



Frequently Asked Questions

Name: The Salvation Army Ray & Joan Kroc Corps Community Center

Location: The Rolando neighborhood of San Diego, California (East County)

Owner and Facility Management: The Salvation Army-- Western Territory

Facility Size: 155,765 square feet of building space on 12.4 acres, or 3 city blocks

Construction Cost: \$57 million

Construction Time: September 2000 – June 2002

Construction Company: Roel Construction (www.roel.com)

Architect: Austin Veum Robbins Partners (www.avrp.com)

Annual Operating Budget: \$7.9 million

Endowment Allowance: \$2.5 million

Revenue Generating Responsibility: \$5.4 million

Number of Members: Approximately 5,000

Average Daily Use: More than 2,800

Community Membership Rates:

\$12 per month (Youth – ages 3 to 17 years)

\$25 per month (Adults – ages 18 – 61 years)

\$15 per month (Seniors – ages 62 years and over)

\$42 per month (Single Parent Family – mother or father and children 17 and under)

\$54 per month (Family – two adults living in the same household and children 17 and under)

Membership Category Breakdown: 80 percent of Center memberships are Family Members

Membership Fees Include:

- Unlimited Public Session access to Aquatics, Gymnasium, Recreation Room, Recreation Field, Fitness Area, Skatepark, Library and Computer Lab
- Discounts on classes and leagues
- Free ice skate rental
- Free guest passes and discount coupons valued at \$130
- Pre-registration opportunities
- Library checkout privileges

Scholarships Provided: Over 600 families assisted annually

Number of Employees: 280 year-round jobs, with that number increasing to 325 jobs for summer programs

The Salvation Army Kroc Center Frequently Asked Questions – Page 2

Mission: Motivated by God's love, Ray & Joan Kroc Corps Community Center's mission is to meet the needs of the community through: Boundless Opportunity, Experiential Knowledge, Holistic Growth, Progressive Challenge, Relevant Skill and Meaningful Success.

Purpose: The Salvation Army Ray & Joan Kroc Corps Community Center provides opportunities that facilitate positive, life-changing experiences through: art, athletics, personal development, spiritual discovery and community service.

Key Elements:

- Ice Arena
- Gymnasium
- Aquatics
- Recreation Field
- Challenge Course & Rock Climbing Tower
- Indoor Skate Park
- Fitness Area
- Life Enhancement & Family Support Programs
- 600-seat Joan B. Kroc Theater
- Vocal, Instrumental & Dance Instruction
- Teaching/Mentoring Area & Computer Lab
- Internet-Based Library
- Extensive Meeting and Event Space

Will there be more Salvation Army Kroc Centers?

Joan Kroc left The Salvation Army \$1.5 billion for the development of 25-30 Kroc Center's across the Country. She designed the gift so that communities wishing to pursue building a Kroc Center must raise half of the money needed for the project, to establish an internal community support structure. There are presently 29 Kroc Centers in different stages of development.

All future Salvation Army Kroc Center facilities will be developed through The Salvation Army in individual communities. Each Center will be owned and operated by The Salvation Army. Contact The Salvation Army Territorial Offices for additional information:

National Headquarters: www.salvationarmy.org
Western Territory - www.salvationarmy.usawest.org
Central Territory - www.usc.salvationarmy.org
Southern Territory - www.uss.salvationarmy.org/uss/www_uss.nsf
Eastern Territory - www1.salvationarmy.org/use/www_use.nsf

Why did Mrs. Kroc pick The Salvation Army?

Mrs. Kroc and her husband Ray — founder of McDonald's — were long-time supporters of The Salvation Army. During the 1950's and 60's, Ray volunteered as a bell-ringer and used to deliver hot coffee and hamburgers from his Golden Arches restaurant to bell-ringers along Michigan Avenue in downtown Chicago.

Mrs. Kroc remembered hearing her family talk around the dinner table about how The Salvation Army helped people during the depression and has had a favorable impression ever since. She made her first large gift — in excess of \$90 million — several years ago to establish the first Ray and Joan Kroc Corps Community Center in San Diego. That Center opened June 2002 to great success and Mrs. Kroc visited often. She felt that the Center exceeded her own expectations and was an ideal vehicle for her vision.