

IN THE SPOTLIGHT

Salvation Army Alegria

DOZENS OF WELL-WISHERS, INCLUDING **Los Angeles City Councilmember Eric Garcetti**, celebrated the dedication of The Salvation Army Alegria in Silverlake.

Alegria – Spanish for “Joy” – is a village-style apartment complex designed specifically for homeless and low-income families affected by the HIV and AIDS virus. There are 28 units of permanent housing for those needing intensive services and another 16 units of transitional housing. An on site child care center is licensed to care for up to 70 kids from Alegria and from the local community.



Alegria is one of the largest programs of its kind anywhere in the United States.

The dedication ceremony featured a performance by the Millennium Choir, conducted by **Maestro Beppe Cantarelli**, and a carnival atmosphere which included face painting, magicians, sidewalk art, acrobatics and a basketball demonstration. The \$9 million Alegria project was funded by the City of Los Angeles Housing Department, County of Los Angeles Housing Authority, Enterprise Social Investment Corporation, Federal Home Loan Bank, Weingart Foundation, Bank of America and other private donors.



A young Alegria resident learns how to make sidewalk art



Los Angeles City Councilmember **Eric Garcetti** congratulates Divisional Commander **Lt. Colonel Alfred R. Van Cleef**.

Vintage L.A. Fashion Show

YOU’VE HEARD OF THE SAYING, “OUT WITH THE OLD...IN WITH THE NEW.” Well, at the Vintage L.A. Fashion Show, the theme was “Out with the new...In with the old.”

Janice McCarty, Trina Turk and **Estevan Ramos**, three of Los Angeles’ top designers, scoured Salvation Army thrift stores for fashions to show off and sell at The Salvation Army’s First Annual Vintage L.A. Fashion Show. The show was held at The Hollywood Roosevelt Hotel, site of first Academy Awards Ceremony, and served as a benefit for The Salvation Army Alegria, a facility for homeless and low-income families affected by the VIV and AIDS virus.

Hosted by **Rachel Ashwell**, founder of “Shabby Chic,” and produced by leading fashion stylist

Daniel Caudill, Vintage L.A. had fashions for just about everyone’s style.

Janice McCarty showed off items from her signature line mixed with elegant and sophisti-

cated vintage fashions. Trina Turk’s designs centered on a 1970’s retro red, white and blue theme. And Estevan Ramos took over-sized dresses and men’s suits and reworked them into body-hugging, one-of-a-kind creations.

After the show, attendees visited a designer boutique where show fashions and other vintage clothing hand picked by the designers were available for purchase. Event sponsors included Shabby Chic, *Los Angeles Magazine*, and Celestine.

Proceeds from the event went to The Salvation Army Alegria, a one-of-a-kind, low-density village style community for homeless and low-income families affected by HIV/AIDS. Located on 1.6 acres in the Silverlake District, Alegria provides intensive care staff and services, licensed daycare, full meal services, transportation, vocational services and private outdoor playgrounds. For some families, it’s the first home they can call their own.



Pictured from left, **Trina Turk**, Shabby Chic’s **Rachel Ashwell**, **Estevan Ramos**, **Janice McCarty** and Salvation Army Captain **Jolene Hodder**

Left: Sporting a look designed by Estevan Ramos



Millennium Choir Maestro **Beppe Cantarelli** and actress **Brenda Strong** at the Vintage L.A. Fashion Show



Krispy Kreme Doughnuts to the Rescue

KRISPY KREME HAS AGREED TO SUPPLY doughnuts for local Salvation Army Emergency and Disaster Services response efforts. The Salvation Army has a history of providing care at the scene of local disasters like the Malibu fires, the Northridge Earthquake and the Alaska Air Crash off the coast of Oxnard, and national disasters (see page 1).

When disaster strikes, The Salvation Army is typically called to the scene by local and federal disaster and emergency agencies to provide refreshments, food and pastoral counseling to rescue

personnel.

The Salvation Army gained favor with

servicemen abroad during WWI and WWII for providing a little taste of home — in the form of the doughnut — at the front lines.

Servicemen came to be known as “doughboys” because of their fondness for doughnuts and the kindness of The Salvation Army.

That history continues today as Krispy Kreme and The Salvation Army

team up to serve doughnuts to the men and women serving at the front lines of disasters in Southern California.



Rich Reinis, owner of all the local **Krispy Kreme** franchises, prepares to catch the ceremonial first pitch from Los Angeles Metropolitan Advisory Board Chairman **Michael Collins** at Salvation Army Night at Dodger Stadium

Salvation Army Awards

ALSO FIRST-EVER STEVE ALLEN AWARD TO BE PRESENTED

ON DECEMBER 5, 2001 IN THE International Ballroom of the Beverly

foundling pastor of Church on the Way **Jack Hayford**.

Hilton Hotel, more than 700 people will gather to honor those receiving the prestigious Sally Award from The Salvation Army. Being honored this year are basketball great **A.C. Green**, Kinko's founder **Paul Orfalea**, and

The first-ever **Steve Allen** Award for Entertainment Excellence will also be presented that evening by **Jayne Meadows Allen** to “Touched by An Angel” producer **Martha Williamson**.

Steve Allen and Jayne Meadows have been long-time friends of The Salvation Army and were honored with a Sally Award in 1984. “Remembering Steve’s comedy genius by honoring today’s wholesome standard-bearers is a fitting tribute to Steve Allen’s legacy,” said Salvation Army Divisional Commander Lt. Colonel Alfred Van Cleef.

Steve Allen and Jayne Meadows



THE SALVATION ARMY

Army of Stars

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THE SALVATION ARMY

Army of Stars

FRIENDS OF THE SALVATION ARMY
IN HOLLYWOOD AND BEYOND

BUD ABBOTT
 KEIKO AGENA
 ALAN ALDA
 GRACIE ALLEN
 KRISTA ALLEN
 STEVE ALLEN
 LONI ANDERSON
 ED ARNOLD
 BEA ARTHUR
 ED ASNER
 PEARL BAILEY
 SCOTT THOMPSON BAKER
 ROGER BARKLEY
 DIANE BARRONE
 LIONEL BARRYMORE
 JOHN BEARD
 JACK BENNY
 EDGAR BERGEN
 MILTON BERLE
 BARBARA BILLINGSLEY
 PAT BOONE
 LLOYD BRIDGES
 CAROL BURNETT
 GEORGE BURNS
 RAYMOND BURN
 BARBARA BUSH
 ASHLEY CAFAGNA
 BEPPE CANTARELLI
 JOHNNY CARSON
 JACK CARTER
 RICK CHAMBERS
 JULIA CHILD
 CHRISTOPHE
 CHIEF IRON EYES CODY
 CLAUDETTE COLBERT
 FRITZ COLEMAN
 GARY COLLINS
 MAX COLLINS
 STEPHEN COLLINS
 WILLIAM CONRAD
 TIM CONWAY
 COOLIO
 BILL COSBY
 LOU COSTELLO
 JOAN CRAWFORD
 WALTER CRONKITE
 BING CROSBY
 RODNEY DANGERFIELD
 HOLLACE DAVIDS
 TOMMY DAVIDSON
 BETTE DAVIS

The Salvation Army Provides Care for Victims of 911 Disaster

THOUSANDS OF SALVATION ARMY OFFICERS and volunteers are working in New York, Washington, D.C. and Pennsylvania tending to the physical, emotional and spiritual needs of individuals, families and emergency personnel.

The Salvation Army's disaster relief efforts, dubbed "Operation Compassion Under Fire," began immediately following the terrorist attacks on September 11th.

In **New York City**, at **Ground Zero**, The Salvation Army was the first disaster relief agency on the scene. During the first ten days on site, The Salvation Army served 100,000 meals a day to emergency workers. They continue to serve more than 25,000 meals a day from multiple feeding sites in lower Manhattan as well as offer grief counseling to victims, their families and relief workers.

The Army's family services operation is located at Pier 94 offering a variety of services, including: rent/mortgage payment assistance, clothing vouchers, food, memorial services, airline tickets, insurance payments, and whatever financial assistance is needed to provide compassionate support and care.

While children wait for their parents to receive assistance at Pier 94, they are each comforted with a brand new teddy bear and a snuggle with one of the Golden Retriever therapy dogs on duty.



The Salvation Army at Ground Zero

At the **Pentagon** and in **Pennsylvania**, The Salvation Army assisted with search and recovery efforts and is providing round-the-clock meals and counseling to relief workers and the families of victims.

The Salvation Army's relief efforts are not only evident in New York, Washington, D.C. and Pennsylvania. In cities across the country, The Salvation Army is working to assist individuals and families suffering financial and emotional hardships as a result of the terrorist attacks.

Long after the physical effects have disappeared, The Salvation Army will remain dedicated to nurturing and providing counseling to those impacted.



THE SALVATION ARMY

Army of Stars

Homeless teens gather at the Way In Center for dinner and fellowship



Hollywood Reaches Out to Homeless Teens

SALVATION ARMY ADVISORY BOARD MEMBERS ARE flexing their collective muscle to make things happen for the Army in Hollywood. One such member, **Marge Randolph**, VP of Human Resources at Walt Disney Co., is using her resources and contacts to help change lives for the kids who call the streets of Hollywood home.

The Salvation Army Way In, located near the corner of Hollywood Boulevard and Bronson Street, serves the homeless and runaway teen population in Hollywood with a foster care group home, a shelter and drop-in center that provides assistance on an as-needed basis.

“Many of these kids came to Hollywood because of an image we created,” said Randolph. “I think it’s important for those of us who work in the entertainment industry to do something to help them reclaim their lives.”

As cold weather approaches, the needs of Hollywood street youth become critical! Help The Salvation Army prepare these kids for winter by donating the following items for their Christmas gift bags: gloves, hats, restaurant coupons, protein bars, books, socks, and new underwear in all sizes.

For more information on where to send or deliver your donation, please call Kathy Lovin at (213) 553-3265.

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- NEIL DIAMOND
- PHYLLIS DILLER
- WALT DISNEY
- ELINOR DONAHUE
- MASON DRAGOTTO
- JIMMY DURANTE
- GINNY DURKIN
- STEPHANIE EDWARDS
- STEVE EDWARDS
- JULIUS ERVING
- DALE EVANS
- PETER FALK
- JAMIE FARR
- WAYNE FEDERMAN
- ALAN FEINSTEIN
- CORY FELDMAN
- RHONDA FLEMING MANN
- JUNE FORAY
- GLENN FORD
- GEORGE FOREMAN
- ANNETTE FUNICELLO
- ROLAND GALVAN
- GREER GARSON
- DAVE GEE
- BILLY GRAHAM
- CARY GRANT
- LORNE GREEN
- ANDY GRIFFITH
- MELANIE GRIFFITH
- LISA GUERERRO COLES
- STEVEN GUTTENBERG
- JADE HARLOW
- HELEN HAYES
- PATRICIA HEATON
- DARBY HINTON
- CELESTE HOLM
- BOB HOPE
- RON HOWARD
- LANCE ITO
- BURL IVES
- SHAR JACKSON
- JAMES EARL JONES
- KATHY JONES
- SHIRLEY JONES
- MIKE KILLEEN
- SALLY KIRKLAND
- LINDSAY KORMAN
- DOUG KREIGEL
- FRANKIE LAINE
- MICHAEL LONDON
- TOM LANDRY
- ANGELA LANSBURY
- CAROL LAWRENCE
- NORMAN LEAR
- JANET LEIGH
- MATTHEW LETSCHER
- HAL LINDER
- KATE LINDER
- ART LINKLETTER
- MACEY LIPMAN
- JUNE LOCKHART
- SKIPPY LOWE
- JOAN LUNDEN
- MARIE MACHADO
- RUE MACLANAHAN
- FRED MACMURRAY
- KARA MACNAMARA
- RANDALL MALONE
- HENRY MANCINI
- TED MANN
- JOSEPH MARCELL
- MATTHEW MARGOLIS
- ROSE MARIE
- RAYMOND MASSEY

Golf Raises Funds for Army

STARS PLAY AND ENJOY NIGHT OF COMEDY

This year's **Seventh-Annual Fritz Coleman Fair Weather Golf Classic** boasted a record attendance and outstanding fundraising success. One-hundred-twenty golfers enjoyed a day of golf on the famed course at Lakeside Golf Club in Toluca Lake.

More than 320 golfers and other friends of The Salvation Army attended the post-golf silent auction, dinner and stand-up comedy show presented by Fritz and his comedian friends, **David Gee**, **Wayne Federman** and **Kevin Meaney**.

The combined total raised from the tournament, auction and the Fritz and Friends Dinner was more than \$100,000. Funds raised will be used to support several Salvation Army programs in Southern California, such as Camp Mt. Craggs and Camp Gilmore in the Malibu

Mountains, the Torrance Adult Day Care Center, and The Way In Center that serves homeless teens in Hollywood.

The Salvation Army counts NBC-4 Weathercaster Fritz Coleman among its most faithful supporters and is grateful for his continued commitment to the men, women and children the Army serves.



Actor **Paul Petersen** ("Donna Reed Show"), comedian **Jack Carter**, Salvation Army Divisional Commander **Lt. Colonel Alfred R. Van Cleef**, and actor **Tony Pena** ("Young and the Restless") at the Fritz Coleman Fair Weather Golf Classic

Fritz Coleman, serving as auctioneer at Fritz and Friends Dinner.



MARILYN McCOO
TRINA McGEE DAVIS
REBA McINTIRE
ROD McKUEN
JAYNE MEADOWS
KEVIN MEANEY
MANNY MEDRANO
THE MILLENNIUM CHOIR
MARY ANN MOBLEY
RICARDO MONTALBAN
EDWARD JAMES OLMO
CHIEF BERNHARD PARKS
GREGORY PECK
PATTI PETERSEN
ANTHONY PENNA
PAUL PETERSEN
SIDNEY POITIER
TOM POSTON
PAULA POUNDSTONE
GENERAL COLIN POWELL
JANE POWELL
VINCENT PRICE
MARJORIE RANDOLPH
JOHN RATZENBERGER
RONALD REAGAN
LEE REHRMAN
ROGER REITZEL
RICHARD RIORDAN
ROCKETTES
ROY ROGERS
CAESAR ROMERO
DANNY ROMERO
MICKEY ROONEY
BOB SAGET
WILLARD SCOTT
VIN SCULLY
TOM SHADYAC
GEORGE BEVERLY SHEA
NYSA SHENAY
AMY SHOMER
BUFFY SHUTT
RED SKELTON
EMMIT SMITH
LOUISE SOREL
DANA SPARKS
SPIRITUAL PIECES
NANCY STAFFORD
ROGER STAUBACH
JIMMY STEWART
BRENDA STRONG
SUSAN SULLIVAN
EVA TAMARGO LEMUS
ROB THOMAS
TALAYA TRIGNEROS
BLAIR UNDERWOOD
RUDY VALLEE
JOAN VAN ARK
LINDSAY WAGNER
ELI WALLACH
LEW WASSERMAN
ETHEL WATERS
ORSON WELLES
MAE WEST
MEREDITH WILSON
MARTHA WILLIAMSON
ROBERT YOUNG
WILLIAM ALLEN YOUNG
NATALIE ZEA

List not exhaustive ... more names in issues to follow!

A Delicious Collaboration

TRAINING PROGRAM CREATED FOR L.A. WELFARE-TO-WORK

THE SALVATION ARMY IN COMPTON RECENTLY DEDICATED ITS Culinary Arts Training Program – a partnership with **Project Angel Food** – with a special dedication and ribbon cutting ceremony. Enjoying the festivities were Project Angel Food Executive Director **John Gile** and Board Member **Judith Light**.

Project Angel Food is a non-profit organization that provides free, life-sustaining meals and nutritional counseling to men, women and children disabled with HIV/AIDS.

Students in the 12-week training program are welfare-to-work residents from the Compton, Lynwood, and Watts area. Each week they receive 20 hours of hands-on, culinary arts instruction from Project Angel Food chefs in The Salvation Army Compton Corps kitchen. The meals prepared by the students are delivered to Project Angel Food clients in the local community.



Students in the Army's Culinary Arts Training Program – a collaboration with **Project Angel Food** – celebrate at the grand opening and ribbon cutting ceremony.

THE SALVATION ARMY Army of Stars Calendar

NOVEMBER

20

Annual Christmas Kettle Kick Off

At Farmers Market
6333 W. Third Street,
Los Angeles
4:00 p.m.

Marking the official start of the Christmas fundraising season, the Kettle Kick Off will be hosted by NBC-4's **Fritz Coleman** and featured during his 4:00 p.m., 5:00 p.m. and 6:00 p.m. weather segments. The program includes holiday music and celebrity encouragement for community support of The Salvation Army Christmas Kettles. Come out and ring a bell and show your support of the Christmas Kettle fundraising effort.

INFO:
ELISABETH BUCHHOLZ
213-553-3252



NOVEMBER

21

Thanksgiving Holiday Dinner

At The Los Angeles Convention Center
1201 S. Figueroa, Los Angeles
3:00 p.m.

More than 2,000 homeless individuals and families will enjoy a turkey dinner with all the trimmings served by volunteers. Please sign up to help us make Thanksgiving memorable for poor and needy people in Los Angeles.

INFO:
ELISABETH BUCHHOLZ
213-553-3252

DECEMBER

5

Gala Awards

At the Beverly Hilton Hotel
9876 Wilshire Blvd., Beverly Hills
5:30 p.m.

Come and congratulate Miami Heat's **A.C. Green**; **Paul Orfalea**, founder of Kinkos; **Dr. Jack Hayford**, founding pastor of The Church on the Way; **Esther Synder**, Chairman of InNOuT Burger; **Martha Williamson**, producer of *Touched By an Angel*, and other outstanding leaders as we present them with the 47th annual Gala Awards for their exceptional support of The Salvation Army. A reception and silent auction will begin at 6:00 p.m. Proceeds from the dinner and silent auction will be used to help fund social service programs within The Salvation Army Southern California.

INFO:
ELISABETH BUCHHOLZ
213-553-3252



Master of Ceremonies Tommy Davidson makes the crowd laugh at the 1st Annual "Starry, Starry Night" Christmas show.

Starry, Starry Night December 13

The Salvation Army needs you! Please join us for the 2nd Annual "Starry, Starry Night" Christmas show at the Wilshire Ebell Theater in Los Angeles on Thursday, December 13 at 6:30 p.m.

More than 1,200 men, women and children from Salvation Army shelters, transitional living programs and rehabilitation centers will be treated to a special holiday show, featuring their favorite celebrities.

The holiday season is a difficult time of year for many. Men and women in rehabilitation are particularly vulnerable, so activities that guard against loneliness and despair help bolster spirits and keep people in recovery focused on the future.

That's why The Salvation Army is reviving a tradition begun by founder William Booth in the late 1900's. More than one hundred years ago, Booth understood the importance of providing entertainment with a message of hope for the alcoholics he ministered to in the slums of London.

His goal was to put on a show that the general public would like to buy tickets for, but let only the poor and needy see it for free.

You can help us by joining Master of Ceremonies Tommy Davidson to lend your talent and entertain our special guests. Share a holiday song, poem, dance, story or just bring Christmas greetings from your heart. You will be helping make the holidays brighter for many people.

Call Kathy Lovin at (213)553-3265 with any questions or to let her know you want to help! Thank you.

DECEMBER

12

Celebrity Bell Ringing Day

At Ernst & Young Plaza (corner of 8th and Figueroa)
Downtown Los Angeles
11:30 a.m. to 1:30 p.m.

Sponsored by the Los Angeles Rotary 5, celebrities and community leaders come out from 11:30 p.m. to 1:30 p.m. to ring bells alongside Salvation Army Christmas Kettles. Help us raise awareness of our annual fundraiser in the downtown area.

INFO:
ELISABETH BUCHHOLZ
213-553-3252

DECEMBER

13

Starry, Starry Night

At the Wilshire Ebell Theater
4401 West 8th Street,
Los Angeles
6:30 p.m.

Please help us provide a night of inspirational entertainment to more than 1,000 homeless individuals and families (see above).

INFO:
ELISABETH BUCHHOLZ
213-553-3252

