

# Typography

Bodoni 72 Oldstyle | optical kerning

**Typography has the ability to transform a word and evoke emotion.**



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What emotional response do you have when you see the word *hope* presented in the following typefaces?

**Write down your reactions and then we will discuss.**

Hope

Hope

*Hope*

HOPE

“But everything exposed by *light*  
becomes visible – and everything that is  
illuminated becomes a *light*.”

– Ephesians 5:13

# Objective

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Provide you with a design foundation  
to deliver your message with clarity.

# Purpose of Type

**Typography should perform these services to your reader:**

- invite the reader into the text
- deliver your message
- clarify the structure and order of the text
  - linking the text to the additional elements of the layout
- reveal the meaning of the text – setting the mood

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# RETURN TO THE TOWER

by WARREN L. MAYE

11



On the 4<sup>th</sup> of July weekend, and just days following the collapse of a condominium in Miami, Fla., where over 100 people lost their lives in the rubble, I decided to visit the One World Observatory at the top of One World Trade Center. It is the tallest building in the western hemisphere. From there, I looked down into the harbor at the Statue of Liberty and reflected on my 9/11 experience.

*Breathtaking* is the word that describes the view from 102 stories above Manhattan Island. Formerly known as the Freedom Tower, it stands next to the memorial that marks the site of the World Trade Center tragedy. Although the visit marked my first time in the area in 20 years, memories of the sights, sounds, smells, and feelings are still vivid.

A year after those attacks, 9/11 was added as a new word to the *American Heritage College Dictionary*, 4<sup>th</sup> edition. When I asked Steven Kleinedler, senior editor, if the definition emphasized the response to the tragedy, he told me that, as a rule, a word must be “defined according to what it is, not what it means.”

Therefore, 9/11 is defined as, “nīnī’lēv’ēn n. September 11, 2001, the date on which two hijacked airliners were flown into the World Trade Center in New York City and another into the Pentagon. A fourth hijacked airliner crashed in open land in Pennsylvania.”

#### **A beautiful, but tragic morning**

On that 9/11 morning, I enjoyed an exchange of text messages via the internet with my son who sat in his college dorm room in Boston. I looked out of the window of my home at a beautiful blue sky and anticipated a quiet and relaxing day.

Minutes later, all that changed.

The sound of twin engine fighter jets flying low overhead caught my attention. I had grown up around them, and I knew the sound. They headed toward Manhattan.

I turned on the radio and heard news reporters describe the first hit on Tower 1. I turned on my TV and saw shocking pictures. I loaded a cassette into my VCR and another cassette into my radio/tape deck.

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## How does this layout achieve these purposes?

- invite the reader into the text
- deliver your message
- clarify the structure and order of the text
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# CITY OF BROTHERLY HOPE

**THIS IS A STORY ABOUT TWO PASTORS' DEEP COMMITMENT TO CREATE A SAFE HAVEN FOR THE MEN, WOMEN, AND CHILDREN OF NORTH PHILADELPHIA.**

by ROBERT MITCHELL

**T**wo elementary school-aged children strolled home from school one sun-splashed spring day when they got the scare of their lives. They saw a passenger in a moving car point a handgun out a window. Such sights seem so common in troubled North Philadelphia.

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2022, gun violence and murders continued to plague those areas after a record 559 homicides in 2021—the most since 1960.

"The amount of gun violence is ridiculous," Chris said, noting that four or five people have been murdered on a corner near his church. "A lot of the shooters are younger people, so my goal would be to get to them before the streets get them. A lot of these guys don't have any family and they don't have any friends and they get into gangs. They really have no alternatives. The kids literally have nothing to do. We see the effects of that."

#### Building bridges

The Salvation Army got those frightened elementary school children into the Learning Zone and is partnering with other community groups to reopen a long-shuttered community center. Doing so could make a huge difference. Before becoming Salvation Army officers, the Browns helped open a community center in Canton, Ohio.

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With a poverty rate of almost 25 percent in 2019, Philadelphia is the "poorest big city in America," Chris said. While recreation centers have historically been an integral part of the city's culture, Brown was told by community leaders upon arriving in Philadelphia last year, that 90 percent of the centers have closed in recent years. Gangs, drugs, and violence fill the vacuum.

"A lot of the kids we see, their brothers and sisters and uncles and aunts and cousins—have been killed," Chris said. "They really don't have a lot of family or friends left. You also see a lot of people moving away from Philadelphia because it's so violent."

PHOTO: JEFFREY M. HARRIS



# Hope, pearls, and progress

by RETTA BLANEY

The fight against sexual trafficking requires a network of support and multiple programs.

**U**nder the elevated train in a North Philadelphia neighborhood known for violent crime, drug dealing, and street prostitution, the first floor of a small row house serves as a refuge. Women who experience exploitation and sex trafficking can have a meal or snack, take a shower, change into clean clothes, seek help from a social worker, enjoy art and yoga classes, and relax on the couch and watch Netflix.

"We're small but we're mighty," says Heather LaRocca, LCSW, director of the New Day to Stop Trafficking program for The Salvation Army Eastern Pennsylvania and Delaware Division.

In a neighborhood in Brooklyn, N.Y., where street prostitution and the threat of violence are at one of the highest rates in the state, a Salvation Army van arrives one night a month. A dozen or so volunteers and a couple of staff members venture out to greet the women and sometimes others who are entangled in this street life. The staffers give them canvas tote bags that contain a muffin or sandwich, gloves, scarfs, and information about Salvation Army support services.

In Western Pennsylvania, a staff of three Salvation Army employees continue to build a support network to meet the needs of their trafficked clients. In three years, they've acquired

PHOTO BY RETTA BLANEY



# The HOPEline

by Warren L. Maye

Trained volunteers provide emotional and spiritual care during the COVID-19 pandemic.

## Silence can be deafening.

Just ask an Emotional and Spiritual Care (ESC) specialist who is trying to connect with a stranger on the other end of a HOPEline call.

"If there's a silence, I don't know whether they've become emotionally down," says Marie Cole. Alluding to a time when such meetings took place in the same room, she continued, "If I'm in a one-on-one with them, I can see their body language. It means a lot."

Today's COVID-19 restrictions keep ESC specialists like Cole and her callers at a safe but frustrating distance. Mandated guidelines have cloaked subtle clues.

Nonetheless, this dedicated volunteer, based in Sidney, N.Y., persists. As Cole sits in her living room recliner with a colorful knitted throw behind her head, she listens carefully on her phone and, through her mind's eye, sees the tears, frowns or exuberant smiles on people's faces.

What started as a small group of volunteers on phones in the USA Southern Territory has since blossomed into 1-800 HOPEline, a network of volunteers in every territory who field many calls every day from across the nation.

"We are not counselors," says Cole, who started

volunteering for The Salvation Army in 2006 in response to floods in Sidney. After receiving her Emergency Disaster Services training in Syracuse, N.Y., she was deployed to various hurricane sites around the United States, including Superstorm Sandy in New York City and surrounding areas.

"I really love what I'm doing. When the silence comes, I try to get them to open up so I can find out what they need. I try to understand if they're going to need financial assistance, food, clothing or housing." Cole's soft voice is disarming. Her kind words can easily fill awkward silences. She calms, encourages, and lovingly cajoles her callers into staying engaged.

"I really like helping people; being able to give them some comfort; helping them to realize that they really are not alone. They want somebody to listen. There are many repeat callers who feel alone; they are confused about what they can do and what they can't do."

Cole remembers a woman who questioned why she had to wear a mask. "Why do I have to do that? I have trouble breathing," she said. So, we talked through that because, it is hard; we're not used to doing all that."

Born in Washington, D.C., Cole has spoken to callers from Chicago to California, and from young to old. Regardless of their station in life, their common thread is fear.

"Nighttime is hard because people are alone. Some older people can get Sundown Syndrome and they are afraid at nighttime," says Cole. She refers to a state of confusion some people experience that typically begins with late afternoon shadows and continues into the night. It can cause anxiety or aggression or cause people to pace or wander.

"One young man was afraid he might go back to doing drugs," she says. "So, we talked a lot about that for a while and I recommended he go to The Salvation Army because they have a wonderful rehab program."

Her work keeps her busy, despite having a husband who is recovering from surgery. "I had been up until midnight taking calls almost every night. When I wake up in the morning, there are three to four missed calls that came in the middle of the night." She has since made 9:30 p.m. her new bedtime. "When my husband is back on his feet, I'll probably be able to pick back up again," she says.

To date, 123 spiritual care operators have connected with 2,242 callers nationwide.

# A sign of hope

by Robert Mitchell



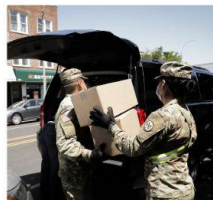
The COVID-19 shutdown caused millions of people to lose their jobs, leaving them without money to buy food and other provisions and afraid to even leave their homes. However, in the midst of this crisis the Salvation Army reinvented itself as a food distribution hub in many communities. All over the United States, the Army's familiar white food boxes emblazoned with the red Salvation Army shield were seemingly everywhere and served as a sign of hope.

"We call them 'hope boxes.' We don't call them food boxes," said Captain Kevin Johnson, the corps officer in Lynn, Mass., an area hit particularly hard by the virus. "We're providing hope."

Necessity is said to be the mother of

**At some point this year, 54 million Americans may not know where their next meal is coming from.**

—United States Department of Agriculture



The National Guard helps distribute food boxes.

invention and Salvation Army officers, employees, and volunteers found innovative ways to get those hope boxes into the hands of hungry people—all while wearing masks, socially distancing, and staying safe.

Many Salvation Army facilities offered a "contact-free," drive-thru pickup option for families. They just drove in, popped the trunk, and watched as staffers lowered the hope boxes into place. Other locations offered curbside pickup as would a local restaurant. In other cities, volunteers placed the boxes on tables and walked away, allowing recipients to get their food without encountering another person.

The Salvation Army also built relationships with food banks and other nonprofits and engaged the help of the National Guard. In some cities, state troopers helped deliver the hope boxes. ■



This woman joyously receives a Salvation Army food box. Throughout the pandemic, volunteers delivered food to people who were homebound.

The Details

Classifications of Type

serif



sans serif



# The Details

# Classifications of Type

## Serif Font Classifications

Classical

Garamond

Transitional

Caslon

Modern

Bodoni

Slab

URW Clarendon

## Classical Sans Serif

Helvetica

# The Details

# Classifications of Type

## Other Font Classifications

### Script

*Bickham Script*

### Handwriting

*P22 Gzanne*

### Deconstructivist

**HVD ROWDY**

### Display (Titling)

**Birch**

### Trendy

***Funkydori Bold***



# Play it loud, *fortissimo!*

by Hugo Bravo  
photography by Ryan Love

**In 2007, Majors Richard and Linda López, then corps officers at the Salvation Army's San Juan Corps in Puerto Rico, saw a need for music education in the community. So, they started a program and called it *fortissimo*, which means to play a note at its loudest.**

Around 200 students in 10 of the 13 corps in Puerto Rico study the courses. Fortissimo began with instruction in brass and percussion and has evolved to include electric guitar, bass, vocal classes, and electronic instruments. Some corps also offer lessons in dance, drama, and art. It's common to see a Fortissimo student play in the worship band on Sunday, run backstage to change into a drama outfit for the next performance, and then change back into his or her band uniform for the final number.

to your health

*"Don't you realize that your body is the temple of the Holy Spirit, who lives in you and was given to you by God? You do not belong to yourself, for God bought you with a high price. So you must honor God with your body."*  
— 1 Corinthians 6:19-20 (NLT)

## Best Bites

### Healthy Holiday Eating

This season, give the gift of tasty yet healthy holiday fare. Simple steps can cut the fat or sugar in your favorite dishes — all without sacrificing taste.

**Pour divine drinks**  
Mix sparkling drinks by adding seltzer or sugar-free soft drinks to juice. Serve low-fat eggnog or flavored seltzer with fruit kebabs.

**Lighten up side dishes**  
Instead of using heavy sauces, top with toasted nuts or sesame seeds, low-fat salad dressings, spices or herbs. Steam vegetables to preserve flavor and nutrients. Sweeten baked yams with apple or orange juices. Use low-fat sour cream or buttermilk to prepare mashed potatoes. To prevent latkes from absorbing too much oil, cook potatoes beforehand, make the patties thin and fry quickly—or bake them.

**Reduce the roast**  
Lean cuts of meat (loin), turkey (white meat) and fish are great choices. Trim visible fat before broiling, baking or stewing. Drain fat from meats after cooking. Baste with low-fat broth, not drippings.

**Slenderize the sweets**  
When baking, replace half the eggs with egg whites. Many recipes can be made with three-fourths of the sugar and up to half of the fat (replace with low-fat dairy products or fruit puree). Use powdered sugar instead of frosting. Serve a sliver of angel food cake with berries or fruit salad.

**Slim the trimmings**  
Cook stuffing separately, and replace half the meat with chopped apple, dried cranberries, roasted chestnuts, lightly sautéed vegetables or rice. Use turkey sausage, and omit butter (add broth if too dry). Skim the fat from drippings before making gravy.

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PHOTO: JEFFREY M. HARRIS

# FREEDOM FOR THE CAPTIVES

by Robert Mitchell

"REMEMBER THOSE WHO ARE IN PRISON,  
AS THOUGH IN PRISON WITH THEM, AND  
THOSE WHO ARE MISTREATED, SINCE YOU  
ALSO ARE IN THE BODY."

—HEBREWS 13:3 (ESV)

Today's world is a mobile one. We use our phones to send emails, to text messages, and to access Facebook and other social media platforms.

One thing we don't do anymore is sit down, put pen-to-paper, and actually handwrite letters. When was the last time you wrote one?

However, for incarcerated men and women, such writing is a way of life. Scripting a letter, placing it in an envelope, affixing a U.S. postage stamp, and sending it via "snail mail" is the way they complete the USA Eastern Territory's Bible Correspondence Courses.

Participants complete a lesson, which includes several Bible verses. Then they finish a written test from a workbook and handwrite the answers.

They tear these pages from their workbook and mail them to Territorial Headquarters (THQ), where volunteers carefully and prayerfully grade them.

Graders mail the results to the inmates, along with other items, such as a Bible or Christian books.

Although *correspondence* is a word rarely used these days by the Z or even the Millennial generations, the "Bible Correspondence Courses" remains aptly named.

Major Sylvia Rebeck is now retired and teaching music in Alliance, Ohio, but she still fondly recalls her days spearheading the course.

That's easy to believe when you consider Rebeck did the job for 27 of her 42 years as a Salvation Army officer. What

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Photo by Asha DiGiacomo

# Page Design

# Key Principles

- **Readability**

- an effortless reading experience

- **Hierarchy**

- lead the reader through the page in a logical way

- **Consistency**

- find and stick to a typographic formula

- **Appropriateness**

- Choose typography that speaks to *your* reader

# The Jesse Tree

A Christmas tradition to share with your family.

**This year, I'll start a new tradition** with my family—The Jesse Tree. It's the story of Jesus' family tree, beginning in the Old Testament. Hopefully, making the tree will be the source of years of memories for my children and they'll pass the tradition along.

Isaiah 11:1 says, "A shoot will come up from the stump of Jesse; from his roots a Branch will bear fruit."

Jesse was the father of the biblical King David. But what or, better yet, who, is the fruit? Jesus.

As with many families, Jesus' family had its flaws. Bible stories share these

**"A shoot will come up from the stump of Jesse; from his roots a Branch will bear fruit."**

less-than-perfect moments from the generations leading up to His birth. The beauty behind the Jesse Tree comes from its relatable, familiar, and genuine story. It also has the most incredible ending—the gift of Jesus.

Although the practice of making Jesse Trees began many years ago, it was a new concept to me. The more I researched it, the more intrigued I became by it. I learned the purpose of a Jesse tree is to unfold the story of Jesus' family and to learn more about them each day as the calendar moves closer to Christmas.

This advent tradition can be fun because families get involved by making unique Jesse Trees. For instance, branches can be created on a fridge or put in a pot. Various materials can be

used to decorate and personalize a mini tree. Ornaments can be purchased, made, or printed from Internet sites.

Each day as the story progresses, you can hang the appropriate ornament on the tree. Other options for creating Jesse Trees can be found on Pinterest. Numerous ornament tutorials, scripture verse listings, and pinables are available.

We know the Christmas story. But who could imagine our God, who is so big and great, would choose a baby to bring the greatest gift to humankind?

After some research, I purchased two books on The Jesse Tree by Ann

Voskamp, *Unwrapping the Greatest Gift: A Family Celebration of Christmas* (2014, Tyndale) and her adult devotional book, *The Greatest Gift: Unwrapping the Full Love Story of Christmas* (2013, Tyndale), which begins on December 1 and finishes on December 25.

The first book has beautiful illustrations for each day, along with Scripture, a short story, discussion questions, and suggested family activities. The questions are kid-friendly and provide opportunity for conversations on faith, love for God, and the application of the Bible in our lives. It's a great conversation starter to share with family or friends who are new to the story of Jesus.

The scripture references in Voskamp's devotional book are the same as the family edition, but go

deeper into Scripture. The devotional also encourages daily action and includes inspirational quotes from classic theologians, pastors, and other Christians. Reflective questions for personal growth are also included. Both books offer free printable ornaments.

Christmas is the perfect time to reflect, engage in discussion, and bring traditions into the family fold. The tree represents hope, renewal, and faith. God weaves His gift to us through these stories.

**Here is an excerpt from *The Greatest Gift*:** *"Without the genealogy of Christ, the limbs of His past, the branches of His family, the love story of His heart that has been coming for you since before the beginning—how does Christmas and its tree stand? Its roots would be sheared. Its meaning would be stunted. The arresting pause of the miracle would be lost."*

This Christmas season, I hope families will share the wonderful story of Jesus with friends and people who don't know Christ. I also hope The Jesse Tree becomes part of your Christmas tradition.

As we anticipate Christ, celebrate Christmas, and await His coming, we remember when His story actually began—from Genesis 1:1 "In the beginning" to Luke 2:11, "The Savior—yes, the Messiah, the Lord—has been born today in Bethlehem..."

—Joanna Polarek is the Spiritual Life Development (SLD) resource development coordinator. She manages each project and occasionally contributes to SLD's print and online presence.

by Joanna Polarek



"God created human beings in his own image."  
—Genesis 1:27

**DAY 2 (12/2)**  
Created by Love  
Story Reading:  
Genesis 1:1–5, 26–27



"Surely the LORD is in this place, and I wasn't even aware of it."  
—Genesis 28:16

**DAY 8 (12/8)**  
Climbing Up  
Story Reading:  
Genesis 28:12–16

"She...laid him in a manger, because there was no lodging available for them."  
—Luke 2:7

**DAY 24 (12/24)**  
Kneel at the Manger  
Story Reading: Luke 2:1–7

wholly living

# WHEN GOD IS SILENT

by Major Young Sung Kim

*So Hagar bore Abram a son, and Abram gave the name Ishmael to the son she had borne. Abram was eighty-six when Hagar bore him Ishmael....*

*...When Abram was ninety-nine years old, the Lord appeared to him and said, "I am God Almighty; walk before me faithfully and be blameless. Then I will make my covenant between me and you and will greatly increase your numbers."*

*Abram fell facedown, and God said to him, "As for me, this is my covenant with you: You will be the father of many nations. No longer will you be called Abram; your name will be Abraham, for I have made you a father of many nations."*

—GENESIS 16:15-16, 17:1-5

If we carefully read the transitional lines between the last portion of Genesis chapter 16, and the beginning of chapter 17, we will discover that there was a 13-year period in which God seemed to be silent; He appeared absent from Abram's life.

The truth is that God never was completely absent. In fact, He used those years to teach Abram the cost of trying to live his life without God.

What appears to have brought such silence to their relationship? Abram had been a man of obedience and gratitude (see sidebar), but then his priority and commitment to God shifted. Abram had his first son, Ishmael. However, the circumstances of his birth destined him to live a difficult life outside the line of covenantal descendants God had promised Abram.

## IS GOD ABSENT?

Today, are you struggling with what seems to be God's absence from your life? Most of us have had such periods in our relationship with God. What or who is the "Ishmael" in your life or ministry that prevents you from experiencing God's presence? What preoccupies your heart these days? What is turning you away from an intimate relationship with Him?

As one commentary by Ray Stedman points out, we cannot deny that "when God has allowed you to have your own way, the results have been most distressing. You were permitted to go your own headstrong way in order that you might learn the folly of acting apart from God. One of the most frightening things about life with

God is this fact: that, if you insist upon having your own way, He will often let you have it, till you are sorry you asked for it."

The most important thing to consider in this passage is to sense God's mind and His approach to Abram. During the silent period, God patiently waited for Abram to return to Him with a whole heart. God then gave Abram a fresh invitation to restore their relationship.

Instead of judging or punishing Abram, the Lord raised the most urgent spiritual matter in Abram's journey—to daily walk with God. It meant God required Abram to pursue a continual movement toward the life of holiness based on a willful and obedient relationship with Him.

## A NEW RELATIONSHIP

Our God, who renamed Abram "Abraham," wants us to hear His command, "I am God Almighty; walk before Me and be blameless." He wants us to reaffirm that we need Him more than anything else in this world.

If we accept this blessing of assurance by simple faith, we will change our hearts and our life's journey. God also wants to give us a new identity as He did Abraham.

Our new identity in our daily walk with God should be measured by how we will fulfill His commands. Humbly walk in holy anticipation of His presence in your life. Freely step toward Jesus Christ, our Savior. He already knows your burdens. He wants to take your cross—no matter how long you have carried it. Receive His restoring grace. ■

—Major Young Sung Kim is the territorial ambassador for holiness

## Abraham's gratitude

Genesis 16:15-16 portrays Abram as an immigrant who, at age 75, heard God's call and went to the land "he would later receive as his inheritance...even though he did not know where he was going" (Hebrews 11:8).

At that time, Abram was relatively unknown and the head of a small tribe. When God called him, Abram accepted His divine intervention and obediently and courageously followed the call.

One reason for Abram's obedience was his deep awareness of God's grace. At this point in Abram's life, it seems that without a doubt, his decision to follow God was based on a heart of unselfish obedience and gratitude for every blessing he received and experienced in life rather than being motivated by personal ambition.

Abram, who God renamed "Abraham," demonstrated a heartfelt attitude of gratitude to God that is an essential aspect in an authentic spiritual walk.



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**U**nder the elevated train in a North Philadelphia neighborhood known for violent crime, drug dealing, and street prostitution, the first floor of a small row house serves as a refuge. Women who experience exploitation and sex trafficking can have a meal or snack, take a shower, change into clean clothes, seek help from a social worker, enjoy art and yoga classes, and relax on the couch and watch Netflix.

"We're small but we're mighty," says Heather LaRocca, LCSW, director of the New Day to Stop Trafficking program for The Salvation Army Eastern Pennsylvania and Delaware Division.

In a neighborhood in Brooklyn, N.Y., where street prostitution and the threat of violence are at one of the highest rates in the state, a Salvation Army van arrives one night a month. A dozen or so volunteers and a couple of staff members venture out to greet the women and sometimes others who are entangled in this street life. The staffers give them canvas tote bags that contain a muffin or sandwich, gloves, scarfs, and information about Salvation Army support services.

In Western Pennsylvania, a staff of three Salvation Army employees continue to build a support network to meet the needs of their trafficked clients. In three years, they've acquired

PHOTO BY RETTA BLANEY

It is estimated that human trafficking is a **\$150 billion criminal enterprise** worldwide, with **40.3 million people** targeted at any given time.

about 350 partners.

These efforts are among the Eastern Territory's 15 multi-faceted anti-human trafficking programs, which are part of 41 such Salvation Army programs across the country. Together they served a total of 3,620 people in 2020.

#### The Salvation Army's mission

Helping these survivors is very much in keeping with the Salvation Army's mission, says Major Tawny Cowen-Zanders, MSNMP, CFRE, and divisional secretary for Greater Philadelphia.

"We work with them to help them see how very precious they are. We don't see them as the world sees them. We see them as who they are, children of God." She said this can only be done by "addressing the hope issue, helping them feel and believe and hope for something better."

The barriers to reaching survivors are many. Most have experienced trauma from an early age, and many have substance abuse disorders and mental health disorders and are experiencing homelessness. Reaching out to them is important because they are far less likely to seek help than other crime victims, says Arielle Curry, anti-human trafficking coordinator for the Eastern Territory.

"We are working to train all departments in the trauma-informed model known as The Sanctuary Model," Curry said, emphasizing the importance of avoiding words such as *rescue*, *save*, *hooker*, and *addict*. "We try to use person-first language. Instead of saying 'a homeless person' we would say 'a person experiencing homelessness.'"

Since the 1800s, The Salvation Army in England has been involved in anti-human trafficking efforts. But for the most part, efforts in the United States didn't begin in earnest until more than a century later. According to the International Labor Organization, it is estimated that human trafficking is a \$150 billion criminal enterprise worldwide, with 40.3 million people experiencing this victimization at any time.

#### Standing together for change

In Philadelphia, the Salvation Army's anti-trafficking approach is four-part: the New Day Drop-In Center, New Day Home, Anti-Trafficking Task Force, and Police Assisted Diversion. Support for clients is built around the belief that they are the experts of their own lives.

"We are working alongside them," LaRocca says. "We're not telling them what they need. They're

not going to make lasting change unless they're the ones driving the bus. We hear their story and what goals they want to set. We build a relationship."

Philadelphia's involvement began in 2010 when the city started exploring anti-trafficking work. The Salvation Army and other organizations were part of the discussions. The New Day Drop-In Center was born as a collaborative effort; the Army took it over in 2014. Close to 60 people come each day now, down from more than 100 before the pandemic. In addition to being a welcoming haven in a rough neighborhood, diverse services—legal, youth, and immigration—are provided through outside partnerships. To honor the lives of all who enter, New Day also keeps track of the lives that have been lost.

"The women who come in feel so alone," Cowen-Zanders says. "They know if something happens to them on the street there will be a place where they will be remembered."

The New Day Home opened in February 2017 as a residence for survivors of sex or labor trafficking. Stays are for one to three years and include: earning a GED if needed; vocational training; trauma, and trafficking-informed treatment; activities for behavioral health; and daily skills acquisition—building, such as basic cooking and housekeeping.

Many of the people who move into the New Day Home are experiencing a safe, caring residence for the first time in their lives. A new residence will open in late October, if the renovation is on track, that will replace the current one, doubling the number of beds from 8 to 16.

The Police Assisted Diversion program sprang out of a Philadelphia Police Department effort to channel people arrested for drug offenses and petty crime into support programs rather than have them enter the criminal justice system. In 2016 they asked The Salvation Army to try a similar approach for people picked up for prostitution. In 2019 this collaborative effort became a New Day program.

The Anti-Human Trafficking Task Force was launched to combat human trafficking with a collaborative approach of federal and local law enforcement agencies and multiple social service organizations.

#### Flying a red flag

Last year, New Day served 1,169 trafficking survivors. The four programs have a total staff of about 35, with eight to 10 volunteers, only a handful

Staff at the Philadelphia New Day Women's Drop-In Center participate in a Red Flag Meeting to work through a recent traumatic event.



In 2021 The Salvation Army supported **1,054 survivors** in exiting their trafficking situations.

now compared to the 20 to 30 pre-COVID-19. To keep themselves from burning out, they follow the Sanctuary Model, trauma-informed care that works to understand how trauma affects clients as well as the staff and organization.

"This involves using tools such as Red Flag Meetings, which are scheduled shortly after a traumatic event, such as an overdose, to work together through what has happened. Leaders check on everyone to make sure they have a self-care plan to help eliminate the need to repair damage later."

"We as leaders have to genuinely care about the staff," LaRocca says. "We're on a journey together."

The Salvation Army's anti-trafficking program is one of the largest in the city, but few people know about it, she says.

"People know the visuals, like the red kettle and the thrift stores. They get one thing in their mind."

The Salvation Army's Western Pennsylvania Division, which encompasses 28 counties, had occasionally been asked by law enforcement to help find food or shelter for the trafficking survivors they encountered. As requests grew, the division applied for and received a federal grant in 2018 to start the LIGHT Project to develop a program of comprehensive services, for survivors of human trafficking.

"We've grown a lot quicker and faster than we thought but, unfortunately, the need is great," said Sarah Medina, MSW, LSW, Anti-Human Trafficking Director for Western Pennsylvania.

#### The need is great

Since launching out of the division's main office in West Pittsburgh in 2019, this vast collaboration of community-based partnerships has helped 42 survivors. Through the partnerships, they receive therapy, legal help for civil, criminal or



Through community-based partnerships, survivors can have tattoos covered and made into new designs. Watch the Salvation Army's new documentary, "HOPE: Stories of Survival," available on Amazon and coming soon to iTunes and Google Play.

immigration matters, as well as material help of hygiene products, new clothes, and housing from The Salvation Army. Requests from law enforcement to help survivors are met 24/7.

"Our clients have so many needs," Medina says. "If a new need comes up, we'll find a partner."

The latest of these is a tattoo parlor that will cover up tattoos related to trafficking. The LIGHT Project also has an educational component that has trained 3,000 people about human trafficking red flags.

If a client can't get to the office, a staff member will go to see that person. Medina said she recently drove two hours to Erie after a call from law enforcement. Since she wasn't using a Salvation Army car, she sent the woman to a safe place to stay in an Uber and then met her there with personal products and clothes.

"We're looking for the success with each client's story. It looks so different with each one."

#### A global problem

The Greater New York Division (GNY) has also been growing its anti-trafficking efforts, which began modestly in the 1980s with one officer ministering to people involved in street prostitution in Times Square. It wasn't until 2018 that GNY began researching services being offered to women at high risk of human trafficking. Focusing on the fastest growing hotspots in the northeast, they zeroed in on illicit massage businesses in parts of Brooklyn.

"The fact is that human trafficking is happening in New York City as it is across the country and world," said Director Jennifer L. Groff of the Corporate & Community Engagement Department in Greater New York. "These efforts are long overdue."

Groff's commitment was sparked in 2017 while she was in graduate school researching and writing a paper about human trafficking and survivors.

She developed relationships with people working in the field. Realizing "this is where the unmet needs were" and wanting to create awareness in the division, she began working with Social Justice Secretary Major Susan M. Wittenberg to create the first program in New York.

#### The value of P.E.A.R.L. Essence

P.E.A.R.L. Essence, standing for Purposed, Empowered, Appreciated, Respected and Loved, launched in January 2018 to minister to women working in illicit massage parlors. These businesses were made up largely of women emigrating from China who had been defrauded into believing they would have a legitimate job as a masseuse. The barriers keeping them from leaving are hard to overcome such as poverty, the need for shelter, language differences, no work authorization, and fear of deportation.

Between 6 and 12 volunteers, along with a couple staff members, set out on foot with a list of the parlors, bleak boarded-up buildings with blackened windows. They offered small gifts and a list of Salvation Army services in the city. They also brought cookies for the owners to encourage them to allow the team entrance to meet the women.

At first, the women were extremely guarded. But P.E.A.R.L. Essence is "a seed-planting mission" and the team persisted. By the fifth outreach, five Mandarin-speaking volunteers had joined. One young woman, who looked about 16 and had always strongly resisted the team's efforts, smiled, and told them her name.

"It was a beautiful moment of progress in her," Groff said. "Doors began to open."

In 2019 the Army's anti-trafficking effort expanded to include monthly late night/early morning visits to East New York. Arriving in a Salvation Army van, the team of about 20 go out in threes between 11 p.m. and 3:30 a.m., knowing they are being watched by pimps who "don't like anyone distracting their business plan for the night," Groff says. "They take many safety precautions, frequently in collaboration with law enforcement, to ensure their team as well as the people with whom they are speaking remain safe."

In encounters, that last only about a minute, the volunteers carefully approach the women—about 20 by the end of the night—most of whom are between 25 and 35, with smiles and questions about how they are. In time, the women "were joyful to see us," Groff says. "They liked our attention. We

know we are making a difference for those women.

"Their situation is dire. The Salvation Army's programs are about helping people in destitute poverty."

In December 2019 P.E.A.R.L. Essence began offering a seven-day emergency stay program where women who want to leave prostitution receive three meals a day, clothing, a private place to meet with their social worker and respite so they can "get on their feet while community partners help them find long-term housing."

P.E.A.R.L. Essence is different from other human trafficking programs in the city, Groff says, because it restores choice to the women.

"We're just building trust over time. They are used to people objectifying them and using them for their bodies. We have an interest in them as a person. It's powerful."

#### Launching 'HOPE'

In September 2021, the Eastern Territorial Headquarters Communications Department launched its production entitled "HOPE: Stories of Survival," a full-length documentary about the day-to-day lives of survivors after their trauma recovery.

The film, recently nominated for a New York Emmy Award, demonstrates how they managed to overcome fear and exploitation to emerge as beacons of hope for other people who face similar circumstances.

The documentary also led to a closer collaboration with law enforcement to ensure the safety of the Army's volunteer teams.

Philadelphia's Cowen-Zanders includes a tour of the rough, violent neighborhoods where exploitation regularly happens when she is introducing a new board member or donor to the work of The Salvation Army. As she says, people associate pictures of cute children in day care or the comforting environment of a shelter with the Army's work, not the reality of street prostitution.

"This isn't pretty, but it's precious. These women are precious to Jesus. We hold this work in our hands like a precious jewel. We are honored to be there." ■

*Retta Blaney has won nine journalism awards and is the author of Working on the Inside: The Spiritual Life Through the Eyes of Actors, which features interviews with Kristin Chenoweth, Ann Dowd, Edward Herrmann, Liam Neeson, Phyllis Rashad, Vanessa Williams, and many more. You can find it at Amazon.com.*

## Potential indicators of human-trafficking:

- › Is under 18 and is involved in commercial sex
- › Is under 18 and dating a much older, abusive or controlling partner
- › Has visible signs of abuse (bruises, cuts, marks)
- › Exhibits behaviors of fear, anxiety, depression
- › Shows evidence of controlling relationships
- › Lack of awareness of city or state where currently located
- › Is reluctant to explain a tattoo
- › Is not in control of own money or identification
- › Has new clothing, possessions without means to purchase items
- › Accompanied by a "translator" who answers for the individual
- › Owes a large debt

SA Advocacy Anti-Human Trafficking Rapid Response



The Art of Letterspacing

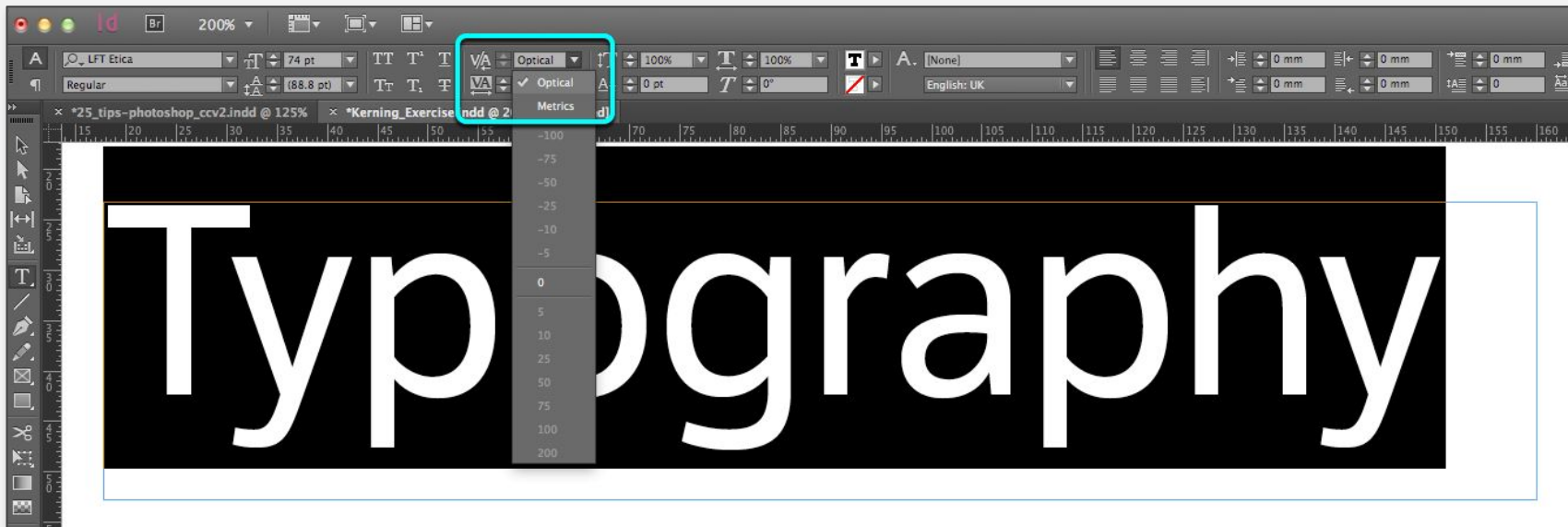
| Kerning

Typography

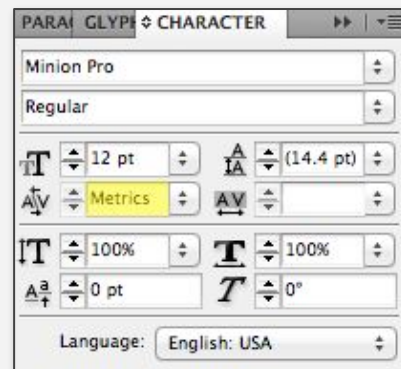
With your pen, circle the areas in between the letters that can benefit from letterspacing.

# Typography

Bodoni 72 Oldstyle | metric kerning



Kern settings may appear in your design program like this.



# Typography

Bodoni 72 Oldstyle | metric kerning

# Typography

Bodoni 72 Oldstyle | optical kerning

Typography

metric kerning

Typography

optical kerning

Typography

optical kerning with manual adjustments

*Bickham Script Pro*

metric kerning

*Bickham Script Pro*

optical kerning

# Body Copy

What should you consider when selecting a  
typeface for the body copy?

Readability

Texture

Weight

Neutrality

Consistency

Appropriateness



Readability

Texture

Weight

Helvetica Light Condensed  
9.5/12.75

Photo by Ryan Lee

# Lieutenant Giovanni Romero

Interview by Hugo Bravo

**Lieutenant Giovanni E. Romero, corps officer at the Union City, N.J., Corps, was commissioned in 2014 as a member of the Disciples of the Cross session.** He is also an accomplished photojournalist who writes about and broadcasts interviews with people who are influencing their communities for Christ.

Earlier this year, Romero and other officers from the Eastern Territory accompanied doctors from the Raymond Foundation on their 15<sup>th</sup> mission to Honduras. They provided medical assistance to the country's most impoverished citizens. Romero shares his thoughts about returning to his homeland for the first time since becoming a Salvation Army officer.

**As an embedded journalist with this medical brigade, you videotaped, photographed, and interviewed Honduran patients who were being treated for various illnesses. In doing this, what were some of the challenges you faced?** When documenting something like the medical brigade, you need to be respectful when people express their physical or emotional pain. These were vulnerable people reaching out to us. For almost 15 years, I had served as a judicial interpreter. During that time, I became sensitive to a person's right to privacy. Sometimes, journalists try to get that extra and powerful quote, or move in to videotape that wet tear rolling down a person's hot cheek. But, I put myself in their shoes; I think, *Would I want someone to take pictures or shoot video of me while I experienced pain? Would I want to tell people my story?* So, when I photograph someone, I always ask for permission, and I never exploit the needs of people simply for dramatic effect. The truth is, a lot of the people we saw—even in the midst of poverty—were happy, God-loving individuals, who were grateful that we helped them.

**As a child, were you aware of the poverty that was literally in your own backyard?**

No. Nor did I know that some of the towns and places we visited even existed. As a child, my parents had worked for a banana production and packing company, and although it was hard work, they made a stable and steady income. We were rather middle class compared to the people in real poverty. My wife Maria also grew up in Honduras. I remember visiting her home for the first time, located in a very rural community next to a high mountain. On our way there, I saw people living in real poverty for the first time.

**Many officers who visit Honduras return impressed by the soldiers of the San Pedro Sula Corps, with whom you've worked.**

**What is your take on their ministry?** When I first met them, they looked so happy to see us. Their excitement made me curious. I learned that these soldiers had been helping the Raymond Foundation doctors and Eastern officers for years. The soldiers volunteered their time away from school and from work to help during the week of treatment. Every year, they looked forward to participating with the brigade. I felt happy to see young people fulfilling our mission of love, humility, and service. I grew close to them. Every night after working, we would go out for pizza, talk, say "good night," and then wake up the next day to serve again. It was gratifying to see the Army operate this way—and in my home country.

**What lessons did you learn that proved useful to your ministry in Union, N.J.?**

I learned that children need our love, security, and guidance, rather than the newest and most expensive toy. In our Western society, we think that the number of toys we buy for them measures a child's happiness. Yet in Honduras, I saw a little boy playing with one toy car that he had made himself. He made the body from a bottle and the tires from bottle caps. Nonetheless, he smiled and enjoyed his car.

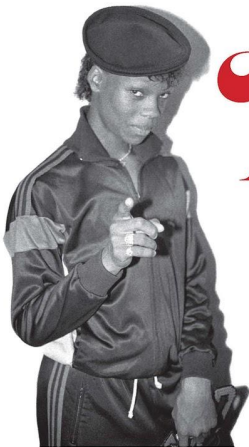
I also learned how an outreach by young people brings life to the corps. We need to make this a priority, because when youth are exposed to the needs of less fortunate people, they want to know how they can help. Kids have that instinct. We must allow them to think of and implement new, creative ways to be part of the Church. Jesus said in Matthew 19:14, "Let the little children come to me, for the kingdom of heaven belongs to them." That was true 2,000 years ago and it's still true today.

**What would you tell Salvationists who want to serve in Honduras, but who are afraid of what they've heard about that country?**

Before I became an officer, I had traveled with my wife and children back to Honduras many times. We frequently felt like foreigners, but we never witnessed any violence or crime. There is no need to be fearful, nor to think that you cannot help. A few officers that traveled with the brigade felt apprehension about their first trip. Their fear was that they would have nothing to bring or contribute to the team. One said, "I am not a doctor, a nurse, or an interpreter." However, after we arrived and began serving, he realized his gift. It was the ability to show genuine love and compassion for people. The supplies you bring on a trip such as this are important. But just as important is making the people you meet feel wanted and loved in difficult situations. This was a transformative experience that I will continuously cherish for the rest of my life.

To see and hear more of Lieutenant Romero's journalistic work, visit [www.generacionfuerte.com](http://www.generacionfuerte.com) (Spanish) or [soundcloud.com/giovanniromero](https://soundcloud.com/giovanniromero).





Ronnie DeVoe, 1985.

**B**efore going on to superstardom with the R&B/pop group New Edition, Ronnie DeVoe grew up poor in the housing projects of Boston's South End. One of the constant

positive influences in his life was a nearby Boys Club operated by The Salvation Army. "It was the first place I learned how to play ping-pong and pool," Ronnie told SACONNECTS. "The arts and crafts and a lot of the things they had in place allowed for a good atmosphere for kids to flourish in. It was home away from home at an early age for me."

While his single mother, Florence, worked as a hospital administrator, Ronnie and his siblings, younger twin brothers Robert and Roland, would attend summer and after-school programs at the Boys Club (now the Boston South End Corps). Ronnie said he was at the Boys Club "from as far back as I can remember," guessing he was no more than 4 when he started.

The Boys Club kept Ronnie and his brothers safe and off the cocaine-infested streets of the Roxbury neighborhood they called home. They also knew they would always get a good meal.

"That was the thing that fed us sometimes when there wasn't as much on the table," said Ronnie, whose parents divorced when he was 3.

When Ronnie was 6, The Salvation Army provided him and his brothers with new bikes for Christmas. Ronnie still recalls finding a red bike, complete with a huge bow, that morning near the tree in the family's small apartment.

"It was way past amazing," Ronnie said. "It just brought the biggest smile to my face. The little things mean a lot when you're in situations like that."

"We saw other kids in the projects who had bikes. Not everyone had them, but I just looked up to the people who did have them and every now and then I would pull up to see if I could get a ride."

Eventually, he had one sitting in front of his house. "I could ride whenever I wanted. As long as I had it, that was one of the happiest times that I can remember."

#### Early days with The Salvation Army

Long after that Christmas morning, Ronnie continued going to the Boys Club. He remembers the love he received from the staff members and called them "saints in the background," as his mother toiled to make ends meet.

"They didn't let me get out of line," Ronnie recalls. "They would put me in my place, but at the same time, they would give me a hug and celebrate my achievements. It was great to be around people who cared about me outside of my parents."

"My brothers and I reaped the benefits of people like that in The Salvation Army." As Ronnie grew up, music became a big part of his life. His mother as well as his uncle, Brooke Payne, always had the sounds of Motown playing in the house from such stars as The Temptations, The Stylistics, and Blue Magic. As for Ronnie, he leaned toward The Jackson 5 and local talent in Boston.

Brooke Payne, the brother of Salvation Army officer Shari Payne, was a local choreographer for several musical acts and Ronnie had a front-row seat to watch him work.

"He always had different groups come by the house and they would perform in my grandmother's living room," Ronnie said. "He was always teaching teens how to sing and how to hold the microphone and how to capture a crowd and how to dress the part."

"I kind of grew up seeing that all the time. It was just something that I always wanted to be a part of. I was like, 'Man, I can't wait to be a part of one of his groups one of these days.' I thought that would be amazing."

Ronnie's big shot came one day when he and his brothers formed a group and made up a routine based on a song by The Whispers, an R&B group.

"We performed it for my uncle and I want to say at that moment, he probably understood that I had a little bit of talent," Ronnie said.

At the time, Brooke Payne was involved with an up-and-coming group called New Edition, which had formed in 1978.

"The guys from New Edition approached him to teach them routines and manage them," Ronnie said. "He showed them how to be stars in the city of Boston because every group my uncle touched turned into stars."



Young and adult cast members of "The New Edition Story" and original members of New Edition perform onstage at 2017 BET Awards on June 25, 2017.

#### A 'new edition' of the Jackson 5

At the time, New Edition had only four members and record producer Maurice Starr wanted a five-man group because he loved the Jackson 5. In fact, the name New Edition refers to a "new edition" similar to the famous Jacksons. As New Edition struggled to find that elusive fifth member, Ronnie's uncle taught him a Jackson 5 routine and asked him to try out in front of the band in 1980. He was only 12.

"I had heard of them," Ronnie said. "I met the guys in New Edition and performed the song at Bobby Brown's house and basically from that moment on I was connected to New Edition."

New Edition's original lineup was Bobby Brown, Ricky Bell, Michael Bivins, Ralph Tresvant, and DeVoe.

Ronnie said New Edition won so many local talent contests and became so popular in Boston, the group would often perform as special guests rather than compete.

In 1983, "after just growing and learning how to perform in front of people," Ronnie said Starr signed the group to his Streetwise record label and New Edition's debut album,

"Candy Girl," was a huge success. The group went on to be one of the biggest boy band acts of the 1980s with such hits as "Can You Stand the Rain," "Mr. Telephone Man," "If It Isn't Love," "Cool It Now," and "Candy Girl."

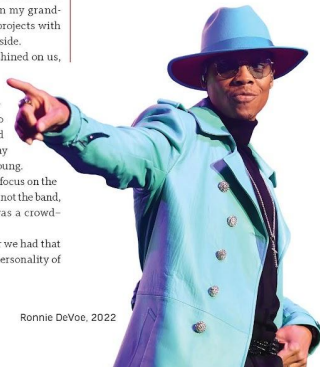
"We had prepared for the moment because of all the work we had put in," Ronnie said. "We had rehearsed at The Salvation Army Boys Club a lot because our operation got bigger than my grandmother's family room in the projects with the coffee table pushed to the side."

"Since 1983, the light has shined on us, and we've been rocking and rolling ever since."

One of the group's percussionists over the years was Zoro the Drummer, who also received a bike from The Salvation Army for Christmas when he was young. Ronnie said while fans tend to focus on the vocalists who front a group and not the band, Zoro had great timing and was a crowd-pleasing exception.

"He was the first drummer we had that really was able to establish a personality of his own," Ronnie said.

**“Without God, there is nothing. Christ means everything.”**



Ronnie DeVoe, 2022

Neutrality  
Consistency  
Appropriateness

Kievit Slab Pro Regular  
8.5/12

# Body Copy

# Finding one

**Identifont** | About us | Blog | Latest fonts | Popular fonts | Fontset | Tools | Free fonts | Feedback | Contact us | Terms

**Fonts by Appearance**

Identify a font by answering questions about key features:

**Do the characters have serifs?**

Serifs are spikes or slabs on the ends of the strokes.

**Th** Yes (serif).

**Th** No (sans-serif).

**Not Sure**

Limited set of letters?

**Fonts by Name**

Find a font if you know all or part of its name:

**Go**

**Popular searches**

Futura  
Helvetica  
Baskerville  
Eurostile  
Arial  
Times New Roman

**Recently added**

Ambra Sans

**Fonts by Similarity**

Find fonts that are similar in appearance to a specified font.

**Go**

**Popular searches**

Futura  
Helvetica  
Arial  
Avenir  
Gotham  
Calibri

**Fonts by Picture**





Find a font containing a particular picture or symbol:

**Go**

**In the Identifont Blog**

Change  
Grotunda  
*Raskal Over Fritz*  
Collier

**Popular searches**

 **Adrian Frutiger**  
 **Matthew Carter**  
 **Apple**  
 **Microsoft**

**Show all publishers**

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Find a font if you know the designer or publisher:

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### WhatTheFont


Instant font identification powered by the world's largest collection of fonts.


1 Upload Image 2 Select a crop box 3 See results

Drop an image here to identify the fonts!  
or click here to upload an image

PNG or JPG only







# Body Copy

# Fine-Tune Type Selection

## Garamond Pro Regular

### 10/10

After some 20 years in the news business, I thought of myself as a hardened journalist who had “seen it all.” That view of myself was severely shaken in 2006 when I accompanied a Salvation Army medical missions team to Honduras.

The truth is, I was naïve about how poor some people around the world are. Witnessing unimaginable poverty for the first time, I ended up with tears in my eyes more than once. It’s not an exaggeration to say that trip changed my life and the way I viewed the world.

One of those tear-jerking moments came when I saw an emaciated child whose arms and legs were the width of broomsticks. She was so weak, someone had to carry her to the clinic. As with many people who came to the clinic, she had a parasite infection from drinking contaminated water, doctors said, that essentially stole her food.

### 10/11

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One of those tear-jerking moments came when I saw an emaciated child whose arms and legs were the width of broomsticks. She was so weak, someone had to carry her to the clinic. As with many people who came to the clinic, she had a parasite infection from drinking contaminated water, doctors said, that essentially stole her food.

10/11

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# Body Copy

# Justification Settings

**Justification**

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Letter Spacing:	<input type="text" value="-2%"/>	<input type="text" value="0%"/>	<input type="text" value="4%"/>	<input type="button" value="Cancel"/>
Glyph Scaling:	<input type="text" value="98%"/>	<input type="text" value="100%"/>	<input type="text" value="102%"/>	<input type="checkbox"/> Preview
Auto Leading:	<input type="text" value="120%"/>			
Single Word Justification:	<input type="text" value="Full Justify"/>			
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recommended starting place

**Justification**

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Single Word Justification:	<input type="text" value="Full Justify"/>			
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# Body Copy

# Hyphenation Settings

Hyphenation Settings

Hyphenate

Words with at Least:  letters

After First:  letters

Before Last:  letters

Hyphen Limit:  hyphens

Hyphenation Zone:

Better Spacing   Fewer Hyphens

Hyphenate Capitalized Words  Hyphenate Last Word

Hyphenate Across Column

Preview

recommended starting place

Hyphenation Settings

Hyphenate

Words with at Least:  letters

After First:  letters

Before Last:  letters

Hyphen Limit:  hyphens

Hyphenation Zone:

Better Spacing   Fewer Hyphens

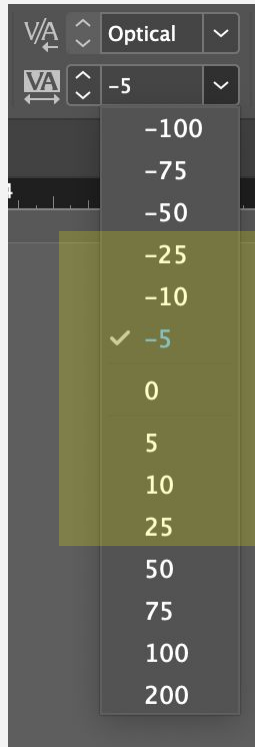
Hyphenate Capitalized Words  Hyphenate Last Word

Hyphenate Across Column

Preview



# Body Copy | Tracking



**recommended zone**

# Typographic Page Elements

- **Title** – designed to stop the reader and engage
- **Deck (subtitle)** – read in conjunction with the title and provide a clear explanation of the title
- **Byline** – designed in a standard way throughout your publication
- **Caption** – describes the photo and includes additional information that may not be in the story
- **Subhead** – functions as a hook to intrigue the reader and keep the eye moving along the page
- **Pull-quote** – act as verbal illustrations throughout the text
- **Sidebar** – provide another entry point into the magazine





# Hope, pearls, and progress

by RETTA BLANEY

The fight against sexual trafficking requires a network of support and multiple programs.

**U**nder the elevated train in a North Philadelphia neighborhood known for violence, drug dealing, and street prostitution, the first floor of a small row house serves as a refuge. Women who experience exploitation and sex trafficking can have a meal or snack, take a shower, change into clean clothes, seek help from a social worker, enjoy art and yoga classes, and relax on the couch and watch Netflix.

"We're small but we're mighty," says Heather LaRocca, LCSW, director of the New Day to Stop Trafficking program for The Salvation Army Eastern Pennsylvania and Delaware Division.

In a neighborhood in Brooklyn, N.Y., where street prostitution and the threat of violence are at one of the highest rates in the state, a Salvation Army van arrives one night a month. A dozen or so volunteers and a couple of staff members venture out to greet the women and sometimes others who are entangled in this street life. The staffers give them canvas tote bags that contain a muffin or sandwich, gloves, scarfs, and information about Salvation Army support services.

In Western Pennsylvania, a staff of three Salvation Army employees continue to build a support network to meet the needs of their trafficked clients. In three years, they've acquired

It is estimated that human trafficking is a **\$150 billion criminal enterprise** worldwide, with **40.3 million people** targeted at any given time.

about 350 partners.

These efforts are among the Eastern Territory's 15 multi-faceted anti-human trafficking programs, which are part of 41 such Salvation Army programs across the country. Together they served a total of 3,620 people in 2020.

#### The Salvation Army's mission

Helping these survivors is just as much in keeping with the Salvation Army's mission, says Major Tawny Cowen-Zanders, MSNMP, CFRE, and divisional secretary for Greater Philadelphia.

"We work with them to help them see how very precious they are. We don't see them as the world sees them. We see them as who they are, children of God." She said this can only be done by "addressing the hope issue, helping them feel and believe and hope for something better."

The barriers to reaching survivors are many. Most have experienced trauma from an early age, and many have substance abuse disorders and mental health disorders and are experiencing homelessness. Reaching out to them is important because they are far less likely to seek help than other crime victims, says Arielle Curry, anti-human trafficking coordinator for the Eastern Territory.

"We are working to train all departments in the trauma-informed model known as The Sanctuary Model," Curry said, emphasizing the importance of avoiding words such as *rescue*, *save*, *hooker*, and *addict*. "We try to use person-first language. Instead of saying 'a homeless person' we would say 'a person experiencing homelessness.'"

Since the 1800s, The Salvation Army in England has been involved in anti-human trafficking efforts. But for the most part, efforts in the United States didn't begin in earnest until more than a century later. According to the International Labor Organization, it is estimated that human trafficking is a \$150 billion criminal enterprise worldwide, with 40.3 million people experiencing this victimization at any time.

#### Standing together for change

In Philadelphia, the Salvation Army's anti-trafficking approach is four-part: the New Day Drop-In Center, New Day Home, Anti-Trafficking Task Force, and Police Assisted Diversion. Support for clients is built around the belief that they are the experts of their own lives.

"We are working alongside them," LaRocca says. "We're not telling them what they need. They're

not going to make lasting change unless they're the ones driving the bus. We hear their story and what goals they want to set. We build a relationship."

Philadelphia's involvement began in 2010 when the city started exploring anti-trafficking work. The Salvation Army and other organizations were part of the discussions. The New Day Drop-In Center was born as a collaborative effort; the Army took it over in 2014. Close to 60 people come each day now, down from more than 100 before the pandemic. In addition to being a welcoming haven in a rough neighborhood, diverse services—legal, youth, and immigration—are provided through outside partnerships. To honor the lives of all who enter, New Day also keeps track of the lives that have been lost.

"The women who come in feel so alone," Cowen-Zanders says. "They know if something happens to them on the street there will be a place where they will be remembered."

The New Day Home opened in February 2017 as a residence for survivors of sex or labor trafficking. Stays are for one to three years and include: earning a GED if needed; vocational training; trauma, and trafficking-informed treatment; activities for behavioral health; and daily skills acquisition—building, such as basic cooking and housekeeping.

Many of the people who move into the New Day Home are experiencing a safe, caring residence for the first time in their lives. A new residence will open in late October, if the renovation is on track, that will replace the current one, doubling the number of beds from 8 to 16.

The Police Assisted Diversion program sprang out of a Philadelphia Police Department effort to channel people arrested for drug offenses and petty crime into support programs rather than have them enter the criminal justice system. In 2016 they asked The Salvation Army to try a similar approach for people picked up for prostitution. In 2019 this collaborative effort became a New Day program.

The Anti-Human Trafficking Task Force was launched to combat human trafficking with a collaborative approach of federal and local law enforcement agencies and multiple social service organizations.

#### Flying a red flag

Last year, New Day served 1,169 trafficking survivors. The four programs have a total staff of about 35, with eight to 10 volunteers, only a handful



Staff at the Philadelphia New Day Women's Drop-In Center participate in a Red Flag Meeting to work through a recent traumatic event.

now compared to the 20 to 30 pre-COVID-19. To keep themselves from burning out, they follow the Sanctuary Model, trauma-informed care that works to understand how trauma affects clients as well as the staff and organization.

This involves using tools such as Red Flag Meetings, which are scheduled shortly after a traumatic event, such as an overdose, to work together through what has happened. Leaders check on everyone to make sure they have a self-care plan to help eliminate the need to repair damage later.

"We as leaders have to genuinely care about the staff," LaRocca says. "We're on a journey together."

The Salvation Army's anti-trafficking program is one of the largest in the city, but few people know about it, she says.

"People know the visuals, like the red kettle and the thrift stores. They get one thing in their mind."

The Salvation Army's Western Pennsylvania Division, which encompasses 28 counties, had occasionally been asked by law enforcement to help find food or shelter for the trafficking survivors they encountered. As requests grew, the division applied for and received a federal grant in 2018 to start the LIGHT Project to develop a program of comprehensive services, for survivors of human trafficking.

"We've grown a lot quicker and faster than we thought but, unfortunately, the need is great," said Sarah Medina, MSW, LSW, Anti-Human Trafficking Director for Western Pennsylvania.

#### The need is great

Since launching out of the division's main office in West Pittsburgh in 2019, this vast collaboration of community-based partnerships has helped 42 survivors. Through the partnerships, they receive therapy, legal help for civil, criminal or

In 2021 The Salvation Army supported **1,054 survivors** in exiting their trafficking situations.





Through community-based partnerships, survivors can have tattoos covered and made into new designs. Watch the Salvation Army's new documentary, "HOPE: Stories of Survival," available on Amazon and coming soon to iTunes and Google Play.

immigration matters, as well as material help of hygiene products, new clothes, and housing from The Salvation Army. Requests from law enforcement to help survivors are met 24/7.

"Our clients have so many needs," Medina says. "If a new need comes up, we'll find a partner."

The latest of these is a tattoo parlor that will cover up tattoos related to trafficking. The LIGHT Project also has an educational component that has trained 3,000 people about human trafficking red flags.

If a client can't get to the office, a staff member will go to see that person. Medina said she recently drove two hours to Erie after a call from law enforcement. Since she wasn't using a Salvation Army car, she sent the woman to a safe place to stay in an Uber and then met her there with personal products and clothes.

"We're looking for the success with each client's story. It looks so different with each one."

#### A global problem

The Greater New York Division (GNY) has also been growing its anti-trafficking efforts, which began modestly in the 1980s with one officer ministering to people involved in street prostitution in Times Square. It wasn't until 2018 that GNY began researching services being offered to women at high risk of human trafficking. Focusing on the fastest growing hotspots in the northeast, they zeroed in on illicit massage businesses in parts of Brooklyn.

"The fact is that human trafficking is happening in New York City as it is across the country and world," said Director Jennifer L. Groff of the Corporate & Community Engagement Department in Greater New York. "These efforts are long overdue."

Groff's commitment was sparked in 2017 while she was in graduate school researching and writing a paper about human trafficking and survivors.

She developed relationships with people working in the field. Realizing "this is where the unmet needs were" and wanting to create awareness in the division, she began working with Social Justice Secretary Major Susan M. Wittenberg to create the first program in New York.

#### The value of P.E.A.R.L. Essence

P.E.A.R.L. Essence, standing for Purposed, Empowered, Appreciated, Respected and Loved, launched in January 2018 to minister to women working in illicit massage parlors. These businesses were made up largely of women emigrating from China who had been defrauded into believing they would have a legitimate job as a masseuse. The barriers keeping them from leaving are hard to overcome such as poverty, the need for shelter, language differences, no work authorization, and fear of deportation.

Between 6 and 12 volunteers, along with a couple staff members, set out on foot with a list of the parlors, bleak boarded-up buildings with blackened windows. They offered small gifts and a list of Salvation Army services in the city. They also brought cookies for the owners to encourage them to allow the team entrance to meet the women.

At first, the women were extremely guarded. But P.E.A.R.L. Essence is "a seed-planting mission" and the team persisted. By the fifth outreach, five Mandarin-speaking volunteers had joined. One young woman, who looked about 16 and had always strongly resisted the team's efforts, smiled, and told them her name.

"It was a beautiful moment of progress in her," Groff said. "Doors began to open."

In 2019 the Army's anti-trafficking effort expanded to include monthly late night/early morning visits to East New York. Arriving in a Salvation Army van, the team of about 20 go out in threes between 11 p.m. and 3:30 a.m., knowing they are being watched by pimps who "don't like anyone distracting their business plan for the night," Groff says. "They take many safety precautions, frequently in collaboration with law enforcement, to ensure their team as well as the people with whom they are speaking remain safe."

In encounters, that last only about a minute, the volunteers carefully approach the women—about 20 by the end of the night—most of whom are between 25 and 35, with smiles and questions about how they are. In time, the women "were joyful to see us," Groff says. "They liked our attention. We

know we are making a difference for those women.

"Their situation is dire. The Salvation Army's programs are about helping people in destitute poverty."

In December 2019 P.E.A.R.L. Essence began offering a seven-day emergency stay program where women who want to leave prostitution receive three meals a day, clothing, a private place to meet with their social worker and respite so they can "get on their feet while community partners help them find long-term housing."

P.E.A.R.L. Essence is different from other human trafficking programs in the city, Groff says, because it restores choice to the women.

"We're just building trust over time. They are used to people objectifying them and using them for their bodies. We have an interest in them as a person. It's powerful."

#### Launching 'HOPE'

In September 2021, the Eastern Territorial Headquarters Communications Department launched its production entitled "HOPE: Stories of Survival," a full-length documentary about the day-to-day lives of survivors after their trauma recovery.

The film, recently nominated for a New York Emmy Award, demonstrates how they managed to overcome fear and exploitation to emerge as beacons of hope for other people who face similar circumstances.

The documentary also led to a closer collaboration with law enforcement to ensure the safety of the Army's volunteer teams.

Philadelphia's Cowen-Zanders includes a tour of the rough, violent neighborhoods where exploitation regularly happens when she is introducing a new board member or donor to the work of The Salvation Army. As she says, people associate pictures of cute children in day care or the comforting environment of a shelter with the Army's work, not the reality of street prostitution.

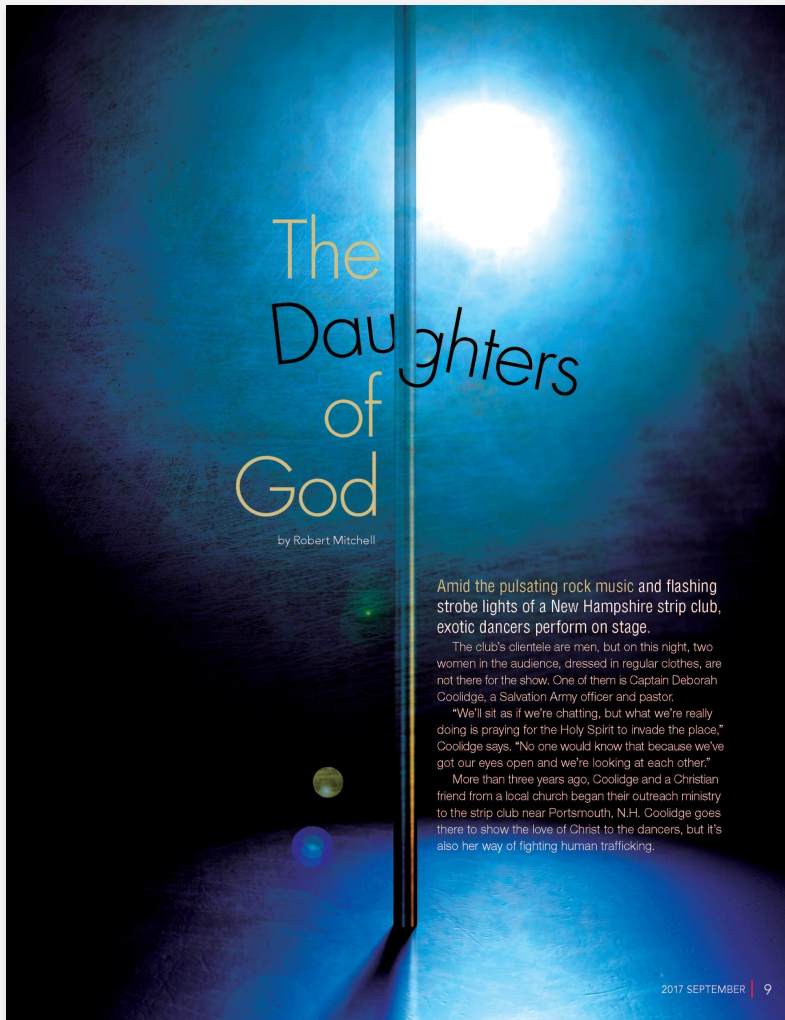
"This isn't pretty, but it's precious. These women are precious to Jesus. We hold this work in our hands like a precious jewel. We are honored to be there." ■

*Retta Blaney has won nine journalism awards and is the author of Working on the Inside: The Spiritual Life Through the Eyes of Actors, which features interviews with Kristin Chenoweth, Ann Dowd, Edward Herrmann, Liam Neeson, Phyllis Rashad, Vanessa Williams, and many more. You can find it on Amazon.com.*

## Potential indicators of human-trafficking:

- › Is under 18 and is involved in commercial sex
- › Is under 18 and dating a much older, abusive or controlling partner
- › Has visible signs of abuse (bruises, cuts, marks)
- › Exhibits behaviors of fear, anxiety, depression
- › Shows evidence of controlling relationships
- › Lack of awareness of city or state where currently located
- › Is reluctant to explain a tattoo
- › Is not in control of own money or identification
- › Has new clothing, possessions without means to purchase items
- › Accompanied by a "translator" who answers for the individual
- › Owes a large debt

SA Advocacy Anti-Human Trafficking Rapid Response



## Title (headline)

- is designed to stop the reader and engage
- it is legible
- it reflects the feel and intent of the article
- AND you have taken the time to adjust the kerning and size of your typography

## Deck (subtitle)

- is absent in this page design
- the opening paragraph is acting as a deck in this design taking you directly into the article



# an Angel in disguise

by ROBERT MITCHELL

The Salvation Army's Angel Tree program provided Christmas gifts for Sandahl Taylor's children during tough times. Today, she is returning the love to other children in need.

**B**eauty queen Sandahl Taylor is happily married with two children, but there was a time when she was a single mother and staying with friends. During several Christmas seasons, the Salvation Army Angel Tree program helped provide clothes and toys for her kids.

"I was struggling for a long time," Taylor says. "Even when my husband and I got married, we were doing better, but we still needed help. For a long time, my kids were a part of Angel Tree."

Today, Taylor is the reigning Mrs.

PHOTO BY JAMES O'CONNOR/THE STAR

Pennsylvania Galaxy 2021-22 and teaches cosmetology at Pittsburgh's South Hills Beauty Academy. She and her husband, Kenneth, who is retired from the U.S. Army, have been married for seven years and are the parents of son Blake, 14, and daughter Anastasia, 10.

"Now we're in a place where we can give back," Taylor says. "For several years, we've chosen children from the Angel Tree to sponsor. I have my children each pick somebody out and my husband and I pick someone. We always ask if they have a pair of siblings since we have a boy and a girl. My children are allowed to pick whoever they resonate with."

The Angel Tree program helps provide Christmas gifts for hundreds of thousands of children and seniors each year. Families apply and their wish list is shared with donors, who purchase clothing, toys, and other goods. A recipient's information is typically printed on a paper angel and hangs on a Christmas tree before being selected.

"For many years, Angel Tree was a godsend for me," Taylor said. "I'm just glad to be in a position now to be able to give back and help out with that."

That's not Taylor's only connection to The Salvation Army, as she also gives free haircuts to kids returning to school each fall.

### Coming back strong

However, the road to her current life and benevolence was not a straight one. Sandahl grew up underprivileged in Pittsburgh, though her family was not the worst off in the neighborhood. When her father, Roy, suffered a heart attack and stroke in 2005, the family lost its home. She was only 17 and had just graduated from high school.

"I had to leave my childhood home," she said. "I didn't have anywhere else to go because I was still very young."

She lived with her mother, Donna, during this time, but later in 2007, ended up "bouncing between different people's homes." This time, Sandahl had her young son in tow.

"I left a domestic violence situation with

just the baby clothes and my son and my vehicle," she said. "I knew I needed to get my son out of this situation that we were both in and I chose to leave."

"I really had nothing. I had no clothes. I ended up going from house to house to house with my son."

Two programs, "Dress for Success" and the Employment, Advancement, and Retention Network (EARN), helped her get clothing and affordable housing. She also worked "odd jobs" to put food on the table.

"They kind of helped me get back on my feet and turn my life around," she said of the programs. "I eventually landed on my feet. God saved me for a reason."

In 2014, Sandahl got her teaching license in cosmetology and started giving back to the community.

"I kind of started helping other people after I got situated," she said. "I did what I could. I was always volunteering in the community."

One way she helped was by giving free haircuts to people in need, including veterans, women, and children. Her father, who served in Vietnam, and Kenneth, are both veterans, so she helped stuff Christmas stockings through the U.S. Department of Veterans Affairs.

That philanthropic spirit eventually led to Taylor giving free haircuts at The Salvation Army's back-to-school effort at the Pittsburgh Temple in 2014 and at a former Salvation Army church in Carnegie, Pa.

"I've been doing it ever since," she said. "I turned it into more than just haircuts."

In fact, Taylor also started collecting, shoes, clothes, and school supplies to give away to needy children each fall.

"Since 2015, I think I've collected over 5,000 items for The Salvation Army. I just know that having a haircut or clothing can change somebody's life because it did for me," she said through tears. "Seeing the smiles on people's faces, it's like heaven. I've seen men cry and I've seen women just be grateful and thankful."

"I've seen children get their pride back as they return to school. For me, that's what



Look for Angel Tree tags like this one at your local grocery store or Salvation Army and help a child in need this Christmas.

SEARCH THE ANGEL TREE

NAME: \_\_\_\_\_ CODE: \_\_\_\_\_

AGE: \_\_\_\_\_ SEX: \_\_\_\_\_

SIZES NOTED BELOW

SLEEPWEAR \_\_\_\_\_ HOUSE SHOES \_\_\_\_\_

DRESS \_\_\_\_\_ PANTS \_\_\_\_\_ SOCKS \_\_\_\_\_

SHIRT OR GUSE \_\_\_\_\_ SWEATER \_\_\_\_\_

COAT \_\_\_\_\_ GLOVES \_\_\_\_\_ CAP \_\_\_\_\_

OTHER \_\_\_\_\_

BOY \_\_\_\_\_ GIRL \_\_\_\_\_

PACKAGE CODE: \_\_\_\_\_

The Salvation Army

makes it worth it. I don't need much, but just seeing those smiles is everything."

### Finding herself in pageantry

As a child, Sandahl seemed an unlikely beauty queen contestant. She was quiet and reserved before coming out of her shell and joining the dance team in high school.

"I loved theater, but I just never felt like I was popular or cool or really anyone who mattered," she said. "I was bullied a lot in high school and participating in pageantry really helped me with my self-confidence, helped me find my voice, and helped me realize I was so much more than all the things that made up my past."

Her break into the pageantry world came when Raquel Riley Thomas, who led the Mrs. Pennsylvania America Pageant, noticed her community service on social media and reached out to tell her she would be a "perfect contestant." In 2016, Sandahl had never done a pageant before and was new to the game.

"The very first pageant I ever did was a

a married woman," she said. "I didn't even know there were pageants out there for me because at 19, I had a child very young and typically that would exclude you from beauty pageants. You must be single to be a part of most beauty pageants."

Being crowned Mrs. Allegheny County was her first title and Sandahl quickly learned the power of a crown and sash.

"When I first started wearing that sash and crown, people wanted to know what I was doing," she said. "When I would go to an event, they asked me, 'Who are you? What is this about? What are you doing here?' It really opened a lot of doors for me to not only talk about the things that were important to me, but issues I thought were important to the community.

"It really allowed me to see what I call the 'power of the crown' and how much good can be done with it."

When it came time to pick a cause, the choice was easy for Sandahl. She chose heart health because of her father's heart attack. She has volunteered for the American Heart Association for 19 years and wants to raise awareness of the signs and symptoms of a heart attack—something she didn't know when she was 17.

"I realized this was happening to me for a reason," she said. "I really believe that I was called to give back to the community and teach other people how to become heart healthy and how to recognize the signs and symptoms.

"A lot of people don't realize how important it is for our hearts that we take time for ourselves and do things that we enjoy. Helping others can help us as well. That's where it all started for me."

Taylor, 35, said she enjoys modeling, acting, competing, and getting dressed up and being on stage.

"I get to show a little bit more of a feminine side that I never really got to have before," she says.

However, it's what the pageants stand

for that Taylor enjoys the most, and she helps spread the message as a part-time motivational speaker.

"I found that the Galaxy International Pageant's mission and their values really resonated with me," she said. "Their mission is to emphasize beauty and culture across the world. Beauty isn't just one thing, but everything about a person. The goal is to empower women for generational change for tomorrow.

"That's why I started giving back. I want to show kids, even my own kids, that even

point in my life, I was a single mom," she said. "I was trying to do all these things and I didn't feel heard. I didn't feel welcomed or wanted because I did have a child out of wedlock and a lot of people frown upon that.

The pageants gave me a voice to be heard." Sandahl said her pageant coach, Crystal Cavey, "saw something in me that I didn't even see in myself. She made me feel right at home in the Galaxy system."

While the pageant world has given her self-esteem and a sense of belonging, Taylor's

spiritual life is more complicated. She believes in God and recites daily affirmations with a spiritual bent in her search for faith.

"My daily affirmations are more of a daily reminder of who I am and a reminder that I am a strong, powerful woman," she said. "I am a loving mother. In the eyes of God, I am wanted. I am a child of God, as we all are. I believe in God; I just don't know what else that is yet. I'm still looking for answers."

Taylor's search for a church has also proven elusive. She has tried out a wide variety of Christian churches from a host of denominations, but nothing feels right yet.

"I'm looking for somewhere that looks at me for who I am," she said.

Sandahl said all her experiences with The Salvation Army have been nothing but "wonderful" and she would like to connect more.

"All I've known them to do is help," she said. "I've never heard one negative thing about The Salvation Army. For me, it's been an outlet of a place to serve.

"I'm looking forward to hopefully partnering with The Salvation Army even more. I'd like to go on mission trips to other countries and help people in need. Perhaps I can also provide haircuts for The Salvation Army. I feel like helping the least fortunate is something that's important." ■

For more information on The Salvation Army Angel Tree program, go to [saangeltree.org](http://saangeltree.org).



if you don't have much to give, even if you don't have money or a skill, you have time, and by volunteering your time to help others, that can mean the world to somebody. That's how we can bring generational change."

#### A Salvation Army future?

Taylor's current pageant title is Mrs. Pennsylvania Galaxy for 2021-22 and she has also held the titles Mrs. Germany World 2020 and Mrs. Pennsylvania America in 2018. She competed this past summer in the Mrs. Galaxy International Pageant and finished in the top eight. She finds inspiration from Maria Torres, the pageant director and a former single mother who brings awareness to Latina issues and preaches the message that "you can be a single mom and still do amazing things."

"I loved that about her because at one



“But everything exposed by *light*  
becomes visible – and everything that is  
illuminated becomes a *light*.”

– Ephesians 5:13

# Typography

Bodoni 72 Oldstyle | optical kerning