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-Major Paul Moore,
Salvation Army

CALLED to SALVATION

MAJOR PAUL MOORE,
THE SALVATION ARMY

BY AMANDA N. WEGNER
PHOTOGRAPHS BY AMY LYNN SCHERECK

The first time Paul Moore walked into a Salvation Army facility, he had a feeling.

A calling.

He recalls walking in, pausing, then asking, "What does a Salvation Army do?"

"It was then I knew. I heard God's call," says Paul. "That moment is still indescribable. The most poignant of my life."

It was in that moment Paul, at 15, knew he had been called to serve the Salvation Army. Now in his 30th year as an officer (41 years in total), Major Paul Moore helms the operations of the Dane County Salvation Army, overseeing employees, programs and keeping tabs of the organization's many moving parts.

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What *does* a Salvation Army do?

"We are not a social service agency," says Paul. Instead, the Salvation Army is a church that "in many ways functions like a social service agency."

While the Salvation Army is first and foremost a church, the social service aspect is woven into that cloth; the saying "Hand to man, heart to God" appears around the administrative offices.

Dane County's Salvation Army has two congregations. Paul ministers to one; the second is a small but devout group of Laotian immigrants who came to the Salvation Army seeking a church. Paul helped the group find an officer to lead them in faith.

But the fact that the Salvation Army is a church is something very few people realize, admits Paul.

"That's probably the biggest thing we wrestle with, who we are and where our motivation comes from," says Paul. "In my whole career, I've known less than 10 people who've made this their church because they've heard the story; they were drawn in for other reasons."

One reason is the general good feelings people have toward the Salvation Army. When Paul, as a young man, first asked his mother if he could join a Boy Scout group that was forming at the local Salvation Army, she said "It's the greatest organization in the world." But when young Paul asked why, she responded, "I don't have a clue."

His mother's initial response was based on the wonderful stories her father, who was a sailor in World War I and a mechanic in World War II, told her of the Salvation Army's great work.

"That's still very typical of what we hear today."

The Salvation Army's social services work has ingrained that misconception into the collective conscious, but that's not a bad problem to have.

Hand to man

As is the case with most organizations that provide social services, "there's always more need than resources. And the need is large in Dane County."

In 2008, the Salvation Army assisted 33,000 people in "some fashion or form."

"If we had the resources," says Paul, "that number could easily double."

Earlier this year, The Salvation Army moved its administrative offices to its Darbo Drive location in order to better provide social services at the East Washington Avenue location. That building includes three shelters: one for families, one for single women and a drop-in shelter.

All these great services come with a price, and it costs \$2,500 to operate the Salvation Army for two days. But fundraising remains a challenge.

"If I never had to raise another dollar, I would be happy," says Paul. "But it's a necessary evil. Of our programs, none is self-sufficient."

Luckily, some of that "challenge" is spread around.

The annual Kettle Campaign, which began *en force* for 2009 on November 20, is the organization's premier fundraiser. Last year, the campaign raised over \$600,000; this year's goal is \$627,000.

The money raised by bell ringers in a community with a service extension (such as Dane County) stays in the community.

In some parts of the country, the Salvation Army pays people to ring bells!

"It's really a testament to this community that we get so much support," says Paul.

Shared ministry

Sometimes the nature of the beast — both in helping others from a

social services perspective and a religious perspective — can take an emotional toll.

"When we have to turn away a family with children [from the shelter], that just tears my heart out. But I just have to deal with it," says Paul.

Fortunately, he adds, the Salvation Army is a shared ministry, and Paul's wife, Sue, is his partner in life and work. "We unload on each other. If we didn't, this job would be very draining."

Paul and Sue's ministry is unique. The Salvation Army rules require that officers marry other officers. Paul's first wife died in a car accident, leaving him with three young children. He fell in love again with Sue, whose husband had left and divorced her. At the time, the Salvation Army did not allow divorced individuals to be ordained.

Making a choice between love and service, Paul chose to resign as an officer (and became an employee) to marry Sue. But their love spurred a worldwide rule change in the Salvation Army, allowing Sue to be ordained and the couple to minister together.

The couple has seven children (including one together), and they love traveling to see them. Paul enjoys cross-stitch, and his "other love" is genealogy; his family tree has 16,000 people in it!

In all, says Paul, it's a great life of love and service, but had he not been called to it at the tender age of 15, he wouldn't be working on his 42nd year with the Salvation Army.

"I wanted to be a pharmacist," he says with a chuckle. "But, for all its challenges, it offers a lot more rewards. I am blessed."



Amanda N. Wegner, amandawegner.com, is a freelance writer who is slowly coming to terms with the fact that her favorite bell-ringing shift was already filled in October.



What a
difference
two hours
can make

The average dollar amount per hour for a red kettle is \$35. In just one hour, you can make it possible for the Salvation Army to provide:

- Sunday lunch for 16 people
- a hot daily dinner for 18 children for five days
- shelter and meals for three single women for one day

There are 11,376 shifts available at 75 locations throughout Dane County; find yours at www.ringbells.org.

NEW THIS YEAR: The Salvation Army is testing card-swipe machines at five Madison locations. Take a swipe!