



DOING
THE MOST
GOODSM

CROSS LINK AWARD Application

Organization Name: The Salvation Army- Alamance County

Corps Officer: Captain Jimmy Taylor and Lt. Ashley Taylor

Executive / Chartered Community Center Director: Ms. Sheri Henderson

Organization Address: 812 N Anthony Street/ 807 Stockard St

City: Burlington **State:** NC **Zip:** 27217

Name of Individual Completing the Application: Lt. Ashley Taylor

Application Date: October 24, 2013



Corps Officer Signature

Capt. Jimmy Taylor

Corps Officer Name



Executive/Community Center Dir. Signature

Sherri Henderson

Executive/Community Center Dir.



Advisory Board Signature

Noah Sanders

Advisory Board Name



Advisory Council Signature

Tammy Cobb

Advisory Council Name

Criteria for Applying for the CROSSLINK AWARD

The Salvation Army 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."

The CROSSLINK award recognizes ministries and activities designed to bridge the Corps and the Boys & Girls Club / Chartered Community Center. It acknowledges those intentional efforts to strengthen the spiritual emphasis within the club/center, while advancing the evangelical mission of The Salvation Army. It spotlights those programs that both "build the Kingdom" and "build the Corps."

Award Criteria:

- 1. Cite team-efforts with Corps/Club leadership and constituency from both programs:**
 - Corps Officer(s) and Executive Director
 - Local Officers and Club/Center staff
 - Advisory Board and Advisory Council
 - Corps Soldiers and Club/Center Members
- 2. Cite increased interaction between the Corps and the Club/Community Center:**
 - Crosslinking Corps Programs and activities, like Sunbeams, Adventure Corps, Bible School, Sunday's Cool, Community Care Ministries, etc.)
 - Crosslinking Club/Center Programs and activities, like (Supplemental Education, Smart Moves, Athletics and Sports, Media and Technology, etc.)
 - New Programs designed to facilitate "crosslinking."
- 3. Cite increased "Spiritual Development" activities and initiatives within the Club/Community Center:** (Devotions, Bible Classes, Prayer Cells, Youth Crusades, Mentoring, Prayer Room, or other intentional efforts implemented to strengthen the spiritual emphasis of the Club/Community Center program.)
- 4. Cite the impact your Crosslink initiative has made within the Club and the Corps, and evaluate its potential for future success.**

Please carefully read each question below and answer as thoroughly as possible in narrative format. If you need additional space please use additional paper.

1. Team-effort:

- What steps have been put in place to ensure good communication and a united effort between Corps Officer and Club/Community Center Director?
- What are some creative ways that the Corps Officer and Club/Community Center Director have worked together to development unity at other levels?

The Corps and Club have been working very closely this past year in "bridging the gap" in our facility. While we have always shared the same facility for more than 20 years, the corps was never intentional in involving the "club" kids into our programs or vice versa. The officers meet weekly with club staff to discuss our relationship and ways we can be involved. The Corps Officers plan programming/events to bridge the gap and to better support the club program. We currently have planning meetings monthly to plan for future events and outreach opportunities for the club and corps to be a part of.

2. Increased interaction between The Salvation Army Corps and The Boys & Girls Club / Community Center.

- A. Which activities are offered to help Increase interaction between The Salvation Army Corps & The Boys and Girls Club / Chartered Community?

Weekly Staff Meetings – Bridge the mission of the Army across all areas of ministry and give updates on what is going on.

Corps Youth Activities – Singing Co., Club 3:16, Girl Guards and Rangers – We are averaging about 40 children each night, 30 of which have begun coming from the Boys and Girls Club. We have increased from 2 to 18 sunbeams! The kids are making friends with the Corps kids and visa versa. We combine everyone together for singing company and Club members will attend with their parents on the Sunday's which they perform.

"Monday'sCool" – This is our version of Sunday's Cool. We saw a need within our kids to share the gospel and teach basic Christian stories and principles. Many kids were not going to church or getting and biblical foundation at home. Unit Director Robby Burnette and I began discussing how to fix this program. Each Monday we meet and have non-traditional Sunday School with an average of 95 to 100 youth each week. This is has been a wonderful program and will continue to grow. Parents are asking about this book we are reading from...The Bible. The Gideon's are coming soon to distribute a new pocket Bible to each child. Corps Members have been invited to attend and assist. Our YPSM comes and runs the media and assists as needed along with the Corps Officers when available. We are also inviting our volunteers from Elon University to attend and several have.

Members from the Club attended Club, Adventure Corps, Girl Guard and Sunbeam Camp.

This past Christmas we made it easier for club parents who qualify for assistance to sign up by doing so in the evening at the club. We brought the club parent's the gifts to the club for easier pick up. Next year we are looking into having distribution out of the club to increase the interaction with Corps members and the club parents as well as reach out to those clients that have kids to see our club.

We also had a Christmas Party put on by Sheetz. We take a small group of children from the corps and the club.

In September youth and Soldiers from the Corps' Band played at the Club's Steak & Burger Dinner. Members of the club and the Corps sang at the Steak & Burger dinner. The club members and Corps youth played handbells at the dinner as well.

We planned our Fall Festival together with the club and had a turnout of nearly 400 people! Corps members and club parents served together volunteering.

VBS was a success this summer during Day Camp at the club. Instead of having 15 corps kids a night- we picked the corps kids up and brought them to day camp and had VBS during the day with both club and corps kids. We averaged more than 130 a day. This has led to several of the club kids attending our corps programming and even Sunday worship services.

B. State how often the specific program is offered and how many individuals attend on a regular basis.

- Monday School – 95 to 100 kids, held once a week on Mondays
- Tuesday – Youth Activities
 - Singing Company 26 kids
 - Club 3:16 40 kids
 - Girl Guards 9 girls

C. Through providing these activities, how has this increased interaction between The Salvation Army Corps & The Boys and Girls Club / Chartered Community Center?

Our corps and club kids and families are beginning to interact more with each other. Parents and Corps Members are beginning to work together in serving the meals for Tuesday Night activities. We are seeing some families come to the corps on a regular basis and participating in corps programming! There is much better blood between the two programs. They want to help each other.

3. Advisory Board and Advisory Council must work in harmony.

- A. How do the Advisory Board and Advisory Council set program goals that increase interaction between The Salvation Army Corps and The Boys Girls Club / Chartered Community Center?
- B. Who evaluates the progress of these goals and how are they measured and reported?

The Advisory Council truly has a wonderful relationship with the board and our staff. They love the steps that have been taking to insure unity within our facility.

The Executive Director gives a Boys and Girls Club report each week, which inspires the Board. Most Board members give to the annual Steak & Burger Dinner and attend the event. Board and Council Members hold United Way Luncheons/Staff Meetings and staff from the Boys & Girls Club attend and speak on the works of The Salvation Army and The Salvation Army Boys & Girls Club. Tammy Cobb, Club Council Chair, attends the Board meetings as she can, to hear where the board is going and how they can better serve the club's needs.

The Salvation Army Boys & Girls Club Advisory Council set goals and accomplished many of those goals this year including:

We have overall improved our financial giving, community visibility and club team but it takes everyone being on board and was understood this is not the time to bring new people in but to engage the current members differently. We are now positioned to bring in a handful of select members.

- Strong Chair/Director team in alignment with strong chair, co-chair team to back each other and move the council forward with same message (2-3 times/week talk)
 - Chair/co-chair meet with Director once per month outside Council Meetings
 - Weekly Council/Director call to have consistent communication-reducing things "lost" in time
 - Co-created vision statement and reduced committee structure of council with re-commitment from each member to the club (signature)
 - Increased Council responsibility for everyone to know the programs and understand the budget
 - Worked with a Captain who included council in budgetary matters/planning and attended meetings with ideas, questions and overall organization conversations
 - While not a full focus council initiative, there were interactive activities such as the club yard sale and wrestling match included council in efforts alongside staff and parents
 - Streamline the Club message-had Marketing committee to create pocket cards, distributed as quick reference guides for council members to share and explain club with the "same message"
 - Over communicated through Council emails...what, when and who we need to do it with minutes distributed prior to meetings to expedite meeting schedule and keep to one hour
 - Read the Mission statement at each meeting-different council member each month-remind us why we are here
 - Held council members more accountable for their time given to council activities-asked for reports mid-year
 - Working efficient Council Meetings-start on time end on time get work done while there
 - Shifted meetings from "listening to" to "reporting out" and identifying areas of collaboration or support
- From "call my friends once a year" to a fundraising strategy:**
- Co-Created Stewardship plan to include monthly activities aimed at educating our donors, adding a personal touch (notes, calls) and reminding them of our kids. Everyone says thank you to the donors
 - Held week long open-house for key donors at the club during National Boys and Girls Club week
 - Set, announced and promoted fundraising goal- used E-Chronicle Monthly e-newsletter to put the face of kids in front of donors and used facebook to keep alive club activities by hiring a p/t staff to maintain and update
 - Fun and Engaging Steak and Burger Event raising \$14,000. Over prior year. Still working to reach goal. Included youth stories, performances and had youth participate in program in new ways such as "going on stage" with donors....impromptu
 - New-Making another "ASK" at the dinner

IV. **From old to new ways...We have been blessed to:**

- Have resources and support available to help us move forward through two strong organizations and relationships in a community of caring individuals and businesses
- Have a Director open to changing the way things had been done and understands her role as an executive
- Have a Captain who is open to changing the way things had been done and is inclusive
- Have a capable and trustworthy staff
- Have parents who want to support the club and their children
- Have youth who understand the value of saying thank you and behave in ways that show the club is doing its job

4. Involve Corps Youth in Boys & Girls Club / Chartered Community Center Programs

- A. What Boys & Girls Club / Chartered Community Center Programs are offered to Corps Youth and how many individuals from the Corps participate?
- B. What projects have been developed to bring Corps Youth and Boys & Girls Club / Chartered Community Center Members together and what were the results?
- C. How do you get Corps Youth involved in planning activities that they would be interested in participating in at the Boys & Girls Club / Chartered Community Center?
- D. What has been your greatest challenge in getting Corps Youth to participate in Boys & Girls Club / Chartered Community Center programs?

Youth Character Building Activities involve both club and corps, we were intentional in inviting the kids to come over to our programs.

VBS- we had it during the day and picked corps kids up to attend.

Monday School- non-traditional Sunday school with Club kids

Fall Festival- work closely with club and corps for success

Singing company- Club kids attend and work on songs for our annual dinner

Boys and Girls Club Sunday- We have had a family start attending the corps and are now in junior soldier and soldiership classes!

All programs are offered to Corps youth. Most do not participate due to other school commitments (i.e. band, sports, etc.) We are still working on developing this with our Corps youth, this has also been a challenge. There has been an "us and them" mentality in the past. For the last year or so, we have seen tremendous strides being made in both directions as we seek ways to blend the two ministries. Many of our Corps Youth are older and due to the fact that most of the kids at the club are K-6, it can be difficult to blend. The older club girls have been getting to know our teen girls and have even come to the corps on Sunday Mornings several times.

5. Devotions, Bible Classes, Prayer Cells, and other spiritual activities

- A. What kind of Spiritual Programs are offered in your Boys & Girls Club / Chartered Community Center Programs, how often are they offered, and who leads these activities?
- B. Describe how the staff of the Boys & Girls Club / Chartered Community Center Programs is being Spiritually Fed through Salvation Army Program? (i.e. Staff Bible Study, Prayer Groups, etc.)

Every staff meeting begins with devotions and prayer.

Monday School has been a great opportunity to teach kids about God. Some of these kids don't go to church and it's wonderful we get to tell them!

Captain Taylor has taken the opportunity to speak with, encourage, pray with and even give spiritual guidance to all employees.

6. "Build the Kingdom by Building the Corps."

- A. What is the Corps Officer doing to Build the Kingdom by Building the Corps in the Boys & Girls Club / Chartered Community Center Programs?
- B. What is the Boys & Girls Club Executive Director / Chartered Community Center Director doing to provide Corps Members the opportunity to share Christ with Club / Community Center Members?
- C. What has been the greatest accomplishment to happen this year to "Build the Kingdom by Building the Corps?"

I think the main thing that sets Burlington apart is that the club kids, whether they attend Youth Activities or not is that they know Captain Jimmy and Lt Ashley. They know we are ministers and we love them, we pray for them and that we are here for them. We see it as a wonderful opportunity to be a good witness to these children, and there isn't a day when we aren't in the building where one of us doesn't at least go down and say hi!

Our VBS is probably the greatest success this year. It was so great to see the Corps and club come together and share the gospel together. At our VBS, we averaged more than 130 a day and we had 21 kids pray to accept Christ. It was such a great time for all of us.

The Executive Director asked I add this: Last year the Corps Officer allowed me to attend TYWC in Orlando. This is the first time that has ever happened. Also, since the arrival of Captain Jimmy and Lt. Ashley Taylor, I have witnessed a huge difference in the club staff's outlook towards ministering to the youth and better Christian dialog not only with our club staff and volunteers but with the administrative staff as well.