

The Salvation Army International Development Ambassador Manual 2021-2022



PREPARED BY
THE SALVATION ARMY CANADA AND BERMUDA
INTERNATIONAL DEVELOPMENT TEAM



INTERNATIONAL
DEVELOPMENT

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Welcome

Welcome to The Salvation Army International Development Ambassador Program! We are so excited that you've joined us. We hope that by being part of this program, you'll be able to learn about the international Salvation Army and our partner territories, the support that the Canada and Bermuda Territory provides, and about the global issues faced by so many in our world. We also hope that you'll feel confident and empowered to share what you learn with others, and to take meaningful action in the fight against poverty and injustice.

The Salvation Army was co-founded in 1865 by William and Catherine Booth, beginning in the impoverished East End communities in London, United Kingdom. Originally called the "Christian Mission," the organization began with a sacred mission to fight poverty, injustice, and inequality – a mission that remains at the heart of The Salvation Army to this day.

The Salvation Army exists to share the love of Jesus Christ, meet human needs and be a transforming influence in the communities of our world. We are an innovative partner, mobilized to share hope wherever there is hardship, building communities that are just and know the love of Jesus.

The Salvation Army is currently active in 132 countries, and counting, around the world. It is led by the General, who is based out of International Headquarters in London, United Kingdom. However, it is divided into smaller administrative zones and territories, commands, or regions. With our original commitment to fighting poverty in mind, the territories and commands all work to support each other in mission through development projects, which you will learn more about in this manual and over the course of our program. The Canada and Bermuda Territory is based out of Territorial Headquarters in Toronto, Ontario.

In this manual, you will find some basic information about Salvation Army International Development (SAID) and the program as you begin this journey with us. We include information about SAID and our team, such as our projects, our areas of focus, our values, and the programs that we offer. In addition, you'll learn more about what to expect as an Ambassador in this program, the opportunities available to you, and where to find some of the awesome resources designed to help you.

If you have any questions about the Ambassador program or our department that aren't addressed in this manual, please reach out to us!

Contact:

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Land Recognition

Although our team of Ambassadors is spread across Canada and Bermuda, many of us will be situated on unceded territory. If you haven't already done so, we encourage you to research the land on which you live, as this is very important when forming a development mindset. Our International Development office is based out of Territorial Headquarters, which sits on the traditional territory of the Anishinaabe, Haudenosaunee, Huron-wendat, and Mississaugas of the New Credit.

About Us

As an international Christian movement, The Salvation Army seeks to alleviate poverty and suffering through effective and sustainable programs. The Canada and Bermuda Territory has been involved in emergency and development projects for over sixty years. We have work in all five zones: Africa, Americas & Caribbean, Europe, South Asia, and South Pacific & East Asia (SPEA). We are officially partnered with Bangladesh; Germany, Lithuania and Poland; Liberia; Malawi; and Mozambique – but we support in many other regions as well. We support projects of various sizes and areas of focus, including education; agriculture and nutrition; mother and child health; income generation; clean water and sanitation; emergency disaster relief, and more.

We also often collaborate with other development organizations and networks, such as Canadian Foodgrains Bank, Health Partners International of Canada, the Canadian Christian Relief and Development Association, Millennium Kids, and BethanyKids.

Our Projects

International development within The Salvation Army happens through various types of development projects, funded by one or more “supporting territories,” and put into action by “implementing territories.” The Canada and Bermuda Territory provides funding and technical support to implementing territories, often in partnership with other supporting territories. The implementing territories are the leaders of the projects, in that it is the locals within a community that identify the need, design the project, and implement the program in their community. All of our projects work with the [UN Sustainable Development Goals](#) in mind; most projects contribute to one or more of the SDGs.

Community development (CP) projects address key human needs within the community and focus on long-term change. Examples include agriculture, building of clinics and schools, anti-human trafficking programmes and water and sanitation projects, etc. This can also include capacity building for strengthening community engagement, and can be done through a Small Project (SP) depending on the size and timeframe.

Institutional programme support (IP) projects normally support work in The Salvation Army’s existing community facilities such as clinics, hospitals, schools and children’s homes in implementing territories. Typical IP projects include providing necessary new equipment such as beds, toilets, and renovation work. They can also support programme running costs through the funding of medical supplies, school equipment, food and salaries of operational staff such as nurses, teachers and counsellors.

Mission support projects include activities that fall into one of two categories: activities that support or build The Salvation Army organizational strength (halls and quarters, roofing, vehicles, computers and office equipment, boundary walls); or activities that promote the spiritual mission of the Army (territorial expansion efforts, evangelism, camps and other special events, etc.)

When disaster occurs, we work with International Emergency Services (IES) at International Headquarters on projects focused on relief, including Rapid Response (RR), as well as recovery and long-term development with a focus on disaster risk reduction.

Our Values

Hope

We give hope through the power of the gospel of Christ.

All of our projects are designed to support the mission of The Salvation Army within local communities.

Service

We reach out to support others without discrimination.

We are committed to funding projects that promote equality within communities – including gender equality.

Dignity

We respect & value others, recognizing everyone's worth.

In all we do, we strive to represent both our donors and those we serve in a dignified and respectful manner.

Stewardship

We responsibly manage the resources entrusted to us.

This includes everything from managing funds to minimizing impact on the environment.



PROGRAMME RESOURCES DEPARTMENT
INTERNATIONAL HEADQUARTERS



ALL WE DO IS LED BY OUR THEOLOGY:

- We are made in **the image of God**
- Life in all its **fullness**
- Ministry of **reconciliation**
- **Justice** for the poor and oppressed
- Our love for God needs to be shown in our **love for the world**
- **Recognise the resources** that God has given to all
- **Challenge the political, economic and social powers** which keep people in poverty
- **Relationships** should bear qualities of love, joy, peace, patience, kindness, goodness, faithfulness, gentleness and self-control

OUR PARTNERSHIP VALUES:

- **Diversity** (Valuing our differences)
- **Equity** (Challenging power imbalances)
- **Openness** (Willing to share our experiences, positive and negative)
- **Courage** (Addressing areas of uncertainty with courage and then witnessing break through results)
- **Mutually beneficial** (both sides of a partnership benefiting)
- **No discrimination**

OUR PRINCIPLES:

- Community participation
- Sustainability
- Clear planning
- Financial stewardship
- Territorial vision and goals
- Thematic best practice
- Humanitarian principles

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ACHIEVING OUR VISION

"PEOPLE ENJOYING LIFE IN ALL ITS FULLNESS THROUGH TRANSFORMATIVE RELATIONSHIPS WITH GOD, SELF, OTHERS AND ALL CREATION."

03

PRACTICAL AND RELATIONAL OUTCOMES

OUR PRACTICAL OUTWORKING thematic areas:
Protection, Education, Health, Livelihoods

OUR RELATIONAL OUTWORKING can be seen by resilient communities which are: **Healthy - Unified - Peaceful - Positive - Aware - Prepared - Participatory - Informed - Resourceful - Able to recover - Inclusive - Connected - Safe - Sustainable - Accountable**

02

OUR APPROACH

Relationships are strengthened by delivering an approach which:

EQUIPS

- Strategic planning, monitoring, evaluation and learning
- Mutual accountable finances and systems
- Safe practice
- Impact measurement
- Capacity building
- Partnership brokering
- Good governance

ENGAGES

- Rediscovering and renewing relationship centred practices
- Responsive engagement in a positive cycle of learning and reflecting together

EMPOWERS

- Facilitating integrated mission
- Advocating for rights
- Seeking change in the root causes of poverty
- Building resilience
- Brokering and sharing resources

01

OUR BASIC ASSUMPTIONS

Working with communities our basic assumptions are:

1. Life in all its fullness cannot be reached where there is poverty in any form (or 'only when we recognise our poverty can we experience life in all its fullness').
2. Poverty equates with, and is brought about by, broken relationships – with God, self, others and creation.
3. That it is through the cross in which relationships with God, self, others and all of creation are restored.

Our Team



Lt-Colonel Brenda Murray, Director of International Development

I have been the Director, International Development since June 2016. Having received a calling to Missions in 2005 while participating in a short-term mission trip in Zambia, I believe my present appointment allows me to live out my calling. In my role as the director, I am responsible for all aspects of the territory's international development ministry, including all humanitarian relief and development projects supported by Canadians. In a leadership capacity, I have served in various social service settings, including Hospice, Emergency Housing for women and children, Long-term senior care, camping ministries, government relations as well as pastorally with a congregation. I have a Bachelor of Arts with a major in psychology from York University and a Master of Theological Studies in Urban and International Development from the University of Toronto, Wycliffe College. I am an avid cyclist and love to hike, camp and travel the world.

Manjita Biswas, Program Director of Overseas Projects

I'm Manjita! I am the Program Director for Overseas Projects. I work in program development and management of major humanitarian response and development initiatives. I provide a range of advisory and technical support to partner territories and international community of practice groups. I hold a master's degree in agricultural economics, and I have extensive experience in integrated community development and grants management through my prior work with CARE, Canadian International Development Agency, Royal Netherlands Embassy, International Labour Organization, and other international agencies. I live in Toronto with my husband, Thomas, and son, Tobias. In any spare time, I enjoy watching sports, international foods, and nature walks.



Robyn Goodyear, International Project Support Coordinator

Hi! I am the International Project Support Coordinator in the International Development department. I work closely with our international partners to oversee various development projects in the Americas and Africa, as well as manage our Ambassador Program. I graduated from York University Glendon College with an Honours Bachelor of Arts in International Studies and a Certificate of Bilingualism. I am passionate about international development and social justice, and I'm so excited to engage and learn with all of our Ambassadors as we go through this program. Outside of work, I love exploring, musical theatre, and all things cozy - especially curling up with a good book and a cup of tea.



Our Team



Major Heather Matondo, Sponsorship Coordinator

I am the Sponsorship Coordinator and oversee the Brighter Futures Children's Sponsorship Program for the Canada and Bermuda Territory. In my role I also regularly communicate with donors from Canada and keep them updated with the work of the Brighter Futures Program. I have had a passion for international development since I was a child and used to write letters to overseas missionaries. I have a diploma in Early Childhood Education, a Bachelor of Biblical and Theological Studies from Booth University and a Master of Theological Studies in Urban and International Development from Wycliffe College. I am originally from Newfoundland and in my spare time love to explore new walking trails with my three daughters that remind me of home.

Calvin Ng, Finance Coordinator

Hello! I am the Finance Coordinator at the International Development department. I handle many financial related topics within the department, and work with the Finance department regularly. In addition, I oversee some of our global projects and work closely with our international counterparts to achieve our project objectives. Being here has allowed me to give significant contributions to the global communities and it's been very rewarding. Academically, I am a graduate at the University of Western Ontario with a major in accounting, and I have completed the CAPM certification with the Project Management Institute. Meanwhile, I'm working towards the PMP certification. Outside of work, my hobbies include exploring new places and spending time with friends.



Kathy Nguyen, Resource Media Coordinator

As the resource media coordinator, I provide operational support to marketing and media initiatives for the international development department, which includes managing the webpage, designing advertisements, writing social media and editorial pieces, and managing the Global Link, the department's quarterly newsletter. I also provide administrative support to the director of international development, which includes responding to correspondence and inquiries, coordinating meetings and assisting in improving the overall functioning of the department. Prior to working at The Salvation Army, I studied international development at The University of Waterloo and worked at a small NGO in Kathmandu, Nepal. When I'm not working, you'll find me trying new restaurants, enjoying the outdoors with my dogs, and dreaming of my next travel destination.

Our Team

Sylvia Santibanez, Administrative Assistant

My role as an administrative assistant includes performing general office duties, ensuring smooth running of office operations, maintaining donor and project databases and liaising with other departments and territories. I also provide various support to the staff. I hold an MA degree in Human Resource Development and Labor Relations Management. I also obtained a Diploma degree in Foundations of Missional Ministry and Church Leadership from Tyndale Intercultural Ministry Centre. I have more than 20 years of involvement in development work that include social research, community organizing, community-based resource management and microfinance, working for various non-profit organizations in the Philippines. I served as board member and church secretary in our local church in Toronto for 6 years. I like to travel and see many interesting places and try various local foods. I enjoy reading books on history and psychology. Of late, I became interested in reading resources on environment and sustainable development.



Our Programs



[Brighter Futures](#) is our children's sponsorship program, working with The Salvation Army in more than 20 countries. Rather than supporting selected individual children, our funds support programs and institutions including schools, orphanages, preschools, and daycares. This way, more children and their families are supported with each donation. Through each of these programs, we are able to provide practical assistance that focus on education, healthcare, nutrition, clean water and sanitation, and so much more.



Education

The Salvation Army believes in the power of a quality education to help lift children out of poverty. However, many children around the world, especially girls, are often not afforded the chance to go to school. Brighter Futures works to provide vulnerable children with school fees, uniforms, supplies, textbooks, and equipment. By providing children with the tools, resources, and guidance to complete their education, they are given the opportunity to obtain meaningful employment or pursue higher education.

Brighter Futures provides important first-aid, hygiene, and dental kits to children in schools, children's homes, and after-school programs. When basic health needs are looked after, both children and their families are free from worry and are able to focus on other essentials, helping them to break free from the cycle of poverty.

Healthcare



Nutrition

Many children are unable to meet their basic food needs because of extreme poverty. Brighter Futures addresses this need by supporting various children's homes and centres in providing nutritious meals to underprivileged children as a way of reducing hunger and improving nutrition. When children are fed, they are better equipped to remain in school, focus on their studies and perform well academically.

Our Programs



Clean Water and Sanitation

A child's well-being is highly dependent on availability of safe water and how well this resource is being managed. Childhood diarrhea is closely associated with insufficient water supply, inadequate sanitation, and contaminated water. Brighter Futures helps ensure that children have access to safe and clean water as well as adequate sanitation to protect them from deadly diseases.

Gender Equality

Around the world, girls continue to face barriers that often keep them from reaching their full potential. Injustices like gender-based violence, limited or no educational opportunities, and child marriage is the reality for so many. Each of the programs sponsored through Brighter Futures aims to give every girl the same opportunity as boys such as a quality education and the opportunity to dream and set goals for her life. Every girl is important, and every girl deserves the chance to be successful and dream of a brighter future!



Sustainability

In our programs, it is important to look beyond immediate needs and provide opportunities for long-term sustainability, which means equipping families, institutions, and communities with the tools, training, and resources to provide for their daily needs for many years to come.



Our Programs

Gifts of Hope

[Gifts of Hope](#) is our ethical giving program. Donations received in this program make a huge difference in the lives of some of the most marginalized people in the world. The 17 gift items we offer have been carefully chosen to complement the international work of The Salvation Army. They are strategic in nature and respond within predetermined priorities in order to support holistic and sustainable integrated projects.



Hope through Farming

One must eat to survive, but eat nutritionally to thrive. Our farming gift options offer a way to obtain protein, essential vitamins, and nutritious sustenance for families to grow, learn, work, and contribute positively to their community. Gifts in this category are chickens, pig, goat, "plant a garden", "train a farmer."



Hope through Education

Learning to read or do basic math can help write a success story! Gifts in this category are children's education, adult literacy, vocational training, ministry resources.



Hope through Health

We can take for granted the many things that help us live a healthy life, from clean, safe water and flushing toilets to accessing health care. These gifts help families and communities to live healthier lives. Gifts in this category are water and sanitation, family health and mosquito nets.



Hope through Communities

These gifts will help communities grow, work, and play together as they move towards a better future. Gifts in this category are sports and recreation, eco-friendly resources, transportation (oxcart, bush ambulance, and bicycle), disaster relief.

Our Programs



THE SALVATION ARMY CANADA & BERMUDA TERRITORY **PARTNERS IN MISSION**

Salvation Army congregations and ministry units play an important role in supporting the Partners in Mission campaign. This self-denial campaign provides the necessary money to carry out the ministry of The Salvation Army worldwide. These funds ensure that the Army continues to be a beacon of hope in countries devastated by poverty, illness, and disasters.

All Salvation Army territories and commands contribute to the International Self-Denial appeal (which we term Partners in Mission). This serves as an example of what it means to be partners in mission and ministry – standing shoulder to shoulder, hand in hand.

The money raised during the Partners in Mission/Self-Denial Appeal provides essential funding required for the ongoing ministry of the Army. This funding is necessary to keep the infrastructure in place so that communities can focus on specific needs and concerns, such as education, health, clean water, income generation or human-trafficking issues.

Each year, the International Development department develops resources to help promote this important fundraising campaign, including videos, photos, printable materials, children's resources, and more! These resources can be found at Salvationist.ca/PIM in English, French, and Spanish.



What to Expect

Through the Ambassador program, there are a variety of ways for you to become involved in the international work of The Salvation Army. Through this program, SAID will offer regular training and resources on key international topics, as well as the chance to enhance your skills in fundraising and leadership. Engaging with international issues and social justice can be as simple as raising awareness of an issue by sharing what you've learned on social media and challenging others to become involved.

It is our aim to provide a meaningful experience for our Ambassadors. If there are specific international development or fundraising topics that interest you, or you have ideas for the program that you'd like to share, please contact us and let us know!

Opportunities

By being part of the Ambassador program, you will have access to so many new opportunities. New Ambassadors will receive a welcome package and invitation to attend a virtual orientation session. Every month, opportunities, trainings, webinars and resources will be sent out by email, as available. You will also be able to access these on our website. You can do as much or as little as you like – nothing is mandatory.

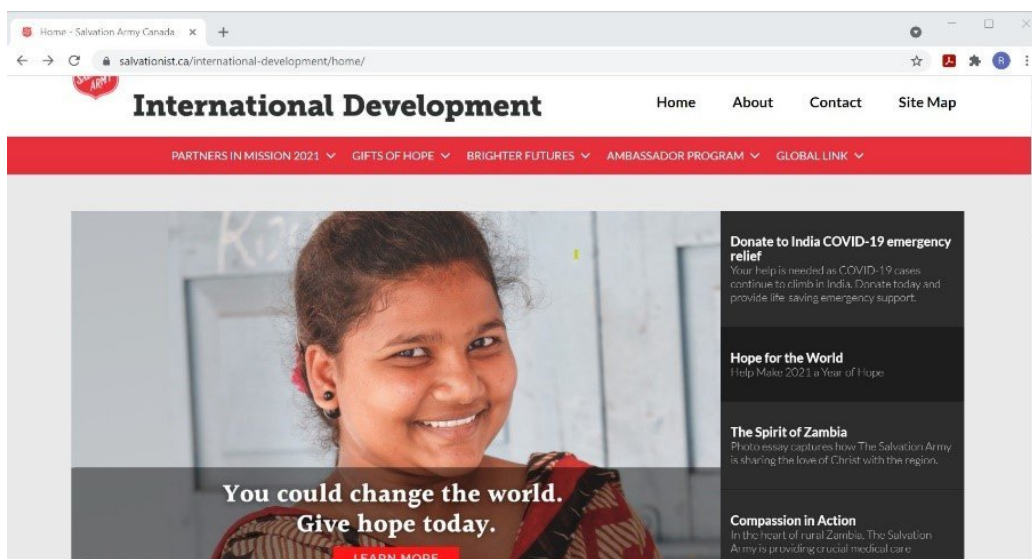
- Share resources and information on social media.
- Do a presentation at school or church; or request a guest speaker from SAID.
- Organize a fundraiser at school or church for Partners in Mission, Gifts of Hope, or Brighter Futures.
- Learn about global issues and key topics such as education, health, nutrition, gender equality, sustainability, food security, income generation, emergency response, etc.
- Participate in training modules on fundraising, leadership, and key issues as available.
- Have the chance to connect with other development organizations.
- Learn more about the Sustainable Development Goals and how you can participate.
- Have the chance to connect with other SA territories.
- Be the first to know about special volunteer opportunities.
- Learn more about short-term missions and how to be on a team.



What to Expect

Trainings and Webinars

Webinars and online workshops are a good way to learn more in-depth about issues that are facing the world today, and about how The Salvation Army is working around the world to address these issues. These webinars will give you the opportunity to hear from the experienced members of our team and special guest speakers, with chances to ask questions and participate in small groups.



Social Media

Social media is an effective tool in raising awareness of global issues and in sharing ways for people to donate and get involved. It is important, however, that information shared is accurate and from good, trustworthy sources. On the SAID website, you will find lots of accurate information and resources for you to share about The Salvation Army's international work, including articles, photos, and infographics.

Look out for stories on The Salvation Army's channels on [Facebook](#), [Twitter](#), and [Instagram](#), as well as Salvationist Magazine. You can also subscribe to the International Development Department newsletter, [Global Link](#).

Let's Get Started!

We are so thrilled to be sharing in this journey with you. As you've read in this manual, there will be lots of ways that you can get involved – some that can begin right now! Together, we can learn, grow, and strive towards creating a better world. So, let's get started!

For more information on the work of the international development department, visit: [Salvationist.ca/international-development](https://salvationist.ca/international-development)