



2010 FAQ's

HOW LONG HAS SHOES AND CLOTHES FOR KIDS (SC4K) BEEN AROUND?

- ❖ Since 1969, SC4K (formerly Shoes for Kids) has provided brand new, quality clothing basics such as shoes, socks, underwear, t-shirts, hats, mittens, and infant layette items for children in need throughout the Greater Cleveland area.

IS THIS "COATS FOR KIDS"?

- ❖ We are not affiliated with Coats for Kids. Coats for Kids is the corporate philanthropy of Clear Channel. Every year at the holidays Clear Channel station WTAM promotes an on-air coat drive collecting gently used or new coats which are then distributed to children in need.

IS THIS "SHOES FOR KIDS"?

- ❖ Yes. In 1998, new clothing items were added to the distribution and Shoes for Kids officially became Shoes and Clothes for Kids.

HOW DO YOU DO WHAT YOU DO?

- ❖ SC4K's distribution network is comprised of 35 service sites in the Greater Cleveland area that distribute SC4K's products. This network includes, among others, various sites of the Greater Cleveland Neighborhood Centers Association, the United Pastors in Mission Churches, Boys and Girls Clubs of Greater Cleveland and the West Side Ecumenical Ministry.

DO YOU GIVE OUT SHOES?

- ❖ SC4K purchases shoe gift cards so that children can choose their own shoes. From 1999 through 2009, SC4K distributed over 136,500 Payless shoe gift cards valued at over \$1,327,500. These cards are purchased at a discounted rate and Shoes and Clothes for Kids is only charged for the amount actually redeemed.

HOW MUCH OF MY DONATION GOES TOWARDS HELPING THE CHILDREN?

- ❖ Of every dollar donated to SC4K, \$0.92 is spent on programs serving Cleveland's needy children. The organization is audited annually by McGladrey Pullen and has achieved the coveted 4-star rating from Charity Navigator for three consecutive years.

DO YOU ACCEPT DONATIONS OF USED CLOTHING?

- ❖ Because our mission at SC4K specifically states that we only distribute brand new clothing, shoes and other essential items we do not accept used clothing.

WHAT IS THE VALUE FOR DISTRIBUTIONS THIS YEAR?

- ❖ In 2010, SC4K will distribute new clothing and Payless shoe gift cards with a retail value of \$1,800,000.

ARE YOU PART OF A NATIONAL ORGANIZATION?

- ❖ No. SC4K is not affiliated with any national organizations. SC4K is an independent, non-profit organization serving families in need throughout Greater Cleveland.

WHERE IS THE ORGANIZATION LOCATED?

- ❖ The SC4K office is currently located at 4614 Prospect Avenue in Cleveland, with our merchandise warehoused in the Cleveland Metropolitan School District's Woodland Data Center warehouse on Woodland Avenue.

WHERE ARE THE PEOPLE YOU SERVE LOCATED? WILL MY DOLLARS STAY LOCAL?

- ❖ Utilizing a community-wide distribution network, SC4K reaches into every neighborhood where need exists. We serve families in the City of Cleveland and its inner-ring suburbs including Lakewood, Parma, Euclid, Cleveland Heights and beyond.

HOW DO YOU DETERMINE WHO IS INCOME-ELIGIBLE?

- ❖ Our distribution partner sites determine who is eligible to receive services from SC4K based on the unique needs of their community. As a general guideline, SC4K serves families living at or below 185% of poverty. Living at 185% of poverty equates to a family of four living on \$39,220 annually.

I ALREADY GIVE TO UNITED WAY, SO WHY SHOULD I GIVE TO SC4K?

- ❖ SC4K is currently not a United Way member agency. We can receive specific donor designations through United Way; however, United Way deducts an administrative fee from your donation.

IS SC4K PART OF THE COMBINED FEDERAL CAMPAIGN?

- ❖ Yes, Federal employees can designate contributions to SC4K through the CFC using #96280.

HOW CAN I GET INVOLVED WITH AND LEARN MORE ABOUT SC4K?

- ❖ Visit www.sc4k.org to learn more.

HOW DO I MAKE A FINANCIAL CONTRIBUTION TO SHOES AND CLOTHES FOR KIDS?

- ❖ You can make a financial contribution or pledge online via the SC4K web site at www.sc4k.org/donate or via phone by calling the office at 216.881.SHOE (7463) x. 4. Donations can also be mailed to: *4614 Prospect Ave., Suite 511, Cleveland, OH, 44103.*

SHOES AND CLOTHES FOR KIDS CONTACT INFO

ADDRESS: 4614 PROSPECT AVENUE, SUITE 511
CLEVELAND, OH 44103

PHONE NUMBER: 216.881.SHOE (7463)

FAX NUMBER: 216.881.7462

WEBSITE: www.sc4k.org

EMAIL: info@sc4k.org