



# COVID-19 IMPACT NEWSLETTER

## IMPACT REPORT

Throughout the pandemic, The Salvation Army has remained active and committed to serving New Yorkers in these most unexpected circumstances. The Salvation Army's immediate response to COVID-19 in March of 2020 was to identify reliable food supply chains and mobilize to expand emergency food programs. After more than doubling the number of hot meals served in the Greater New York area to **7.4 million** in the first year of the pandemic, the demand for groceries and hot meals did not subside.

The Salvation Army was selected by the **CARES Act** to distribute funds to help pay back-rent to landlords, preventing families from being evicted. The Salvation Army maintained a special fund to help those struggling to pay utility bills, ensuring nobody needed to choose between paying their electric bill or buying groceries.



## COVID-19 IMPACT: MARCH 2020 - MARCH 2021



7,477,580  
meals served



11,573  
volunteers



644,240  
people served



36,162  
emotional care calls

## COVID-19 IMPACT: AMERICAN BUSINESS AWARDS



The Salvation Army of Greater New York received the **Grand Stevie Award** and two **Gold Stevie Awards** from the 2021 American Business Awards in the categories of Most Valuable Nonprofit Response to COVID-19 and Delivery Hero of the Year.

These awards recognized the amazing work of our emergency response teams and volunteers throughout the height of the pandemic as they met the increased needs that our communities were experiencing. One judge remarked, "The Salvation Army of Greater New York has shown how important their organization and mission is during the pandemic and the set of examples provided in this nomination are easily reason enough to nominate the organization and further validation of why the organization is so needed."

The Salvation Army Greater New York Division

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# COVID-19 IMPACT: PARTNERS



Amazon/Whole Food • AMI Group Inc • Baby2Baby • Caritas • City Harvest • COVID-19 Health Preservation Fund  
Doctors Without Borders • Feeding Westchester • Food Bank for New York City • Food Bank of the Hudson Valley  
Frito Lay • Garten • Hope for New York • Island Harvest • Long Island Cares • Love Beyond Walls  
Midwest Food Bank • New York City Department of Sanitation • New York City Emergency Management  
New York Disaster Interfaith Services • New York State Department of Homeland Security and Emergency Services  
New York Voluntary Organizations Active in Disaster • Regional Food Bank of Northeastern New York  
Shower Power • Sysco New York • US Department of Defense • US Department of Health and Human Services • Willdan

## COVID-19 IMPACT: TESTIMONIAL

### CAPTAIN KELLY ROSS

"When this all started to happen, we contacted the local school district and began delivering breakfast and lunches to families that couldn't get to one of the locations where they were distributing food.

We started delivering 40 meals daily and that quickly increased to over 200 meals that children would normally count on getting while at school. Some families asked for even more help with groceries, so we started delivering food boxes to those homes on a regular basis.

We're happy to serve in the way that we do to fill the gaps that our neighbors are experiencing. We're here to help, and we'll do it in any way we can."



WATCH THIS STORY

