



stepping up

Shoes and Clothes for Kids
Newsletter • Fall 2011

6th Annual Stuff the Bus Drive

Sponsored by Dominion

Stuff the Bus, sponsored by Dominion, was established six years ago to raise awareness about the need for shoes, clothing and school supplies for children going back to school and to provide the community a way to help. In an effort to reach more of Cleveland's corporate base, SC4K partnered with the Cleveland Metroparks Zoo and the Cleveland Zoological Society to hold Stuff the Bus in conjunction with the Zoo's corporate appreciation night held on July 6, 2011. The partnership was a huge success! More than 9,000 people attended the event and the bus was located on the Zoo's ticket plaza giving SC4K much visibility. Many companies held collection drives in their offices and/or encouraged their employees to bring new school

supplies, shoes, clothing and other items that night. In addition, SC4K collected more than \$1,000 in monetary donations. Next year's Stuff the Bus will once again be held at the Zoo on July 11, 2012. Special thanks to Dominion for their \$15,000 contribution to this initiative.



Gear for Grades

Also joining SC4K in its Back to School efforts again this year was Charter One Bank. For the second year Charter One selected SC4K as its local partner for its Gear for Grades program: an initiative designed to provide new backpacks filled with school supplies to 2,000 children in Cuyahoga County. Over a three-week period, Charter One employees, customers and area residents donated pencils, folders, glue, notebooks and other new school supplies at Charter One branches. Charter One employees then spent a day at the SC4K warehouse filling the new backpacks with school supplies. In addition to distributing 1,500 backpacks as part of the August back to school distribution, SC4K and Charter One spent a whole day delivering 500 backpacks to YMCA summer youth camps in Parma, Euclid, Lakewood and Downtown. Gear for Grades included a \$18,000 grant to SC4K.



Charter One Parma Branch Manager, Magdalena Martyna and Vice President, Manager of Community Affairs Brittany O'Connor receive thank you card from Parma YMCA campers.

Cleveland Browns Team up with SC4K for Back to School Campaign

Back to School is the busiest time of the year for SC4K. For the 4th consecutive year, the Cleveland Browns partnered with SC4K to sponsor the 2011 Cleveland Browns Back to School Campaign. A \$15,000 sponsorship was used to purchase double the amount of gift cards in August for our back to school distribution. These cards helped children in need purchase new athletic shoes.

As part of the 2011 Cleveland Browns Back to School Campaign, Melamed Riley Advertising partnered with SC4K for the 6th year to create a pro bono community awareness campaign which included print, radio, and outdoor thanks to the generous donated placements by *The Plain Dealer*, ClearChannel Outdoor, and ClearChannel Radio. In addition, the Cleveland Browns invited representatives from SC4K to participate in the player gauntlet and promoted SC4K on the scoreboard at the Browns pre-season home opener on August 13, 2011.

THEY ARE MORE THAN NEW SHOES. THEY ARE OPPORTUNITIES TO FEEL MORE COMFORTABLE. WALK A LITTLE TALLER. MAKE A LASTING IMPRESSION. TO MOVE FORWARD CONFIDENTLY.

HELP US SEND KIDS BACK TO SCHOOL WITH A NEW PERSPECTIVE.

A \$40 donation enables us to provide nearly \$900 worth of new shoes, clothing and school supplies to disadvantaged children right here in Greater Cleveland. Please donate. SC4K.ORG

Fool's Frolic at Moxie

4TH ANNUAL



L to R: Honorary Event Chair, Scott Simon with Event Co-Chairs Susan O'Donnell and Jeff Kavlick.

For the fourth year, Moxie, the Restaurant and their staff, donated their time and talent to create a truly unique and memorable experience for more than 300 party-goers at the annual Fool's Frolic held April 14, 2011. Guests enjoyed a one of a kind event that had all the glitz, glamour and decadence of Las Vegas. The event included fine fare, libations and live entertainment with food stops along the Vegas Strip at the Bellagio Resort and Casino, the Mandarin Oriental, the Four Seasons, and Ceasars Palace. Entertainment included Walt Sanders singing ala Elvis, magician Matt Neidmeyer and DJ Spencer Reynolds of Jerry Bruno Productions.

Our 175 VIPs started their evening an hour early and revisited the golden age of Vegas in a glamorous lounge fit for the likes of Frank, Dean and Sammy. The Sands VIP Lounge featured distinctive specialty foods and drinks including clams casino, oysters Rockefeller, lobster blini, and champagne.

The Vegas themed menu included ricotta and truffle tortelli, mini clam pasta, butternut and pecorino bruschetta, a variety of satays, hand rolled sushi and more. In the spirit of Las Vegas, guests also had the opportunity to spin the prize wheel for a chance at our "wine pull" which involved mystery bottles of wine valued at anywhere from \$10.00 to \$100.00.

Guests also had the opportunity to purchase tickets for a raffle with fabulous prizes including a grand prize trip to South Beach Miami for an exclusive dining experience at Red, the Steakhouse South Beach. The trip included airfare for two (2) and a two (2) night stay at the luxurious Eden Roc, a Renaissance Hotel and Spa. Second prize was a \$1,000 shopping spree at Saks Fifth Avenue. Third prize was private helicopter ride for three (3). The winners were drawn at 8:30 p.m. and although they needed not be present, all three winners were in attendance. Michelle Bourrie-Schafer took home 3rd prize, Mark Mazzurco took home 2nd Prize and Pat Nici was the grand prize winner.

Special thanks to co-chairs and board members, Susan O'Donnell and Jeff Kavlick, for leading the Planning Committee along with fellow board member, Scott Simon, serving as honorary chair. Moxie owner, Brad Friedlander, chaired the event's Host Committee again this year. In four short years, the event has quickly become a signature event for SC4K. This year the event raised \$57,000 in net proceeds.

Mark your calendars – the 5th Annual Fool's Frolic will be held March 26, 2012.

2011 Fool's Frolic Sponsors:

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Super Solon Charity Cruise Benefits SC4K

For the third year, the Rock-N-Roll Capital Street Machines classic car club in Solon selected Shoes and Clothes for Kids as the beneficiary of their annual Super Solon Charity Cruise held on July 30th. This year's event which featured nearly 500 classic cars was held in conjunction with Solon Home Days and drew its biggest crowd ever. The cruise raised \$6,000 in net proceeds for SC4K and featured a raffle sponsored by Summit Racing Equipment, LifeStyle Furniture and Don Sitts Automotive. Special thanks to all club members and charity cruise co-chairs, Ed Suit and Al Stacko, for coordinating the event and supporting Shoes and Clothes for Kids.



L to R: Valerie McCormack, Ed Suit, Rosemary Suit and Terry Uhl



SC4K was proud to be selected for the third year to take part in the Cleveland Indians Fill the House for Charity initiative. SC4K received \$5.00 for each game ticket we sold and the Indians donated an additional dollar for every ticket sold to the game. In addition, the Indians provided promotional support to help raise awareness for SC4K including radio, television, online and in-game promotion. The Cleveland Cavaliers and Lake Erie Monsters invited SC4K to be one of six charities selected to participate in their "Pack the Q for the Cause Nights." Through this program SC4K received \$5.00 for each Cavs ticket or \$7 for each Monsters ticket purchased through this program. These ticket promotions were winning combinations for SC4K and raised \$17,000 in net proceeds.

We've Moved!

The strategic plan mandated that SC4K move its staff offices to co-locate with another area non-profit to share services and create synergies. In June, SC4K moved to 3311 Perkins and shares a floor with Greater Cleveland Neighborhood Centers Association. More than one-third of SC4K's Distribution Partners are GCNA's members and we also share several board members, volunteers and donors. In addition to providing staff a clean, eco-friendly space, the move has resulted in several operational cost-savings for both organizations. SC4K's warehouse still remains at the Woodland Data Center.



A Message from the Executive Director

the community. One of the most important and urgent action items was to expand our distribution partner network. There are more than 360,000 children living in poverty in Cuyahoga County with 44% of the children in the city of Cleveland alone. As more families continue to face tough economic times, the request for our services continues to grow.

The Product and Services Committee led by Terry Bishop, Jim Mason and Dennis Rose championed this initiative. The committee reviewed the current list of distribution partners, their locations and the current census data regarding areas of children living in poverty. From this process the committee identified unserved and underserved areas of the community. We also studied reports generated from our automated referral system which tracks calls by Zip Code. From this we established a neighborhood priority list and Identified and compiled a list of organizations

that serve children and families in these areas for the expansion of the SC4K partner network.

Our current distribution partners assisted us in this process by completing a survey regarding the most important agency characteristics/attributes to be a successful partner. Their top four characteristics listed in order of priority are: dedicated and enough volunteers, facility space and security, internet/computer capacity and marketing/getting the word out. We also asked our partners for agency referrals within the targeted neighborhoods.

SC4K staff sent profile sheets out to recommended and self-referred agencies. We gathered and compiled information about mission, services and collaborations. This information was presented to the committee. Based on areas of need and agency profiles, the committee rated each agency using a rating scale that evaluated: agency and facility, personnel, computer/internet capacity and services and collaborations. Staff and committee members then made site visits to the highest rated sites where we discussed the potential collaboration with their leadership and toured the facility.

As a result of this extensive process, SC4K expanded its footprint with the addition of four new Distribution Partners: Catholic Charities Head Start-Riverside, Euclid/Hillcrest Area Family to

Family Collaborative, Famicos Foundation-Ward 10 Office and Word of Righteousness Family Life Center. The new partners were paired with current distribution partners to observe a distribution and learn best practices at one or more sites in August. At the September board meeting each new partner presented an overview of their programs and services and described how the collaboration with SC4K will have an impact on the children and families they serve. They will host their first distribution at their facilities in October. We are excited to have these agencies as part of the Shoes and Clothes for Kids program.

Finally, on behalf of the board, volunteers and children we serve, I would like to extend my sincerest gratitude to out-going board chair, Terry Uhl, for his leadership, guidance and commitment to the programs and services of Shoes and Clothes for Kids.

Regards,

Valerie McCormack

Valerie McCormack
Executive Director

2011 Heart & Sole Luncheon

Presented by  **FIFTH THIRD BANK**

Honors Sam Miller Forest City Enterprises

The Annual Heart & Sole Luncheon will take place on Monday, October 24th from 11:30 a.m. – 1:30 p.m. in the Renaissance Hotel's Grand Ballroom. This year's Golden Shoe Honoree is longtime SC4K supporter, Samuel H. Miller, co-chair emeritus and treasurer of Forest City Enterprises, for his commitment to improving the lives of children and families in Greater Cleveland.



The Heart & Sole Luncheon is presented by Fifth Third Bank and sponsored by Golden Shoe Sponsors: Forest City Enterprises, Medical Mutual and Time Warner Cable. The Heart & Sole Luncheon is SC4K's most important fund-raiser of the year and largest source of operating income. More than 600 corporate, civic and community leaders are expected to attend. vic gelb will once again emcee the event and the program features Honorary Event Chairs Jerry Kelsheimer, Allan C. Krulak and Terry Uhl. The annual Morrie Sayre Award for Outstanding Volunteerism will also be given out to a surprise recipient.

Corporate tables are available at \$2,500 for a table of 10 and individual ticket prices start at \$100.00. Sponsorship levels include: \$10,000 Golden Shoe and \$5,000 Corporate Benefactor. Each level includes priority seating and special recognition at event. Contact Kelly Heath at 216.881.7463, ext. 5 to reserve your seat or table today. Online registration is also available at www.sc4k.org/heart.

Another Hole in One for Cleveland's Kids

The 2011 ARAMARK/SC4K Golf Classic on June 20th was a success, raising \$40,000 in net proceeds. Golfers enjoyed a beautiful day of golf at Chippewa Golf Club in Doylestown, followed by a fabulous steak dinner and auction. Items up for bid included a Spalding NBA basketball Autographed by Mark Price and Craig Ehlo, Cleveland Browns Tickets, tickets to popular concerts and attractions and suite packages for the Lake Erie Monsters, Cleveland Indians, and Cleveland Cavaliers.

The winning team, Photography by Tony, received brand new golf bags and drivers for their outstanding play. SC4K board members Kevin Kearney of ARAMARK and Allan C. Krulak of Forest City Enterprises thanked the event sponsors and participants at dinner. Other board members in attendance included Terry Bishop, Dominion, Jerry Broski, Attorney, Patrick McCarthy, First Merit and Dennis Rose, Hahn Loeser.

SC4K is grateful to ARAMARK, the vendors and donors who returned as sponsors this year. ARAMARK has been a tremendous contributor to SC4K, raising more than \$550,000 in net proceeds since 1998.



L to R: Jerry Broski, Dennis Rose, Valerie McCormack, Patrick McCarthy, Laura Leine, Allan Krulak and Kevin Kearney

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Lasting Legacies

Gifts from Rosemary E. Tatalick & Alice Sayre

This year SC4K will distribute 2.2 million dollars worth of new items to 25,000 children in need. As a non-profit organization that charges no fees to its recipients or Distribution Partners, receives no government support, and is not a United Way agency, SC4K relies on the support of a wide variety of donors. SC4K received two very generous and unexpected gifts this summer which will make a lasting impact in the lives of area children.

Rosemary E. Tatalick

In July, SC4K received a \$52,750 bequest from the Estate of Rosemary Tatalick. Ms. Tatalick of Rocky River had not previously been a donor of Shoes and Clothes for Kids. However, it was clear from the charities she selected for her estate, that she was passionate about children's causes. We are humbled to have been among the organizations she chose to carry on her legacy.

Alice Sayre

Alice Sayre, widow of Shoes and Clothes for Kids founder, Morrie Sayre (pictured right), provided a generous gift of stock to mark the one year anniversary of Morrie's passing last July. The sale of this stock resulted in a \$25,875.66 gift to SC4K to continue Morrie's work. Sayre began Shoes for Kids in 1969 upon learning that many children in the Greater Cleveland area lacked adequate footwear. He initially collected used shoes and distributed them directly to the children in need and then later, raised money to purchase new shoes. In 1998, new clothing items were added to the distribution and Shoes for Kids officially became Shoes and Clothes for Kids.



A Message from the Chair

Dear SC4K Supporters,

It was an extraordinarily busy summer, as you'll see throughout this newsletter. All of our activities are aimed at making sure we are in the best position possible to help Greater Cleveland's neediest children with new shoes and clothing. Back to school time is especially important in providing them the things they need – including backpacks stuffed with school supplies – to get their academic year off to a good start. We are deeply appreciative of all the support so many of you provide us to help make that happen.

Among the things that kept us busy this summer was expanding our distribution partner site network (you can see the list on the back page of the newsletter). Our partners are the ones who make sure our Payless gift cards, clothing and school supplies get into the hands of the children and families who need them most. After an extensive review process, we are proud to announce we are adding four new sites.

As my three-year term as chair comes to a close, I want you to know how much I and the whole SC4K organization appreciate all the supportive comments, endorsements and contributions you have made to our mission. Our boards and volunteers are led by a talented and dedicated staff. The organization is in very good hands with them and new chair Scott Simon, who will lead the organization for the next two years.

Thanks for all you do for Shoes and Clothes for Kids.

Terry Uhl
Chair

P.S. Please visit our web site (www.sc4k.org) regularly to keep abreast of our activities.

SC4K has a Facebook Page!

Like us on Facebook to keep up to date with our news and events, view photos and more.



DISTRIBUTION NEWS

SC4K is on pace to meet its 2011 distribution goals of providing 2.2 million dollars worth of brand new shoes, clothing, and other essential items to children in need. With three distributions completed, SC4K has already supplied the community with 42,745 pieces of clothing valued at \$1,027,300 and 9,000 Payless Shoe gift cards valued at \$90,000! SC4K's buying program continues to result in incredible values and inventory.

Girl Scout Brownie Troop 225

Earlier this year, Shoes and Clothes for Kids was contacted by the Girl Scout Brownie Troop 225 from Lomond Elementary troop to help with a service project.

The troop was looking for a donation of new hats, scarves, and mittens to distribute to children in need in their community. SC4K was happy to help the troop who learned from the experience that it's never too early to begin helping others.



Corporate Days of Community Service

This summer Key Bank, Forest City Enterprises, and Pricewaterhouse Coopers all selected Shoes and Clothes for Kids to be part of their national days of service. Each company sent groups to our warehouse to sort and pack clothing in preparation for our back to school distribution in August. In addition 23 interns from Medical Mutual,

PolyOne, Cleveland Hillel Foundation, and Summer on the Cuyahoga packed 132 boxes of clothing at our warehouse along with 2 employees from US Bank as part of Business Volunteers Unlimited's "Summer of Service" event. With a staff of three full-time employees and one-part time employee, we rely on volunteers to support our mission driven work.



Special Thanks to Our Group Volunteers

- Charter One
- Cleveland Hillel Foundation
- Eaton Corporation "Rev'd Up" Retiree Group
- Esperanza
- Forest City Enterprises
- General Electric (African American Forum)
- KeyBank
- Medical Mutual
- Mentor United Methodist Church
- Ohio Department of Youth Services
- PolyOne
- Pricewaterhouse-Coopers
- SAI Youth Group
- Summer on the Cuyahoga
- US Bank



Bright Idea

After spending a day packing in our warehouse, a group of employees from GE Nela Park were so inspired by the SC4K story and mission that they decided to take advantage of their company's matching gift program. In doing so, the group was able to present SC4K with a check for \$1,000.

COMMUNITY DONATIONS

SC4K Benefits from the CAVS Youth Fund

SC4K once again received significant funding from the Cavaliers Youth Fund, a fund of the McCormick Foundation. A generous \$25,000 donation was made to support SC4K's 2011 buying and distribution program. SC4K has had a long standing



A FUND OF THE
M McCormick Foundation

relationship with the Cleveland Cavaliers and this is just one more example of their amazing commitment to our community.

Saint Luke's Foundation

The Saint Luke's Foundation of Ohio awarded SC4K with a grant of \$35,000 to support the buying and distribution program in Cleveland's Buckeye-Shaker, Mount Pleasant and Woodland Hills neighborhoods. This generous sizable donation will underwrite the entire cost of purchasing new clothing and shoe gift cards for five of our distribution sites!



Stuff the Bus

Several area companies and groups including Aleris International, Calfee, Halter & Griswold, Chagrin Falls High School Fall Sports, Cuyahoga County Board of Developmental Disabilities (CCBDD), Deloitte & Touche, Dominion, Drugmart, Edgepark Medical Supplies, Ernst & Young LLP, Findley Davies, Fosbel, Forest City Enterprises, GE, Huntington Bank, Key Bank, KPMG, Medical Mutual, Melamed Riley Adverting, New Clevelanders, Nordson Corporation, PPG Industries, Roetzel & Andress, Thompson Hine LLP, the Uhl Group, and Urban Partnership Bank either ran collection drives in their offices or asked their employees to bring their items directly to the bus. The folks



from Dominion's Springside location in Akron were very creative in their efforts and held a "Sundaes for Supplies." If people brought supplies or cash, they got to make their own ice cream sundaes. In total they collected 4 boxes of supplies and used the cash collected to buy new school supplies.

In addition to our Fool's Frolic, Golf Classic, and Luau on the Lake sponsors listed in the previous pages, SC4K would like to extend its gratitude to the following supporters for their very generous donations made from February 1, 2011 through August 31, 2011.

We strive for excellence in our donor reporting. We sincerely apologize for any errors or omissions. Please notify our Development Department with changes at 216.881.7463 x. 5.

Bequests

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One pair of new shoes can make the difference in the life of a child

Contact Shoes and Clothes for Kids

Shoes and Clothes for Kids
3311 Perkins Ave, Suite 205
Cleveland, OH 44114

Phone: 216.881.SHOE (7463)
Fax: 216.881.7462
E-mail: info@sc4k.org
Web site: www.sc4k.org

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Morrie Sayre

Staff Executive Director
Valerie F. McCormack

Director of Development & Communications
Sharon A. Boyes

Development & Communications Associate
Kelly Heath

Program and Volunteer Associate
Monica Lloyd

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The Associate Board of SC4K: www.sc4k.org/yp

Party Like a Big Kahuna 6th Annual Luau on the Lake

For the 6th year, Shoes and Clothes for Kids Associate Board brought a little bit of Hawaii to Cleveland. Their annual Luau on the Lake attracted more than 600 guests who spent a perfect summer day in July on the shores of Lake Erie at

Wendy Park on Whiskey Island. Guests enjoyed a island buffet catered by ARAMARK, adult beverages, sand volleyball, cornhole and more. Petitti's Garden Center donated beautiful centerpieces to complete the tropical look. Alan Fee of Q104FM's the Toohey and Fee show served as an impromptu MC. Fee decided to attend the event after Associate Board co-chairs, Stephanie Landes and Craig Guttridge promoted the event on Fee's morning show along with event co-chairs Brendan Doyle and Kelly Romano. The event raised \$14,000 in net proceeds for SC4K.

2011 sponsors included: Aable Rents, Deloitte, Forest City Enterprises, Frantz Ward, ARAMARK, Barefoot Wine & Bubbly, Bud Light, Cuervo, Gusto Designs, LLC, LandShark Lager, and Smirnoff. Media sponsors included CBS Radio and *The Plain Dealer*. Special thanks to All Points Connect for distributing 9,000 Luau postcards pro bono throughout Greater Cleveland, Dannon Yogurt and Branded Solutions for providing "Party Like a Big Kahuna" t-shirts pro bono for our volunteers and ticketing promotion, and to Budweiser for donating and distributing event posters. Plans are already underway for the 7th Annual Luau on the Lake which will be held in July 2012.



L to R: Rick Riley, Alan Melamed, Associate Board co-chair Stephanie Landes and Board Member Sarah Melamed

Distribution Partner Sites

Boys and Girls Clubs of Cleveland

Broadway Club
King-Kennedy Club
West Side Club

Neighborhood Centers

East Cleveland Neighborhood Center
East End Neighborhood House
Euclid/Hillcrest Area Family to Family Collaborative
Friendly Inn Settlement House

Goodrich Gannett Neighborhood Center
Harvard Community Services Center
Lexington Bell Community Center
Merrick House
Murtis H. Taylor Multi-Service Center
Murtis H. Taylor East Cleveland
Phillis Wheatley Association
St. Martin DePorres Center
University Settlement

United Pastors in Mission Churches

Bethany Baptist Church
Christian Family Outreach
Emmanuel Baptist Church
Mt. Olive Baptist Church
Mt. Pleasant Baptist Church
Mt. Sinai Baptist Church
New Sardis Primitive Baptist Church

Additional Sites

Catholic Charities Head Start
Catholic Charities Head Start - Riverside
Famicos Foundation - Ward 10
Fatima Family Center
Freedom Christian Assembly I.F.M.
Greater Love Baptist Church
Hunger Network of Greater Cleveland
La Sagrada Familia
William E. Sanders Family Center
Word of Righteousness Family Life Center

Mission Shoes and Clothes for Kids provides a unique service for income-eligible families in Greater Cleveland by distributing new shoes, clothing, and items for infants and youth.

Core Values Shoes and Clothes for Kids carries out its mission with compassion, care, and respect through a network of partner agencies and offers the community a way to help families in need.