



# NEWS BRIEF

The Salvation Army Metropolitan Division • 5040 N. Pulaski Road • Chicago, IL 60630

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## Salvation Army Breaks Ground on Ray and Joan Kroc Corps Community Center

*Governor Quinn, Mayor Daley Join in Construction Launch of 32-Acre Campus*

*Capital Campaign Reaches \$33 Million; Bulls and White Sox Announce Major Gifts*

CHICAGO – The Salvation Army broke ground today on the **Ray and Joan Kroc Corps Community Center** on the South Side of Chicago at the site of the future Kroc Center, 1250 W. 119<sup>th</sup> Street in West Pullman. Joined by **Illinois Governor Pat Quinn, Mayor Richard M. Daley** and **Alderman Carrie Austin**, as well as hundreds of community residents, donors and supporters, The Salvation Army celebrated a major step toward realizing the vision of the state-of-the-art facility that will include the largest array of sports, arts, educational and supportive programs anywhere in the city.

The Center has the potential to make a tremendous impact on the far South Side, with a particular focus on the serious issues of community violence and job loss. Helping to build a safer community will be a priority for the Kroc Center. More than 250,000 people live within a three-mile radius of the site. More than a third is under age 18. About **2,500 people are expected to use the Kroc Center daily**.

“The Kroc Center project presents us with an extraordinary opportunity to dramatically improve the lives of children and teens who need a safe haven and positive alternatives to gangs and drugs,” said Lt. Col. **Ralph Bukiewicz**, Metropolitan Divisional Commander of The Salvation Army. “The Kroc Center is within three miles of 13 schools, including Fenger High School. It will offer a broad range of enriching after-school and summer programs for kids with all interests. It will create jobs and stimulate the local economy. There has never been a more urgent need or a better time to support the Kroc Center.”

“For many years, The Salvation Army has been a big part of our city’s success, supporting people in need and helping them rebuild their lives,” said **Mayor Richard Daley**. “And that commitment to Chicago has improved the quality of life of all our residents and adds to the spiritual core of our community.”

### **Bulls and White Sox Announce Major Gifts**

**Chicago White Sox Charities** – the team’s philanthropic arm – announced that it will **donate \$1 million** to the Kroc Center. Kroc Center recreational facilities will include baseball and softball diamonds, where White Sox inner-city youth teams will play and train.

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The **Chicago Bulls Charitabulls** also announced a **\$1 million** grant. Chicago Bulls President and COO **Michael Reinsdorf** and legendary Bull and Hall of Famer **Scottie Pippen** both participated in the groundbreaking.

These grants are in addition to two anonymous lead gifts of **\$5 million** and **\$8 million**. The **Bank of America** has awarded **\$500,000** to the Kroc Center. **The Searle Funds at the Chicago Community Trust** also awarded two grants totaling **\$500,000**. The Kroc Center has received 14 donations at \$100,000 or above.

The Salvation Army announced that **\$33 million** has been raised so far in the ongoing fundraising campaign to build and endow the Kroc Center. This amount is in addition to the **\$109.8 million** from the Joan Kroc estate, awarded to the Chicago project by The Central Territorial Headquarters for the 11 Midwestern States. The Salvation Army capital campaign will establish an endowment large enough to ensure **operational start-up costs, funding for programming, program scholarships and materials, such as sports equipment and musical instruments**. The Kroc Center will represent a total investment of **\$159.8 million**, the largest single investment by a social service organization in Chicago's history.

### **Kroc Center Will Combat Violence and Create Jobs**

"We have developed a terrific partnership with the local Police Department, and The Salvation Army's increased presence and public events in the parks, like health fairs and football have already begun to inspire anticipation of the Kroc Center's many outdoor playing fields," said **Major Dave Harvey**, Kroc Center Senior Officer.

"For the past few years, I have been a part of Kroc programs," said **Aaron Taylor**, 13, an 8<sup>th</sup> grader at Higgins Community Academy. "I planted a community garden, learned how to play drums. Last summer, I learned how to play golf and just last week I participated in a Chicago Bulls basketball clinic. The Salvation Army is allowing me, my family and my school to discover our talents and pursue our dreams. In the City of Chicago, we hear a lot about violence in the streets and how it takes the lives of many young men my age. The Kroc Center will provide a hope and a haven in response to the violence we see in the streets. The Kroc Center will allow dreams to stay alive."

The Kroc Center will create about 220 construction jobs during its two-year construction phase. Once open, it will create more than 200 permanent, full- and part-time jobs. The Kroc Center will provide job readiness and training programs. It is also expected to improve the economic stability of the surrounding neighborhood. Like the Kroc Center in San Diego, California, the Chicago Kroc Center is expected to attract new business, create hundreds of jobs, increase economic stability and lower crime rates.

### **A Destination for the Entire Family**

When completed, the Kroc Center will offer a wide array of activities and services for people of all ages, making the Kroc Center a unique destination for the entire family. Proposed programs and ministries include opportunities for worship, educational classes, sports, arts and support programs. **Recreational features** will include an indoor sports complex, an outdoor stadium, basketball and tennis courts, an aquatic center and a water park, a state of the art fitness center, a climbing wall, basketball courts and more. Outdoor recreational facilities will include a sports stadium, a golf training center, baseball diamonds, batting cages, tennis courts and running track.

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The **Family Life and Education Center** will offer an array of classes and educational workshops for people of all ages, including job training, GED preparation, tutoring, computer literacy, financial planning, parenting classes and health screenings.

The Kroc Center's **Academy of the Arts** will include a performing arts center; an outdoor amphitheater; a media center with recording video production studios; as well as studios for instrument, vocal and art instruction.

### **A Wide Variety of Programs Already Underway**

The Army has put together a Kroc Project Team of instructors and program officers who, for the past three years, has been running a wide range of arts, educational, sports and after-school programs and summer camps for students at three schools near the Kroc Center site: **Higgins Community Academy, Johnnie Coleman Academy and Fenger Academy High School**. The Salvation Army Kroc Center Project Office has been open for more than a year, at 11357 S. Halsted, as a base of operations for the Kroc project team.

Completion of the Kroc Center is expected in 2012. For more information about The Kroc Center, visit [www.kroccenterchicago.org](http://www.kroccenterchicago.org).

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### **About The Salvation Army**

The Salvation Army is the largest social service organization in the world and the single largest direct provider of social services in Chicago and the state of Illinois. The Army operates 200 points of entry in neighborhoods across the greater Chicago area, providing disaster relief, shelter, meals, rehabilitation programs, child care and head start, senior services and more. On any given night, about 900 people are sleeping under a Salvation Army roof. In 2010, The Army will celebrate 125 years of service in Chicago. The Salvation Army is there every day, 24-hours-a-day in Chicago and throughout the country providing disaster relief to people in crisis.