



NEWS BRIEF

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

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Salvation Army Reaches 90 Percent of First Fundraising Goal for Ray and Joan Kroc Corps Community Center

Programs already making a difference in community

CHICAGO - The Salvation Army announced Tuesday that the Ray and Joan Kroc Corps Community Center campaign committee has raised **\$16.4 million**, or **90 percent** of its initial **\$18.3 million** fundraising goal and is on schedule to begin site development this fall and construction next year.

“Our progress is a powerful testament to the strong merits of this project and the need and desire for the Kroc Center on the Far South Side of our city,” said Judy Keller, a major Chicago civic leader and co-chair of the Kroc Center Capital Campaign Committee. “It’s hard to overestimate how challenging raising funds is right now, yet we are reaching our goal. The determination and generosity of Chicago’s philanthropic community has kept this important project moving forward,” Keller said.

In addition to two anonymous lead gifts of \$5 million and \$8 million, the campaign has received donations from a broad range of individuals, organizations and foundations.

“These are tough times for families and the need for the Kroc Center is greater than ever,” said Lt. Colonel David E. Grindle, Chicago Metropolitan Divisional Commander of The Salvation Army. “The Salvation Army and the Kroc Center are all about facing tough times and making them a little easier. The Kroc Center is already making a difference. We are on the ground every day in West Pullman, running programs, working with kids, supporting the community and laying the groundwork for the future Kroc Center.”

Kroc Team Already Making a Difference in West Pullman

The Army has put together a Kroc Project Team of instructors and program officers who, for the past two years, have 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 at 119th Street and Loomis: Higgins Community Academy, Johnnie Coleman Academy and Fenger Academy High School. Seven months ago, The Salvation Army opened a Kroc Center Project Office at 11357 S. Halsted as a base of operations for the Kroc project team.

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ADD 2- KROC CENTER UPDATE

Just a sampling of specific programs currently underway are music instruction in band percussion, keyboard and choir; a variety of sports day camps; Sunbeam and Adventure Corps youth programs; career days; health fairs; and a “Green Club,” in which students plant and harvest a community garden and learn about the environment.

“We’re not waiting to make a difference in West Pullman and the South Side of our city. We are at work now and we believe our outreach and service is just a glimpse of what we will be able to do as we continue to work toward completion of the Kroc Center,” Col. Grindle said.

Kroc Center will address key community needs by creating jobs and combating violence

The Salvation Army team and the Kroc Center will be particularly focused on the serious and growing issues of community violence and job loss. The Kroc Center will create about 300 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 team will also provide job readiness and training programs. In addition, the construction of a state-of-the-art community center in West Pullman has tremendous potential to improve the economic stability of the surrounding neighborhood, attracting new business and creating additional jobs. The Salvation Army’s Kroc Center in San Diego has been a catalyst for the growth and revitalization of the Rolando neighborhood.

Helping to build a safer community will also be a priority for the Kroc Center.

“Violence has increased more on the southeast and far south side of Chicago than any other area of the city,” Grindle said. “In West Pullman alone there have been eight homicides and 734 violence crimes in the past year. In neighboring Roseland, less than a mile from the Kroc Center site, there have been a staggering 19 homicides and 1,254 violent crimes.”

“The Kroc Center will offer a safe haven, preventing violence by providing positive alternatives to the destructive influence of gang involvement. Every day we get closer to opening the Kroc Center, we are one day closer to giving young people positive choices, and one day closer to providing education and job training for people struggling to get back on their feet. The need for the opening of the Kroc Center grows more urgent by the day. “

Latest Building Schematics Released

The Salvation Army unveiled the latest Kroc Center building schematics and renderings developed by the architectural firm Antunovich and Associates.

The new building design represents a change from the original design of architect Helmut Jahn, but incorporates many of his elements and his vision for the building. The latest design includes every facility and component of the original, but will enable construction to be phased so that the Kroc Center becomes operational at the earliest possible moment.

ADD 3- KROC CENTER UPDATE

“In this economic climate, where there is competition for funding, we need to maximize every dollar we invest in this building,” Grindle said. “The revised design of the Kroc Center will help us achieve much needed cost savings without compromising any facilities or programs and assure that we stay within our original construction budget and reduce ongoing maintenance costs.”

“It has been a great honor to work with Helmut Jahn,” continued Grindle. “His vision and immeasurable contributions to this project still guide us. We are extremely proud and fortunate to be working with another world-caliber architect in Antunovich and Associates, who will help us see the Kroc Center through to completion with a design for a wonderful building that is still architecturally significant,” Grindle said.

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About The Salvation Army’s Chicago Ray and Joan Kroc Corps Community Center

In November 2007, The Salvation Army Chicago Metropolitan Division announced that it was approved to receive a portion of the estate of Joan Kroc, wife of McDonald’s founder, Ray Kroc. The \$109.8 million award from the estate is being supplemented by a \$50 million fundraising campaign to build and endow the state-of-the-art ministry, community and social service facility in the West Pullman neighborhood on the city’s far south side. With anticipated completion in the summer of 2011, the Kroc Center represents a \$159.8 million investment, and will be a center of unprecedented scope and size, offering an array of education, sports, arts and support programs for people of all ages never before available in a single Chicago facility.

State-of-the-art recreational facilities will include fully equipped gymnasiums, an aquatic center, a water park, running tracks, tennis courts, golf training area, baseball and softball diamonds and fitness center.

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, computer literacy, financial planning, parenting and nutrition. As a result of a diversity of programs, people of all ages will be drawn to the facility, making the Kroc Center a unique destination for the entire family. The Family Life and Education Center will also offer after-school programs for children.

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. The Family Life and Education Center will offer after-school programs for children

For more information about The Kroc Center, visit www.kroccenterchicago.org.

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.