenges, but the adaptive, people-led approach is remarkably similar to that of early-day pioneers.

The Salvation Army, Traverse City

Serving Grand Traverse and Leelanau Counties since 1894. (In 2018, The Traverse City Salvation Army began serving Benzie county)

In April of 1894, the Traverse City Salvation Army was founded. The work began here in the charge of Capt. Smith and Lt. Phillips, two sweet faced, unassuming young women, who had been with the Salvation Army for three years.

Upon their arrival, they immediately secured Novotny's Hall, (above the old Dill's Old Towne Saloon). Between 1894 and 1937 the Army called twenty one different locations home. In 1937 the Community Center moved to Washington St., and provided outreach programs there for almost fifty years before moving to the current Barlow location.

Now, as it was in 1894, The Salvation Army is extended in service to our neighbors in need and will continue as long as there is a need!

Impact: Every year, The Salvation Army helps nearly 30 million people, roughly one person per second!

Local Impact: Through the generous support of the community over 57,000+ services were provided to over 13,000 individuals and families. (*Statistics represent Fiscal Year 2019*)

Structured for Efficiency

The Salvation Army was designed on a military pattern for effectiveness and efficiency. The Army is an international movement in over 130 countries around the world. International Headquarters is in London, England and, is commanded by the General.

In the United States, The Salvation Army is divided into four territories. The operations of the four territories are coordinated nationally by National Headquarters in Alexandria, Virginia.

The Salvation Army, Traverse City Corps is part of the Central Territory which incorporates 11 Midwestern states. These include Michigan, Indiana, Illinois, Iowa, North Dakota, South Dakota, Wisconsin, Minnesota, Missouri, Nebraska, and Kansas.

We are part of the WMNI Division (Western Michigan & Northern Indiana) headquarters is based in Grand Rapids. Presently, 25 individual corps exist in the Division.

Corps Leadership

Lieutenants Matthew and Haylee Winters are our ministerial and operations leaders. They are members of The Salvation Army who have committed their life to doing God's will and serving others.



IMPORTANCE OF ADVISORY BOARD

Our Advisory Board members are volunteer leaders of The Salvation Army who are passionate about giving back to their communities, and are creative in finding ways to serve their neighbors in need.

Few organizations are more dependent on their boards or advisory organizations than The Salvation Army. Our advisory board is absolutely essential in the work and acceptance of The Salvation Army in Grand Traverse, Leelanau and Benzie Counties.

Why are the members of The Salvation Army Advisory Board so critical?

- The Advisory Board is a stabilizing unit and a significant element of continuity for the Army in a community.
- Advisory Board members play a leading role in fund and resource development along with fiscal accountability. Since each local Salvation Army Corps unit must stand on its own financially, the Advisory Board must be involved in this process to help ensure a solid financial operation and appropriate accountability to the community.
- Advisory Board members are a liaison role between The Salvation Army and the community. They are critical in increasing the visibility of the organization and its interaction within the community.
- Advisory Board members interpret the community to The Salvation Army so as to understand its pulse, character, and needs. This assists in providing a better understanding for developing appropriate programs, partnerships, and funding resources.
- Advisory Board members are instrumental in developing goals and a strategic plan of action to achieve those goals. Advisory Board members are doers.

Advisory Board Members are “Doing The Most Good”!

“Doing the Most Good” is not a logo. It is not a tagline. It is not a slogan. It is not to be passed off as just another public relations campaign. These words were spoken in 1919 by Evangeline Booth, daughter of Salvation Army founders William and Catherine Booth.

***“There is no reward equal to that of doing the most good
to the most people in the most need.”***



ADVISORY BOARD JOB DESCRIPTION

Time Expectations:

- Attend regularly scheduled advisory board meetings, held on the second Wednesday of every month.
- Attend scheduled advisory board retreats, planning meetings workshops or other board development activities.
- Attend, support and participate in special events.

Obligations:

- Attend at least 75% of all advisory board meetings and related functions
- Serve on at least one advisory board committee
- Make a personal financial contribution to The Salvation Army
- Protect the confidentiality of agency matters, avoid conflicts of interest, and be loyal to the Salvation Army
- Understand, support, and advocate The Salvation Army's mission/programs in the community
- Monitor, interpret, and communicate (to the officer and advisory board) the community's pulse, character, and needs
- Open doors, develop relationships, and identify opportunities in the community
- Serve as a liaison between The Salvation Army and the community
- Maintain advisory board and corps directions, assure consistency and continuity of programs even in conjunction with leadership changes
- Provide focus and strategic vision to the corps and the advisory board
- Ask questions and regularly contribute to advisory board discussion by offering thoughtful insights and opinions
- Support advisory board decisions regardless of personal desires and/or opinions
- Study agenda and other materials distributed by the secretary prior to each advisory board meeting in preparations for meetings
- Review and question all minutes and reports submitted to the advisory board
- Support and assist the officer(s) with solving administrative and operational matters
- Participate in developing the corps' strategic plan as appropriate
- Assist in meeting and measuring the corps' goals/initiatives as appropriate
- Participate in corps' financial development and fundraising efforts
- Review and approve proposed annual budget
- Conduct studies and perform research as necessary
- Be involved in process and controls that ensure corps' fiscal accountability
- Demonstrate initiative, enthusiasm, and passion.
- Make recommendations to the Nominating/Board Development Committee and help recruit the best possible community/corporate leadership to serve as Advisory Board members and to mentor them.



Advisory Board Committees

The following represents our current committee structure

Executive Committee

Along with the Advisory Board Chair and the Past Chair, Chairs for each committee serve as Members of the Executive Committee

Development & Community Relations

- Publicity
- Capital Projects
- Long Range Planning
- Corporate

Fundraising event committees

- Thanksgiving
- Christmas (To help Corps Officers coordinate all Christmas programs)
- Volunteers – for Pantry, Red Kettle, Food Box assistance, Community Meals, Christmas program, etc.
- Bequest Endowment/Planned Giving
- Major Gifts

Nominating Committee

Finance Committee

Property Committee

Program Committee

Representing each of the local programs, such as Camp, Youth Development, Pathway to Hope, Social Services, Christmas, Emergency Disaster, Feeding programs, etc.

Ad Hoc committees may be formed as needed, such as part of Strategic Planning

The Salvation Army Corps, Traverse City

1239 Barlow St., Traverse City, MI 49686 PO Box 5228, Traverse City, MI 49696-5228
Phone: 231.946.4644 Fax: 231.946.4822



The Salvation Army Traverse City
Advisory Board Application For Membership and Member Profile

CONFIDENTIAL

Last Name _____ First Name _____ M.I. _____

Why I want to be a part of The Salvation Army Advisory Board:

PERSONAL INFORMATION

Home Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Cell Phone _____ Birthdate _____ Anniversary _____

Day / Month / Year

Race/Ethnicity _____

Caucasian, African American, Hispanic, Asian, Other (list above)

Spouse _____ Birthday _____

Children _____

Hobbies / Interests _____

Length of time living in the Greater Grand Traverse Area _____

EDUCATIONAL BACKGROUND (Check)

☐ High School Attended _____

☐ College Attended _____

☐ Post College Studies _____

Other _____

BUSINESS INFORMATION

Business/Company _____

Title/Position _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Representation

Awards/Achievements

Religious Affiliation _____

Service Organization _____

Other Non-Profit Boards _____

Other Memberships _____

Expertise (Check)

- ☐ Accounting
- ☐ Administration
- ☐ Communications
- ☐ Consulting
- ☐ Education / Training
- ☐ Finance / Investments / Banking
- ☐ Fund Raising
- ☐ Government Relations
- ☐ Human Resources
- ☐ Information Technology
- ☐ Insurance
- ☐ Legal
- ☐ Marketing / Sales
- ☐ Public Relations
- ☐ Real Estate
- ☐ Research / Evaluation
- ☐ Risk Management
- ☐ Non-Profit

Other _____

Connections (Check)

- ☐ Corporate
- ☐ Social
- ☐ Philanthropic
- ☐ Professional
- ☐ Media
- ☐ Religious
- ☐ Family
- Other _____

Sector (Check)

- ☐ Public
- ☐ Private
- ☐ Faith-based
- ☐ Education
- ☐ Philanthropy
- ☐ Local Community

Other _____

The Salvation Army Programs
Areas of Interest (Check)

- ☐ Alcohol / Substance Abuse
- ☐ Children / Youth Services
- ☐ Corrections
- ☐ Donor Relations
- ☐ Emergency Disaster Services
- ☐ Events & Community Relations
- ☐ Finance
- ☐ Health & Wellness
- ☐ Housing Service

- ☐ Human Trafficking
- ☐ Hunger
- ☐ Mental Health
- ☐ Planned Giving
- ☐ Property
- ☐ Senior Services
- ☐ Summer Camp Program
- ☐ Teen Pregnancy
- ☐ Volunteerism

Who nominated you or referred you to the Advisory Board? _____

Preferred contact method (check one): ☐ home ☐ business ☐ email ☐ cell

What I hope to gain from serving on the Advisory Board:

Additional Information I would like to share: _____

The following expectations should be considered by the candidates for the Traverse City Salvation Army Advisory Board. Please check any areas you would like to discuss further:

- ☐ In part so that it can report 100% participation to the community, the Board expects its members to contribute financially to The Salvation Army.
- ☐ Members are expected to volunteer time to The Salvation Army's Traverse City efforts as they are able, including serving on at least one committee of the Board.
- ☐ Once members understand The Salvation Army's efforts and are acclimated to their Board duties, it is expected they will positively promote the organization in the community.

Date submitted: _____

Fax application to Matthew Winters at 231.946.4822 or email: matthew.winters@usc.salvationarmy.org

Thank you for completing this application for board membership. We will be in touch with you shortly.

The Salvation Army Corps, Traverse City
1239 Barlow St., Traverse City, MI 49686 PO Box 5228, Traverse City, MI 49696-5228
Phone: 231.946.4644 Fax: 231.946.4822