

USA SOUTH

Women's Ministries



2018 International Report

USA SOUTHERN TERRITORY

The Southern United States is an area as diverse as some countries. While traveling throughout the South you come to understand that the people, food, music, and arts are the product of hundreds of years of combined cultures, including French, African and English influences.

The true essence of the South is not found on the Interstate. It's the brick storefronts, the diners where all the locals meet to talk politics. It's a main street where neighbors know each other by name; where a hook - not a lock - keeps the wind from swinging the screen door.

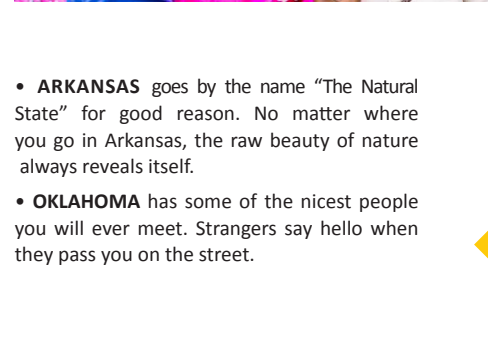
Our South is more than a place on the map - it's hard working people who pour their hearts into everything they do. You see this reflected in ministry to women as you travel the back roads and byways of the USA South.

Journey with us to experience the beautiful people, culture and ministry to women in the USA South.



01. ALM Division

- **ALABAMA** is full of Southern charm and is home to several big cities as well as countless rural towns scattered across the countryside.
- **LOUISIANA's** Cajun cultural roots are deep and are what make this state one of the most distinctive.
- **MISSISSIPPI** is a land of diverse regions, life-long traditions, and deep roots that make it a unique place. The women of Mississippi are just as unique as its regions.



02. AOK Division

- **ARKANSAS** goes by the name "The Natural State" for good reason. No matter where you go in Arkansas, the raw beauty of nature always reveals itself.
- **OKLAHOMA** has some of the nicest people you will ever meet. Strangers say hello when they pass you on the street.



05. KT Division

- Everyone in **KENTUCKY** is genuinely and selflessly kind, friendly and helpful. The women will try to feed you, no matter what your circumstances or how much you say "no thank you".
- **TENNESSEE** is home of the Great Smoky Mountains. Southern cuisine and old-fashioned goodness are always on the menu.



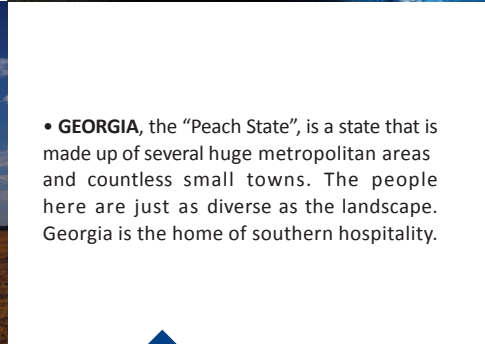
07. NCV Division

- The **NATIONAL CAPITAL** and **VIRGINIA** are green and mountainous with rivers, streams and lakes all over. The people are hard working, loyal and very friendly. This division is the home of our National Capital, Washington, D.C.



03. FL Division

- In **FLORIDA** you will find people from just about everywhere: The Northeast, Midwest and even from other countries.



06. MWV Division

- **GEORGIA**, the "Peach State", is a state that is made up of several huge metropolitan areas and countless small towns. The people here are just as diverse as the landscape. Georgia is the home of southern hospitality.



08. NSC Division

- **NORTH CAROLINA** features its mountains in the western part of the state, beautiful sandy beaches on the Atlantic Coast, and remote islands that make up the Outer Banks.
- **SOUTH CAROLINA** will always inspire you with its beauty. With an undeniable character marked by palmetto trees and ethereal dangling moss, South Carolina is Southern living at its finest.



04. GA Division

- **MARYLAND** is often called "America in Miniature" or "Little America" because it has a little bit of everything that makes the country great.
- **WEST VIRGINIA's** mountains become part of your blood. In the fall, the mountains ignite into what seems like 1,000 vibrant colors.



09. TX Division

- **TEXAS** women are as diverse as the state is big. It's got a population that is made up of old school cowboys, transplants from around the entire world and an ever-diversifying population.



Alabama, Louisiana, Mississippi

04 - PAGES | ALABAMA, LOUISIANA, MISSISSIPPI

NEW INITIATIVES

Coffee and Me provides an Alabama Officer with the opportunity to connect with the women whose schedules do not permit them to attend regular meetings, or who are shy in group settings. These women are invited to have coffee or tea with the Officer individually to talk about anything and everything, but mostly spiritual conversations about all aspects of life.



CURRENT ISSUES - In the midst of the busyness of American culture, one of the current issues facing the women of the ALM Division is finding time to meet while managing work, school and family life.



OUTREACH MINISTRIES

A Mississippi Corps partnered with the Gulf Coast Center for Nonviolence and hosted their first annual "I Am My Sister's Keeper" dinner. This event honored 20 domestic violence survivors.



ALM

SPECIAL EVENTS - 3D Night, a time where women gather to share dinner, a devotional, and dessert, has become a favorite event for one Louisiana Corps.

05 - PAGES | ALABAMA, LOUISIANA, MISSISSIPPI

AOK

OUTREACH MINISTRY

An Oklahoma Corps hosted Halloweenpalooza. It's reverse Trick or Treating – instead of going to houses asking for treats, the women handed out flyers and treats with the purpose of inviting women to Women's Ministries.

The AOK Division hosted a Scrapbooking Retreat utilizing the theme, Divine Design. They had 86 women in attendance.

CURRENT ISSUES

The women of the AOK Division are struggling to find a time to meet that will allow for growth of new members and younger women. Many of the Corps are meeting in the mornings which does not allow younger women or working women to join; and meeting in the evenings brings challenges as well.

NEW INITIATIVES

Pinterest Club is a new initiative where women are invited to spend a Saturday at the Corps working on craft projects. This has encouraged younger women to become more involved in Women's Ministries.



ARKANSAS, OKLAHOMA

SPECIAL EVENTS

A Northwest Arkansas Corps hosted Mom's Night Out events in order to reach the mothers of their Kids' Klub members. These events were well attended and provided a great fellowship opportunity for younger women.

The Divisional Women's Retreat theme was "Free: The Journey Begins". Camp Heart O'Hills hosted 285 women, ages 30-80 for this spirit-filled event.





NEW INITIATIVES

The Book Club is a new initiative to reach new women. They recently reviewed C.S. Lewis' *The Lion, The Witch, and The Wardrobe*. One of the younger women realized the connections from the story to the story of Jesus Christ and his sacrifice for us on the cross. The parallels caused her to grow in her faith and understanding of the gospel.

SPECIAL EVENTS

Corps in the Florida Division are trying new and crafty things for reaching women for Christ. Pineapples and Pinterest Day provides an opportunity for women to gather for a day of crafting, eating, and praying together. The events are well attended and are bringing in new women.

Florida's Divisional Women's Retreat brought together 633 women, ages 16-94. It was a wonderful spirit-filled event for this multi-generational crowd.



FLORIDA

We were excited to see great attendance at our leadership training event titled, "Farmer's Market of Fresh Picked Ideas." Captain Lorraina Crawford taught a session called "Locally Grown" using the Parable of the Talents. Time was provided for women to discuss ideas for planting local ministries. An abundant harvest of program resources was provided by Major Susie Erickson in her session, "In a Pickle". Women participated in hands on activities that stirred their imagination for planning and were given a USB drive with ready-made resources for their Corps. Even during the break time, local officers continued to learn as they snacked on fresh fruits and vegetables and networked with other local officers. The last session, "Tips and Hints from the Farmer's Almanac", led by Lt. Colonel Dawn Luyk, provided a host of leadership lessons that she has gleaned over the years. Her wisdom concerning personal leadership development gave the women tools to lead themselves well to lead others better.



OUTREACH MINISTRIES - "Grace Day" is an annual outreach event for women that includes worship, Bible teaching, lunch, painting and fellowship. This year's event was well attended, and 11 new women participated in the event.

CURRENT ISSUES - While Home Leagues are very strong in the Florida Division, the Corps are challenged to find new, innovative ways to reach younger women, while still meeting the needs of older adults.

GEORGIA



10 - PAGES | GEORGIA

CURRENT ISSUES - Corps in the Georgia Division are having difficulty finding a meeting time that accommodates working women and women with school-aged children who need to be in bed early. They are also having difficulty reaching younger women with new and creative programs that are interesting, fun, and engaging.



OUTREACH MINISTRIES - The Atlanta area continues to bridge the gap between individuals from Haven Atlanta, a shelter for victims of human trafficking, and the Corps. Through these efforts, soldiers have led Bible Studies at Haven, and Haven graduates have been enrolled as soldiers.

SPECIAL EVENTS - Sarah, a former Social Service client, came and shared about how The Salvation Army helped her family through their "Home Sweet Home" program.

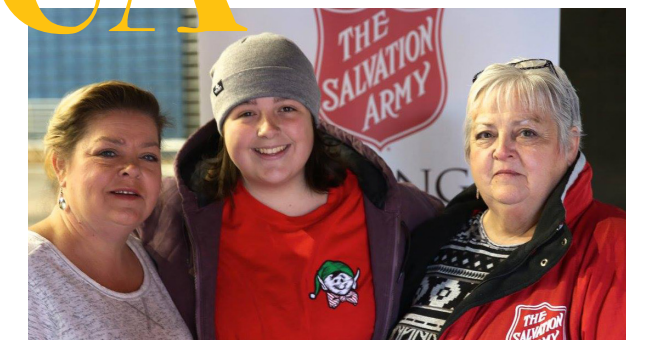
- "Hope Harbor" was the theme for the Divisional Women's Camp, where 255 women met at beautiful Camp Grandview. Many lives were changed as women went home with a renewed hope in Christ.
- The Georgia Division hosted a Women's Ministries Battle Academy for leadership development with 53 women in attendance.

STORIES OF TRANSFORMATION



- In an amazing twist, Micaela, an introverted woman who is isolated and suffers from paranoia, is slowly entering into Home League activities.
- Brandi, a stay at home mom who rarely has time for herself, has been able to attend Home League while her children attend Corps programs. As a result, her loneliness and depression have been alleviated through the social interaction with this group of Christian women. They have become a vital sisterhood and support system to Brandi.
- Doris opened up to the women in Home League, revealing that she struggles with depression. However, since she has become a part of this group of Christian women, the depression has lessened, she is no longer lonely and now has a sense of "family".
- Pathway of Hope participants, Michelle and Renee, have begun attending Home League through their connection with the Army. They stated that they have found a spiritually uplifting group and a place to belong.

GA



NEW INITIATIVES - The women in northern Georgia are collecting purses, filling them with toiletries, and distributing them to those in need in their community. Many live on the streets, providing the Home League opportunities to seek them out and pray with those they find.

11 - PAGES | GEORGIA



- The KT Division hosted a gathering for young adult women with 60 in attendance.
- The Nashville South Corps enjoyed a Fiesta Night hosted by DHQ Women's Ministries for raising the most funds for Mexico Children's Homes. They enjoyed playing Mexican games, eating authentic cuisine, and enjoying the fellowship of all that participated in raising monies for this event. They even increased their goal by 5% for the new year.



SPECIAL EVENTS

Daydream Believer was a time of retreat for women at camp which emphasized small group participation and mentoring partnership. Sarah Francis Martin offered words from her book, "Just Rise Up!" and encouraged young women to break through the emotional barriers and claim a life of freedom and joy through Christ and for Him; living out the very dreams He placed in their hearts.

OUTREACH MINISTRIES

A financial planning workshop was provided to help women in one Kentucky Corps better manage their finances and budget for the needs of their household, in order to uplift them in their daily lives.

STORIES OF TRANSFORMATION

- Hillary and Jamie, sisters who had grown away from the Corps, returned due to the consistent and prayerful encouragement of their accountability partners within the Embrace program. They now have a stronger and deeper relationship with Christ due to accountability and fellowship.

KENTUCKY, TENNESSEE

- The Kentucky and Tennessee Division continues to challenge their women to find deeper connections through accountability, small groups and more organic ministry. In response to their women's needs, they are encouraging visitation and family connections through discipleship and accountability groups.
- "She Who Dwells" (Psalm 91) was the theme for the Divisional Women's Camp held at Camp Paradise Valley. There was 302 ladies in attendance, with an average age of 42. They saw the Lord work in many ways throughout this weekend.

NEW INITIATIVES - A Tennessee Corps is fostering intergenerational relationships with their women. Teen girls are invited to partner with the Home League ladies as hostesses and meeting leaders. They study and prepare for a program together and then lead the activities as a team. This is fostering fellowship and understanding between the two generations and preparing young women in their own leadership.



MARYLAND, WEST VIRGINIA

14-PAGES | MARYLAND, WEST VIRGINIA

•Major Ann Penhale planned a beautiful event for the women officers of the division. The theme was "A Beautiful Ride" and focused on the joy we have throughout our journey of officership. Women were invited to share their story through family heirlooms. The occasion marked the first time the women were able to come together since the transition of officers.



OUTREACH MINISTRY

A monthly dinner and craft time is being provided for women in a drug and alcohol recovery house near a West Virginia Corps.

•"Once Upon a Time" was a beautiful scrapbook event. The women were treated like princesses and were able to share their stories through the books they created.

NEW INITIATIVES

Mommy and Me is a new program created in Maryland to support mothers and children ages 1-4. The purpose of the group is to support mothers through Bible study and educational speakers, as well as fun interaction between mother and child.



•The Annapolis, MD Corps started a Book Club. They chose to start with a series and read the first and second book in the Mark of Lion series by Francine Rivers. They have enjoyed lively discussions about what life was like for Christians during the Roman Empire.

•Baltimore Middle River, MD Corps has started a couponing program entitled GRIP. This program is much more than couponing. It is a way to show others that if we use the things God gives us, we can not only provide for our own needs but help with the needs of others.



•The Hagerstown, MD Corps has experienced success with their Dine & Design program. The women enjoy coming out and spending several hours doing crafts.



15-PAGES | MARYLAND, WEST VIRGINIA



NAT'L CAPITAL, VIRGINIA

OUTREACH MINISTRIES - A Corps in Virginia works with The American Heart Association to present a monthly program on healthy living. The Corps is using this as an outreach opportunity for clients of other charities and organizations in their area.

SPECIAL EVENTS - 180 women, ages 16-80, came together to learn how to get closer to Christ. The theme, "Anchor in Christ", changed many lives that weekend and many women left with their faith firmly tethered to the Lord.

SPECIAL EVENTS - Lunch and Laughter is a new program being offered to the ladies of the community during the lunch hour and addresses the needs of working women.

CURRENT ISSUES - Our current challenge is attracting younger women and training them to lead programs and get involved with the planning of meetings.

NEW INITIATIVES
Girls Empowerment and Mentoring Strategy (GEMS) is an intentional discipleship program to create intergenerational relationships with the women of the division.



STORIES OF TRANSFORMATION

Each Christmas season, Women's Ministries members visit bell ringers with warm food and sustenance. Missy, one such bell ringer, expressed that through this ministry she has experienced God's true love for the first time.

- A Corps in the Capital is bridging the gap between Transitional Housing clients and the women of the Corps through a weekly Bible Study. Their lives are enhanced as they gain insight from everyone's various backgrounds of understanding.





NORTH AND SOUTH CAROLINA



- Waynesville, NC Corps took a day trip to the Billy Graham museum. It was a great day of fellowship and inspiration as the women celebrated the faithfulness of the ministry of Billy Graham. The women were inspired to renew their individual passion for God's Word.
- Gastonia, NC Corps prepared homeless care bags for Corps members to distribute from their cars. The women prayed over every bag as they packed them.
- Spartanburg, SC and Anderson, SC Corps combined for a Women's Annual Meeting. The women loved coming together to celebrate one another by playing get to know you games, singing, making hand scrubs and listening to God's Word.
- Concord, NC Corps has the tradition of hosting a Messianic Seder, which was a beautiful night of remembrance for Holy Week.



- Women officers joined together during the Equip Conference. This time created a beautiful space for fellowship and creativity. It was a nice break from the business, to just relax and enjoy each other's company.
- Bible Study was provided for women employees at Divisional Headquarters. They used the study guide by Lyst Terkeurst, "The Best Yes".



OUTREACH MINISTRIES

Women's Ministries sponsored an annual Fall Festival and Bazaar to raise money for Mexico. Booths included a country store, a cake walk, games, food stands, and so much more. Even though the purpose of this event was to raise money, it was a great opportunity for outreach as well.



CURRENT ISSUES

A current issue facing the Carolinas Division is connecting younger women to Women's Ministries and providing ministry opportunities that meet their needs.

SPECIAL EVENTS

NSC's Divisional Women's Retreat met in the beautiful North Carolina Mountains for a weekend of fellowship and worship. The theme was, 'Wonder of Women' focusing on Micah 6:8, 'Do Justice, Love Mercy, Walk Humbly'. Women were challenged to be all they can be for the Lord.



NSC



TEXAS

CURRENT ISSUES - The Texas Division has experienced instability within their groups because attendance is linked with shelter and social service programs. This makes finding leaders difficult as well.

OUTREACH MINISTRY

Bible Bus Stop is a new ministry that provides benches and Bibles to people waiting for buses in low-income neighborhoods.

NEW INITIATIVES

ACorpsincentralTexahosteda Zumbathon event and raised \$800.00 to purchase new toys for Christmas.



TX

The Divisional DIY retreat theme was (re)POURPOSE. "Create in me a clean heart O God and renew a right spirit within me" Psalm 51:10. The ladies brought their talents: scrapbooking, quilting, cardmaking, sewing, and painting, and many other skills together for a time of creative fellowship and worship. It was a time of refreshed spirits and renewed souls. They had 130 women in attendance with 98 seekers.

One Houston Area corps has an active prayer quilting ministry. The women make beautiful quilts and say prayers over them as they tie the finishing knots. Then each quilt is put out where the soldiers can pray over them. After the prayer process is finished these quilts are gifted to those fighting severe health issues or trials in life. One breast cancer patient named Susan says that she wraps herself in the quilt to reassure herself she is being prayed for, and she can make it through.

Hurricane Harvey ravaged the Texas coast in fall of 2017 and many of the women were right in the middle of the storm. The Divisional Women's Department chose the theme "Through Grit to Pearl" for Women's Camp in order to remind their ladies of their value and beauty even after the storm. Pearls have to go through all the grit of the oyster to become the amazing pearl and it was important to remind everyone that they can overcome and be beautiful.

SPECIAL EVENTS

A north Texas Corps hosted a "Dress for Success" Fashion Show which attracted new women. One woman, Claudia, has started attending Sunday School with her two children and is also helping with Girl Guards.



ANTI-HUMAN TRAFFICKING

- Corps provided six "Welcome Home" baskets to clients that have moved into permanent housing. Of those six, three self-resolved and three moved with assistance of Coordinated Access. We are very proud of every one of them, for not only overcoming barriers, but overcoming the fear of living independently.
- Corps provided a moral boosting trip to the Zoo for a group of survivors.
- One client exited to housing that she found on her own. This was a great success as she had been in the overnight shelter multiple times before entering the anti-human trafficking program. She is now sober, working and just moved into her own place. It is a small efficiency apartment but a good step forward in her journey. She recently met with her case manager and she is still doing great in her new home.
- A woman in her 40's contacted our partner for assistance fleeing her trafficker. Her trafficker forced her to prostitute herself and was very violent with her, including a time he slammed the car into a guardrail on the passenger side resulting in serious injury to the survivor. The survivor was welcomed into Sally's House and stayed for three months working with staff to seek independent housing and employment. The survivor was able to find steady work as a security guard and after two months found a higher paying security job. The survivor is currently saving for her own apartment and recently moved in with family in preparation for independent living.
- Corps hosted a celebration for the last survivor led support group, which met three times weekly over a six-month period.
- Sandi was admitted into the program at The Salvation Army after being released from jail. At intake Sandi had an extensive history of substance abuse, long-term involvement in the criminal justice system, a mental health diagnosis and a victim of human trafficking. While in the program Sandi began working with her case manager to map out a plan for restoration. Sandi attended weekly activities including chemical dependency group, dual diagnosis group, trauma counseling, criminal thinking classes, cognitive behavioral therapy and life skills groups. Additionally, Sandi was connected to a mentor and a 12-step sponsor that provided her with support, guidance and hope for overcoming the obstacles that enslaved her for many years. Throughout the program Sandi maintained a positive attitude and served as a role model for the other women in the program. Sandi obtained full-time employment, purchased a car, reunited with family, regained her spiritual connection and found hope for the future. Upon successful completion of the program Sandi stated "Today I am proud to share my experience with other survivors. Through the process of restoration, I realize that I am not a victim and my past cannot hurt me. I truly know the meaning of feeling safe. I have an amazing relationship with God and positive women who genuinely want the best for my future. I help other women that are in bondage by giving them hope and support. Without the help of The Salvation Army none of this would be possible."

STATS



SUMMARY DEMOGRAPHICS

- 1,313 Total Number of Survivors
- 957 Female Survivors
- 306 Male Survivors
- 60 Transgender Survivors
- 20 Survivors < 18
- 1,316 Survivors > 18

SURVIVOR SERVICES

- 17,596 Number of Nights Housed
- 380 Number of Case Management Clients
- 930 Number of Referrals
- 100 Number of Survivors Linked to Housing
- 70 Number of Program Graduates
- 56 Number of Survivors Receiving Legal Aid Support
- 242 Number of Hotline Calls/Emergency Responses
- 783 Number of Encounters with Survivors Through Street Outreach

AWARENESS & TRAINING

- 301 Number of Individuals Trained
- 172 Number of Staff Trained
- 114 Number of Community Awareness Events
- 6,147 Number of People Trained in Community Awareness Events

PREVENTION & OUTREACH

- 52 Number of Outreach Events
- 267 Number of Participants in Outreach Events
- 45 Number of Cadets Receiving Training
- 20 Number of Girl Guards & Adventure Corps Rangers Receiving Training

YEAR END STATS

- 27 Number of AHT Staff Roles 2018 Year
- 1,301 Total Number of Domestic Clients Served
- 40 Total Number of Foreign National Clients Served
- 66 Number of Local Partnerships
- 31 Number of Task Forces/Coalitions
- 6,324 Annual Day of Prayer Participation

SWEET MONDAYS

The THQ Women's Ministries Department offers "Sweet Mondays", a monthly opportunity for women employees and officers to gather and enjoy lunch and fellowship together. The women usually bring their own lunch and a special dessert is provided. Since it takes place at THQ during the lunch hour, it is kept very short. Different types of activities or programs that appeal to a wide variety of women are offered each month.



2018 programs included crafts such as a tile coaster craft, seed bombs, sunflower wreaths and fall fragrance kitchen spice kits. A Galentine's Day Party, a Covered Dish Salad Luncheon and a Christmas Cookie Exchange were fun fellowship programs.

30-Day Self-Care Challenge and Mini Planners to organize and simplify your life were educational programs that the women enjoyed as well. Our attendance varies between 15-20 each month.

WOMEN WHO LEAD

Cynthia Smith is the director of The Salvation Army Service Center in Walker County, Alabama. She oversees the operations in Walker County which includes the Thrift Store and Social Services, Foodbank and Project Share. In September 2018, Cynthia was deployed to Wilmington, North Carolina to serve in response to Hurricane Florence as an Emotional and Spiritual Care Specialist. In October 2018, she was deployed to Panama City – Mexico Beach in response to Hurricane Michael to serve on the Incident Command Team in Finance and Administration. She states that she was blessed to be able to serve the people after these two disasters. Arriving at each destination she immediately heard, "It's going to be okay, The Salvation Army is here." People trust the shield. They know that God is guiding us and goes before us always.



Women's Ministries Facebook, Instagram, Website

Over the course of 2018, our social media channels saw a massive increase in followers and engagement. We pushed out a wide range of content, experimenting not only with *what* we posted, but *how* we posted. Blog posts became less text driven to feature more images, Facebook posts went from 'static' graphics to ones with animation and we began cross-posting across social media accounts and increased the use of hashtags.

SOCIAL MEDIA

01. The Empower Series

The Empower Series is a new blog series geared towards young women, with the purpose of encouraging, investing in and guiding them through this crazy journey called life. Jovanie Smith, Territorial Young Adult and Mission Deployment Coordinator, is the contributor for Empower.

02. Uniform Listicle

A tongue in cheek look at the 'inappropriate' side effects of a uniform that's 'always appropriate', our blog post titled, '10 Things You've Probably Experienced if You're a Uniform-Wearing Salvationist' reached 4,000 Facebook users in a dozen different countries and engaged 1,000 people.

03. #ArmyofSupport

To raise awareness for Breast Cancer Awareness Month, we created an Army of Support print and coloring page, encouraged our followers to print the graphic, snap a pic with it, and post on social media using the hashtag, #ArmyofSupport.

04. Unite My Heart

Working with Diane Ury, Nat'l Ambassador for Holiness for The Salvation Army, we re-formatted Diane's work on Reconciliation into a 7-day devotional booklet. 'Unite My Heart to You' was released on our website as a resource and is currently being used by NHQ.

05. Women in History

For Women's History Month, we highlighted four female Salvationists and delved into how, through their ministry, they've influenced and planted seeds in the lives of specific women here in the Southern Territory. These four posts alone reached a combined total of 12,500 people on Facebook.





inspire



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USA South



engage



encourage



USA South

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