

The Kroc Center Report

Volume 8, Issue 17, Spring 2013

The Army Steps Up To Create Lifelong Learners

The new Third Grade Reading Guarantee is an Ohio law which requires that students in the third grade must meet a level of competency in reading before they can advance to the fourth grade. The law requires districts to identify students in kindergarten through third grade who are not on track to be competent in reading and to provide those students with specific reading interventions. The Guarantee positively impacts students by requiring early identification of reading deficiencies and ensuring that those deficiencies are addressed through a reading improvement and monitoring plan. The Guarantee takes effect in the 2013/2014 school year.

“**W**ith the Guarantee, The Salvation Army saw a great opportunity to provide additional support to children in our neighborhood schools, Kiser and Our Lady of the Rosary. I say ‘additional’ because for the last two years, we have been working with second grade children who need reading help and are in danger of being retained. Moving forward, we’ll be helping pre-kindergartners as well – the earlier we can start with the children, the better able we are to help them learn to read,” states Tammy Gendreau, Director of Education for the Kroc Center.

Tammy’s background fits in perfectly with the needs of children in the surrounding community. She has spent 21 years in education as a teacher and assistant principal, and has been involved with a similar Guarantee while in Florida.

“Our goal is to increase children’s ability to read and their enthusiasm for reading so that they become lifelong learners. For far too long, we have been producing children who can’t read. The reasons are many - funding cuts, lack of resources, reduced parental involvement, family finances and the list goes on. Sadly, this lack of proficiency affects students their entire lives and undermines their ability to achieve higher education and career goals.”

Tammy explains exactly how we’re helping: “After teachers have identified students who need reading help, we jump into action. Several days each week, we take 2-4 children to a

different classroom. We start by having each child read a passage out loud in one minute’s time. The non-fiction passage is usually one or two paragraphs. Once that is accomplished, we move on to asking comprehension questions and discussing the passage’s meaning. If a child hits pre-determined goals, we have a little celebration, give them a small reward like erasers or stickers and then start a new passage. We track each child’s progress and share that report with their teacher. I have to say, our reading specialists do a great job. Progress has been substantial with the kids we have helped, but we would love to bring more reading specialists to the schools, more often.”

The Salvation Army’s dedication to literacy doesn’t stop at the classroom. Outside of school, we offer grade-appropriate field trips, after school programs, homework help and many other opportunities to address the educational needs of children. All of these activities are aligned with the Ohio Department of Education standards.

“In order to assist the teachers in the area of reading, The Salvation Army Kroc Center is providing reading support to the classroom teacher. This allows one-to-one or small group attention to those students who have been targeted with reading deficiencies. Their assistance in this area has increased the reading skills of those students AND increased their self-esteem and motivation.”

*Teresa Wendell
Neighborhood School Site
Coordinator*



Tammy Gendreau, Mallory Bullen

A Message From The Majors



Barbara and Tom Duperree

Within the framework of its mission, The Salvation Army embraces a holistic philosophy which focuses upon serving the whole person: body, mind and spirit. We love that mission! It's simple, straightforward, and it provides a standard for every

program or service offered by our organization. In fact, we weigh every decision we make against that mission. This is how it reads:

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 Kroc Center offers a vast array of educational, recreational and spiritual programs to serve the whole person - more than 200 every week! Our most cherished joy in ministry has always been our work among people. We get to interact with people every day! To meet someone initially, and then watch them grow and develop over time is one of the most rewarding benefits of anything we do. We always marvel at what the grace of God can accomplish!

And to be honest, the type of transformational change in which we participate every day couldn't be possible without the grace of God! That's because it is God, and God alone, who can transform a life from the inside - out!

In the early days of The Salvation Army, just before the turn of the 20th century, the Army began to organize its growing social work on a national level in America. About that time, a new social work motto was established which was simply: **SOUP, SOAP & SALVATION!** Those three words captured the essence of our mission.

SOUP: If a man is hungry...feed him!

SOAP: If he is homeless and in need of practical aid and human dignity which work affords, then help him.

SALVATION: Impart the gospel story and help him to reach his destiny in Christ by means of His salvation.

Oh, it's not that any of our programs or services carries a prerequisite of subscription to this philosophy before a person can be helped. We don't proselytize or force our religious beliefs upon anyone. We don't discriminate in any form or fashion. It's just that, unless we tell the wonderful story of God's love to everyone we serve, we haven't exercised the mission to its fullest.

Groceries may feed a family for a week. Help with paying the rent may prevent a family from being evicted from their home. Teaching a child to read, or to play an instrument, or any type of assistance we offer may help for a time - but it is only temporary. It is the 3rd pillar of that motto, **the opportunity to be saved from sin**, which has a lasting impact. God's salvation is eternal. Here's how He describes it:

"For God so loved the world that He gave His one and only Son, that whoever believes in Him shall not perish but have eternal life."

That's what makes the Army unique. We feel truly privileged to share in its life changing mission and you will, too!

Come visit us and see for yourself! God Bless You!



Building Our Community – One Text At A Time

We wanted to let you know that we have a great new way to connect with you. Text KROC to 50555 to keep up on all of the latest Army news, events and volunteer opportunities. It just takes a moment!

Commanding Officers Report: 2012

Thanks to your generosity, the Red Kettle Campaign generated \$1,037,712 in donations this Christmas Season. Your donations fund our Christmas assistance and programs throughout the year.

- ▶ Volunteers visited 42 nursing homes and distributed 4,032 gifts
- ▶ 5,210 families received Christmas food assistance
- ▶ 128,153 meals were served in 2012 through our programs
- ▶ 93,099 individuals participated in 4,224 character-building and recreational programs
- ▶ And much, much more ...

"Be generous and share your food with the poor. You will be blessed for it." – Proverbs 22:9 (LB)

"The Dayton Kroc Center has truly been a beacon of hope and light to my family, and has greatly enriched our lives. It can be a struggle to raise two teenage boys, but the Army has been instrumental in helping to shape good positive attitudes and values through their After School and Corps programs. "

Sharon Hawkins

League of Mercy Salutes Our Veterans

Through our League of Mercy outreach program, The Salvation Army visits nursing homes twice a year to visit with residents and offer small gifts. Over the last two years, a new program has been added – honoring our veterans during "National Salute to Veteran Patients Week." Always held during the week of Valentine's Day, the Salute is a time to pay tribute and express appreciation to our veterans. This year, children in grades 1 – 8 painted birdhouses to hang outside of the hospitalized veterans' rooms, and delivered them along with handwritten notes thanking them for their service. Program Director Sarah Hall-Coontz remarks, "The veterans are so thankful for our gifts and notes. Many of them don't have family nearby, and they love seeing the children. They really appreciate the Army taking the time to think of them and pay them a visit. At the same time, we're teaching our kids about our country's history and what the vets did to insure our freedom."

"Educational, Inspirational, Trustworthy. Those are the three words I think of to describe the Kroc Center's After School and Day Camp programs. From engagement in fun activities that challenge their thinking, to new experiences and friendships, our children are thriving in a safe, family-friendly environment. And we are thankful for it."

Jannienne Verse



Summertime: When Basketball Players Are Made

Just as the college and professional basketball seasons are winding down, here at the Kroc Center we are gearing up for our High School Summer Basketball Leagues, sponsored by McDonald's.

Summer 2013 marks the 4th Annual Boys Summer League and the 3rd Annual Girls Summer League. "The leagues are comprised of high school teams from throughout the area. We choose teams on a first come/first served basis, but put an emphasis on competitive balance as well. Twelve to 16 teams comprise each division. The Girls will compete from June 3 through June 14, and the Boys league runs from June 17 - 28. Not only do teams play six to eight league games, but there is a tournament held at the completion of league play too," stated Kroc Center Recreation and League Director

Dwayne Hasbro. Also this year, All Tournament Teams will be selected and League MVP's chosen.

"All games are played on our state-of-the-art outdoor courts featuring glass backboards, electronic scoreboards, seating for 300 and a video replay screen. OHSAA certified, 3-man officiating crews work the games to make them feel just like regular season contests. It is our intent to run the leagues in a first class manner, making sure the experience is good for players and coaches alike. And, it's great for spectators and fans since there is no admission charge," concluded Hasbro.



We sincerely thank McDonald's for making our High School Summer Leagues possible and we invite everyone out to see some really good basketball this summer!



Norris Cole's Summer Basketball Camp Returns

Former Dunbar High School standout and current Miami Heat point guard Norris Cole will return to the Kroc Center for his 2nd Annual Kid's Summer Basketball Camp.

The camp will run Monday through Friday, August 5-9 from 9 AM to 4 AM. Boys and girls six to 18 years of age are eligible for participation. Instruction emphasis is on fundamentals and skill development, but game competition within age groups is included.

Norris will be in attendance every day and will be assisted by qualified volunteers throughout the week. Dwayne Hasbro says, "We are very glad to have Norris and the camp back on our campus. We had over 100 kids involved last year and we know this year will be even bigger and better."

For additional camp information, please call the Kroc Center at 937.528.5200.

Remember to designate
The Salvation Army
when you make your
donation to the United
Way Campaign.

Thank you!

Thank You!

We were overwhelmed by the generosity of the Dayton community this past Christmas season. Your gifts mean so much to those we serve, and we couldn't do it without you.

We also couldn't do it without the help of our corporate partners. We appreciate Dayton Freight Lines, Inc. and Dayton Bag and Burlap who sponsored our newspaper ads. Gem City Tire made our Tree Lighting Event one of our most well-attended ever (over 2,200 people!) and we are grateful to Jamie Simpson, WHIO-TV Senior Meteorologist, who took the time to emcee the event. As always, the employees of Fifth Third Bank were gracious enough to count and deposit all of the money from the Army's Christmas kettles.



Sharon Howard

Get To Know Our Advisory Board: Sharon Howard

Chances are good that you already know Sharon Howard! Sharon spent 25 years at Channel 2/ WDTN, with her last role as Executive Director of Community & Public Relations. She has dedicated herself to the economic development of Dayton, and to telling the stories of those who contribute to our region's growth. It only seems natural that she would also serve for 33 years as a member of the Army's Advisory Board. How did it all start?

"While at Channel 2, I met Tim Kenner (current Vice Chairman of the Board) who was working at WHIO Radio at the time. Tim invited me to consider a board position, and here I am. I've learned so much about the Army – I used to think it was just the place where I donated clothing and where my son Dale played basketball. But it is so much more!"

Senior Business Manager Reggie Winters comments, "Sharon's media and marketing background – along with her boundless energy – has helped the Dayton Army get its message out to the community and to those who rely on our services. Her service has been invaluable."

Sharon has seen the major impact the Kroc Center has made on our community. "The Salvation Army has always been in the business of changing lives. And now, with the Kroc Center, we can do even more for the community. For so many poor children, it is a safe haven where they can have access to meals, books, computers, musical instruments and adults who care

about them and their dreams. That's the ROI for Dayton – we are giving underprivileged kids and families hope for a better life. I thought the location of the Kroc Center was brilliant. The neighborhood was blighted before the Army moved in. We made a conscious decision to go where help was needed, and that decision has paid off. In addition to all of the educational programs, poor kids have a chance to see movies, learn a new craft and attend summer camp. I also appreciate the diversity of our membership – children are exposed to people they would have never been exposed to before. Joan Kroc's vision is truly alive and well and, after three years, the facility is still impeccable."

Sharon is the mastermind behind the Crowns Hat Show, now in its 13th year, which benefits the Women's Wellness Fund at Kettering Medical Center. The show pays homage to the glorious church hats proudly worn by African-American women in the south.

Of her work for The Salvation Army and KMC, Sharon says, "I never let things stand in my way. When I see a need, I go for it. It has never bothered me to use whatever influence I have to go to bat for those who need help."

Thank you, Sharon, for EVERYTHING you do for our community. We are so blessed to have you on our Advisory Board!

Please visit our web site at dayton.salarmykroc.org

“Hopelessly Devoted 2 You”

For many couples, Valentine's Day is celebrated with a dinner and a movie. And, for 20 lucky couples, their date night took place at the Kroc Center on February 15. The theme? The 70's! Everyone enjoyed a five course meal, the movie *Fifty First Dates*, a costume contest, TV and music trivia, and 70's style dancing.

“We wanted to help couples find some alone time, and have fun in a safe and alcohol-free environment. So many of our activities are about families and children, so this is an opportunity to honor Mom and Dad specifically. The minimal charge for the event recognized the struggles many of our families have with expenses. Truly, a great time was had by all!” reports Kip Moore, Performing Arts Director.



“Thank you for a fun and relaxing evening at the Hopelessly Devoted 2 You event. What other event could you attend for such a small cost that included a superb dinner, dancing, fun games, popcorn and a movie? The staff of the Kroc Center thought of every little detail. We are already looking forward to next year!”

Melissa Rasnic

Steel Magnolias

If you didn't get a chance to see *Steel Magnolias* at the Kroc Center, you missed a stellar production! On April 12 and 13, we saw six local women act their hearts out in the 1987 play by Robert Harling. Set in a small parish in Louisiana, the play features a close-knit circle of friends whose lives revolve around Truvy's Beauty Parlor. How did Performing Arts Director Kip Moore select this play? Here's Kip:

“People are familiar with the movie, and we thought that type of name recognition would be a good draw in our community. The play is family oriented, fun, heartwarming and touches on Christian values. That's important! It's not just entertainment. It's about staying within our mission statement to touch lives and move people with the message of the play. I see theatre as a vehicle to help us spread the Army's message.”

Well said, Kip. And, well done!

Membership Has Its Benefits!

Given the rising cost of health care, more and more companies are focused on the lifestyles of their employees. What better way to help your associates – and your bottom line – than by signing up for a Kroc Corporate Membership?

Our 5,000 square foot Fitness Center with Aerobic/Dance Studio offers endless opportunities for fitness and features all of the latest cardiovascular and weight training equipment. If you prefer the outdoors, our walking paths are just what the doctor ordered. Zumba, yoga, karate, boot camp, weight training and cardio boxing are just a few of our regularly scheduled classes.

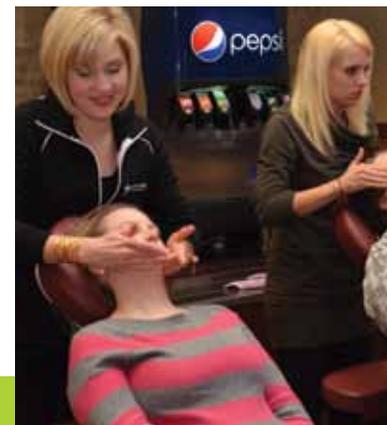
Because our recreation facility is located on the Kroc campus, your membership includes many other benefits that you can't get at a regular gym. You'll receive discounts on room rentals, catering and use of the movie theatre for your private meetings or events.

Costs are reasonable, and depend on the size and status (profit/non-profit) of your company. To learn more, please call 937.528.5100



Take Me To The Spa!

Spa Night at the Kroc Center is always well attended, and this year's event was no exception. Over 115 women participated, and were treated to manicures, facials, meditation lessons, massages, make up tips and more. Refreshments, appetizers and door prizes rounded out the evening for these women who are beautiful – inside and out! Our thanks to Mary Kay Cosmetics, Square One Salon, Serenity, Thirty One and Janberry Nails for their services, products and donations. “The best \$10 I've ever spent!” exclaimed one of our ladies. This event grows every year, and we are so happy to be able to provide this evening of luxury.



We'll Meet You At The Kroc!

Whether you're planning a conference, a meeting or a trade show, consider hosting it at the Kroc Center. Our well-equipped facility features a variety of spaces, equipment and menus to accommodate your needs. From banquet to board room, our experienced staff stands ready to exceed your expectations. You'll be in good company, too - these companies and organizations were happy they chose the Kroc for their events last year...

The Ohio State University
Dayton Public Schools
Dayton Police Department
Key Bank
PNC Bank
Fifth Third Bank
McDonald's
Wright Patterson Air Force Base
Dayton Rotary Club
Dayton Opera Board
Sinclair Community College
RTA
United Way
City of Dayton
Montgomery County Department of Job & Family Services
Grant Professionals Association of Miami Valley
Area Agency on Aging
Becker Electric
Goodwill Easter Seals

"We've held many events at the Kroc Center over the last few years, and we've been continuously impressed with the beautiful facility and thoughtful, professional staff. Whether helping us to host a board meeting or a larger scale community event, the Kroc Center's staff is careful to make sure each detail is covered. We've truly enjoyed working with the events team and look forward to hosting many more events at the Center in the coming years."

McDonald's of Miami Valley

"The Dayton Police Department is grateful for a community partner like the Kroc Center. Whether using the beautiful facilities for the recognition of Dayton's finest at our annual awards ceremony or working with the community for Police & Clergy Together training, the Kroc Center staff allows us to focus on our mission because we know that the details are managed by consummate professionals. Outstanding customer service is the mark of the Kroc Center and the gifted staff who pay careful attention to details resulting in events that only appear effortless."

*Chris Pawelski
Community Engagement Officer
Dayton Police Department*

"We have enjoyed working with the Kroc Center to host our events. We have found the facility to be well prepared, clean and accommodating. Rachel Dufour and the Kroc Center worked well with us ensuring the best experience for our division's event. Ms. Dufour was always pleasant and easy to work with and had an awareness of our budget and needs given that we, too, are a non-profit organization."

*Michelle Ann Feltz
Goodwill Easter Seals of the Miami Valley*





RAY & JOAN KROC
CORPS COMMUNITY CENTER

DAYTON

The Salvation Army
1000 N. Keowee St.
Dayton OH 45404

DOING THE MOST GOOD

“... For service is our watchword, and there is no reward equal to that of doing the most good to the most people in the most need.” –Evangeline Booth

You Can Make A Difference!

Please join us in our mission to make certain that all of the wonderful opportunities at the Kroc Center will be enjoyed by everyone. The Salvation Army has established a Sponsorship Program with the express purpose of funding scholarships and programming for needy children and families. This Program will ensure that those in need will only have to pay a minimal amount per month to partake of all that the Kroc has to offer. **All will be welcome and no one will be turned away.**

To make your tax deductible donation, mail your check made out to The Kroc Center to:
The Salvation Army,
1000 N. Keowee St.,
Dayton OH 45404.

If you have any questions, please contact Reggie Winters, Senior Business Administrator, at 937.528.5100. Thank you very much!

Yes, I would like to be a part of the Kroc Center's "Sponsors Row"

Yes, please include me in "Sponsors Row." My check for \$1,000 or more is enclosed.

I am unable to donate \$1,000, but I want to help.

\$120 sponsors a family of four for one year.

\$60 sponsors an adult for one year.

\$36 sponsors a minor for one year.

Other \$ _____



RAY & JOAN KROC
CORPS COMMUNITY CENTER
DAYTON

Name _____

Address _____

City _____ State _____ Zip _____

Please help us make the Kroc Center a Beacon of Hope for the entire Miami Valley!