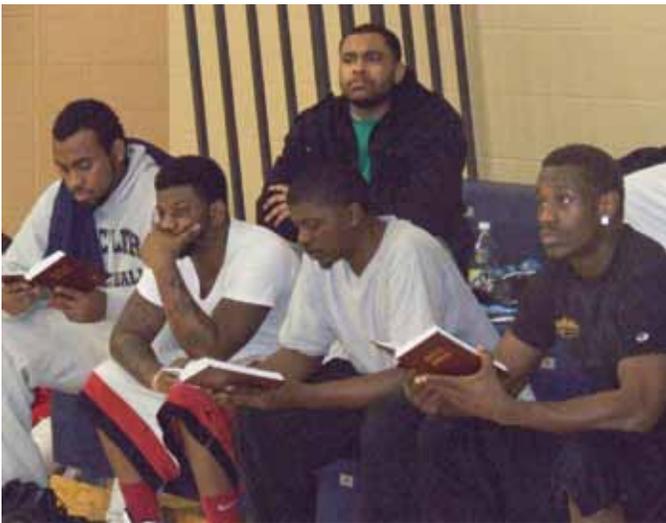


# The Kroc Center Report

Volume 7, Issue 15, Spring 2012

## Holy Basketball!



**H**oly B-Ball is the brainchild of Director of Recreation Dwayne Hansbro and Mike Jackson, Maintenance Manager. When the Kroc Center first opened, Open Gym was a time when members could come and play basketball. Because of unsportsmanlike conduct, Open Gym had to be shut down and that left many young men in the community with no outlet for their energy and no place to hone their basketball skills.

That's when Dwayne and Mike came up with Holy B-Ball. "We wanted to come up with a program that would allow players to come to the Kroc, but would also give them the Word of God," says Mike.

Each Saturday at noon, players arrive at the Kroc Center with Bibles in hand. If you don't have a Bible, you are given one. A number of local ministers have heard about the program, and volunteer to speak to the group and read from the Bible. After about 30 minutes of discussion, the players join hands and make prayer requests. Then, it's on to the basketball court for two hours of games and fellowship.

"This is a great community event," says Darnell Miller, age 24. "It's a good thing to get a word from God, put it in your heart and keep it. It's actually an honor to participate. This gives me a mindset to feel a part of something that's productive."

The program started slow with about eight participants. Now, through fliers and word of mouth, it's not unusual to

have 40 players show up. They are all ages and come from all parts of Dayton.

"The very same population that was fighting here are now attending. Yes, they originally came for basketball and were timid to talk about God. But we've seen a lot of changes in these men. Everyone is interacting and talking about their life experiences. We did not want to give up on them," says Dwayne.

*"Now we have a place for young men so they don't have to be on the streets. Basketball is just opening the door for them to learn more about God."*

Mike Jackson

## A Message From The Majors



Barbara and Tom Duperree

One of our favorite family practices throughout the years has been Family Night. Early on in our child rearing, we wanted to create a balance between work and family which would honor both those responsibilities. And so, we set aside one evening of the week so that the four of us (Barb, Tom, son Mitchell,

daughter Corinne) could enjoy one another and grow in our relationships.

These days, with both children in college, the opportunity to gather the family together for any activity has become increasingly rare. However, we were blessed to have our son spend his spring break with us last month which provided some rich experiences for us.

We spent our Family Night enjoying dinner at a local lifestyle mall, The Greene. From our table, we had a clear view of all the activity outside. We watched crowds of curious pedestrians gathered outside our window. The shifting assembly of people seemed to come and go. When the group had thinned out, we immediately realized what was fueling the attraction. Right outside our window was a beautiful Lamborghini Aventador 1p700-4. A rare vehicle indeed! Everyone who passed by seemed to stop or slow their pace because they knew this was a rare treat to find parked on the street corner. This stunning sports car with scissor doors carries a price tag of just under \$400,000. Small wonder that sighting

one of these marvelous cars is an unusual happening! Having passed through the Lenten season in recent days, our minds are fresh with the death and resurrection of Jesus.

The love of God the Father sending His only Son, Jesus, His Son, willingly giving His life for the sake of our sins.

All of this remains a mystery to us! We marvel at such love! Especially when we consider that it was for our sin that Christ died. Here's how the apostle Paul put it:

***"Very rarely will anyone die for a righteous man, though for a good man someone might possibly dare to die. But God demonstrates his own love for us in this: While we were still sinners, Christ died for us."*** Romans 5:7-8 N.I.V.

Love like that is rare indeed! When we were at our worst, God loved us and gave His Son for us so that we could be saved from our sin. And even though that type of love is rare, it's quite accessible ... unlike the Lamborghini. God's Word promises that whosoever shall call upon the name of the Lord shall be saved!

As you read this Report and learn about the many programs and services being offered at The Salvation Army's Kroc Center, we hope you will not only enjoy the exciting stories and pictures, but that you will consider how you can become a part of all the wonderful things that are happening right here in your own back yard! This rare gem is available to everyone.

Come down, take a tour and find out what the fuss is all about! God bless you!



**HAVE AN EVENT  
COMING UP?  
NEED A  
BEAUTIFUL FACILITY,  
GREAT FOOD AND  
LOTS OF PARKING?  
CALL THE  
KROC CENTER AT  
937.528.5100 AND  
ASK FOR RACHAEL!**

## Commanding Officer's Report: 2011

Last year, with your generosity, The Salvation Army was able to offer the following to Dayton area residents:

**15,779 People Were Provided Holiday Assistance.** 15,779 men, women and children received holiday assistance with food, clothing and toys.

**3,263 Nursing Home Residents, Hospital Patients and Shut-Ins Were Visited.** We visited 3,263 nursing home residents, hospital patients and shut ins. For some of the elderly, ill and lonely in Dayton, The Salvation Army is their only family.

**25,012 Nights of Lodging Were Provided.** We provided 25,012 nights of shelter for homeless people who had nowhere else to go.

**204,264 Meals Were Served/Groceries Provided To 51,276.** We served 204,264 meals to hungry individuals and provided groceries to 51,276 people through our food pantry.

**Thousands of Children Experienced Positive Interactions and Educational Enrichment.** Through our After School Programs, Summer/Day Camps and other youth-oriented events, The Salvation Army was able to offer thousands of children recreational, spiritual, educational, and arts programs designed to strengthen the whole person.

**Year-Round Counseling Assistance.** 5,887 at-risk individuals received counseling and assistance with food, utilities, rent, transportation and clothing through The Salvation Army's Emergency Support Services office in 2011.

We'd like to offer a special thanks to 185 members of the Red Kettle Club, who donated \$1,000 or more during the Christmas season. Their kindness generated a total of \$397,000.

## PepsiCo – A Valued Partner

One of our valued partners in the community is Pepsi Beverages Company (PBC) of Dayton. We sat down with PepsiCo Foodservice Healthcare GPO National Account Sales Manager Mike Sidenstick to discuss the Kroc Center/PepsiCo partnership. Mike has been with Pepsi for 24 years, and has lived in the Dayton area his entire life.

**Why did PepsiCo decide to partner with The Salvation Army?** It has given our employees a way to volunteer for a great cause in our community. For example, Pepsi employees in Dayton and Springfield collected school supplies and delivered them to the Kroc Center for distribution to children that may not have been able to afford them. Our associates also donated Christmas gifts to families having a difficult time so that they could enjoy a Christmas that might not have been possible otherwise.

This relationship also allows us to advance our corporate employee volunteer program, Pepsi Beverages' Community Gives Back, and fulfill PepsiCo's mission of "Performance with Purpose," which is defined by delivering sustainable growth through investing in a healthier future for people and our planet. We respect, support and invest in our local communities by hiring local people, creating products derived for local tastes and partnering with local farmers, governments and community groups.

**What is your opinion of the Kroc Center?** I think it is a wonderful facility that has so many programs that enrich the lives of many in our community. I view it as a body, mind and spirit experience. The **body**, through the state-of-the-art fitness center that gives the community an affordable outlet for exercise whether it's

personal training in the health center, classes in the dance studio or the indoor/outdoor basketball courts. The **mind** by the programs offered in the Family Learning Center including after school enrichment, summer programming for children, tutoring help and the literacy clinic with the help of the University of Dayton faculty and students. The **spirit** is addressed through the fellowship services offered in the beautiful, 400-seat sanctuary.

### **What impact has the Kroc Center had on our community?**

The Kroc Center's impact on the community has been far reaching. Personally, I feel it has been a wonderful addition to the Greater Dayton area. We at PepsiCo feel very fortunate to be a partner with The Salvation Army's Kroc Center. It is very rewarding to provide assistance for much needed programs and services in Dayton that enrich so many lives in our community. We are proud to have our logo attached to such a well respected and world renowned organization as The Salvation Army.

*PBC of Dayton services approximately 7,000 customers in nine counties and employs over 300 associates. The Dayton location, opened in 1927, is the oldest production facility still in operation in the world.*



Mike Sidenstick

# Adventures in Advertising!

One of the many after-school programs (at last count, 60 in all!) that The Salvation Army provides for local children is *Adventures Plus*. Expressly designed for 6th-8th graders by Jeannine Staller, e-Learning Manager, this program involves brainstorming fun after-school activities and finding ways to advertise them using various promotional media.

This program encompasses many of the building blocks of development – known as Developmental Assets – that help children grow up healthy, caring and responsible. The Assets include creative activities, learning engagement, decision making and school boundaries, just to name a few.

To start off, the children are asked to look at commercials and other ads and describe how and when they were being advertised to. Next, they took a critical look at their own values and morals to decide what kind of activity they wanted to create. They considered who their audience would be and what kinds of activities would be fun. The children designed two activities, and came up with titles, slogans and an advertising plan. (They learned that they couldn't post anything on the walls of the Kroc Center, so they decided on T-shirts and fliers.) Rebecca Tsaloff, Kroc Center Marketing Coordinator, talked with the children about best practices for flier creation, design and printing. The students also created an event schedule, participation rules and promotional guidelines, just like a real advertising agency!

The activities they came up with include:

## **RESPECT-opoly**

March – May, Fridays at 3:30

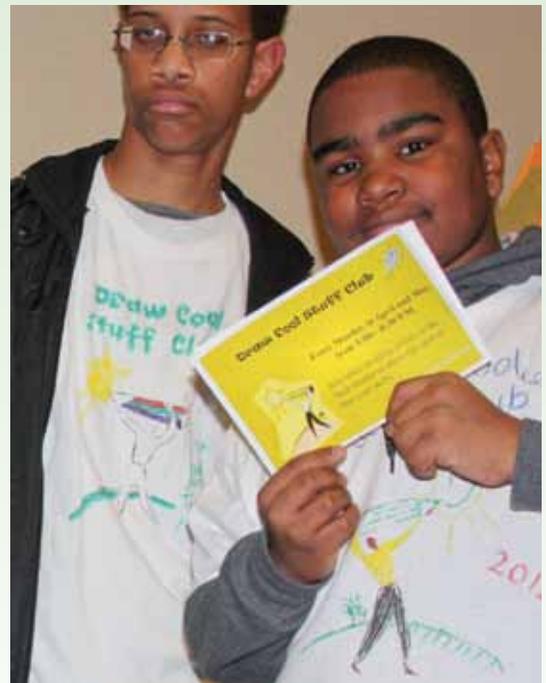
"Participants will learn to play fair while enjoying a little friendly competition and good conversation over board games."

## **Draw Cool Stuff Club**

April – May, Mondays 5:00

"Join other budding artists in the Tech Studio to share tips and refine your skills."

"How often do you get to say a program was created for children AND by children? Seeing students create a program for their younger peers, and hearing them talk about the interests of their audience was just great student engagement! The activities they came up with involve families, hands-on enrichment, skill-development and critical thinking. More importantly, they're still relevant and fun!" remarks Amber Rose, Director of Education.



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

Thank you!



John Brock MacDonald

## Get To Know Our Advisory Board: John Brock MacDonald

According to the Kroc Center's Senior Business Manager Reggie Winters, "John Brock MacDonald brings youthful enthusiasm, a keen sense of our purpose and a strong understanding of business to the Dayton Salvation Army Advisory Board. He has been a Board Member since 2003 and we are pleased and fortunate to have him."

As always, we start off interested in how John Brock first became acquainted with The Salvation Army. His reply was not so uncommon: "It was through a sitting Advisory Board Member - in my case, Sam Lumby. Sam was very persistent. He told me about the many wonderful things the Army was involved in and asked that I come see for myself. I'm not sure I was looking for a non-profit

board to sit on at the time, but Sam extolled the virtues of The Salvation Army. I visited the old location downtown, saw the great programs being offered, saw the dedication of Majors Tom and Barb Duperree and quickly understood why all of our Board Members are so deeply committed to the Army's good work. Actually, after my first exposure to these things, my decision to become a Board Member was easy. I've had opportunities to serve on other Boards, but my heart is with The Salvation Army. This is the best organization from top to bottom that I have ever been associated with. They do great things for the underserved in our community and do it very quietly and efficiently. I just can't imagine a better use of my time and effort. I really enjoy being part of this team."

John Brock appreciates how the Kroc Center has made a positive impact on the Greater Dayton community. "The building of this

community center is a remarkable achievement in and of itself and certainly could not have been accomplished without our Board. To raise \$7 million locally and leverage that to attract another \$70 million from the Salvation Army Kroc Center Fund is just incredible. To have done it during these tough economic times makes it even more extraordinary. Regarding the programming and the people that are helped through the Kroc Center, lives are being changed for the better every day!"

On a personal level, John Brock is a devoted family man to wife Stacey, daughter Sydney and son Henry. He is the owner of PS Technologies and he and Stacey sponsor the Dayton Literary Peace Prize Author Series.

**Thanks for all you do for the Dayton Salvation Army, John Brock. Your counsel and service are greatly appreciated!**

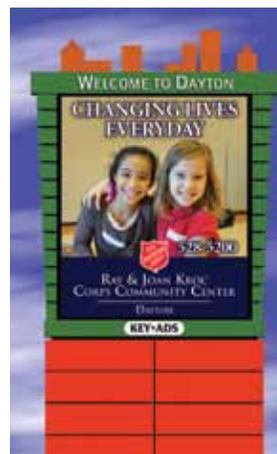
## We Are Grateful ...

...to WHIO-TV and Key-Ads, who both helped us get our message out to the community this past Christmas season. A special thanks to Jamie Simpson, WHIO-TV Senior Meteorologist, who took the time to film a Public Service Announcement for us - we hope you saw it!

You may have noticed The Salvation Army featured on several digital billboards last year. The generosity of Key-Ads gave us a great platform, 24/7, to make more people aware of our mission and our need.

And, as always, we are grateful to Fifth Third Bank for "lending" us their bank employees to count and deposit all of the money from the Army's Christmas kettles.

Thanks so much!



Jamie Simpson

# “Doing The Most Good”

*“It was simple - we saw a need and decided to step in and help. We hope other groups hear about this and follow our example for their neighborhood school.”*

Major Barb Duperree

It’s no secret that, across the country, funding for art programs in our schools has been dramatically reduced. This hit close to home at one of our neighborhood schools, Kiser Elementary.

So, The Salvation Army did what they always do and asked, “Where can we help?”

Out of that answer was born The Kroc Center School of Music!

Every Monday at 4:00 sharp, our van picks up 11 Kiser third graders and brings them to the

Kroc Center. There, they have a snack, receive musical instruction, have practice time and are then sent home with a box dinner.

(Why 11 students? Because that’s how many children fit in our van!)

Major Barb Duperree, the inspiration behind the School of Music, says, “It is a privilege and an honor to help these children. The arts have always held a special meaning for me. I can’t imagine a life without music, and don’t want these kids to miss out on one of the very special joys of life.”

With a long term goal of creating the first-ever Kiser School orchestra – complete with instruments and uniforms – the School of Music is nearing the end of its first year. Next year – hopefully, with another van and desperately needed instruments – we will continue with our fourth graders, and add 11 more third graders. The plan is that at the end of two years, based on attendance and skills learned, each child will own their very own instrument.

Teachers that have lost their jobs due to the funding cuts generously help the children with vocal and instrument training. We are deeply grateful to them.



Please visit our web site at [dayton.salarmykroc.org](http://dayton.salarmykroc.org)

## Kicks for Kids

On December 2, local children received an early Christmas present, courtesy of The Salvation Army Advisory Board. In total, 125 needy children were treated to a new pair of shoes! Participating children were chosen by teachers of Kiser Elementary and Our Lady of Rosary schools, along with help from our own Kroc Center staff. The children, accompanied by 36 volunteers from Wright Patterson Air Force Base, Sinclair Community College and our own Advisory Board, all took busses to Payless Shoes for the special "Buy One, Get One at Half Off" promotion. Kids picked out their own shoes, with a little guidance from their parents and our volunteers. Then they were treated to a fun evening of games, dinner and a movie. We wish you could have seen their faces as they found their new pair of shoes!



## The Learning Never Stops

Have you ever stopped into the Kroc Center around 2:30pm on a weekday? It's busy with activity because of our popular After School Program. In addition to Homework Help, Gym Time and Study Hall, 1<sup>st</sup> through 8<sup>th</sup> graders have a wide variety of electives to choose from. There's Art Around The World, Percussion, Once Upon A Rhyme, Boost Camp, Positive Thinking, Drama, Cheerleading and more. Over 100 children attend programs Tuesday to Thursday of each week throughout the school year. And, it's free for current Kroc members.



## Thank You, Dayton!

We'd like to thank our community for their unprecedented support throughout the Christmas season. Whether you dropped a few coins in a kettle, attended Christmas at the Kroc, or generously mailed a check to us – we sincerely appreciate it! About 88¢ of every dollar you donate goes directly to Dayton families in the form of food, emergency shelter and utilities, as well as programming. The Salvation Army prides itself on having low administrative costs, so you can be assured that your money reaches the people most in need. Thank you!





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!**