



The Scope of Operations

Mission Statement

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 a way for the community to help families in need.

History

Businessman Morrie Sayre, upon learning that many children in the Greater Cleveland area lacked adequate footwear, founded Shoes for Kids in 1969. Mr. Sayre initially collected used shoes and distributed them directly to the children in need. Later, he raised money to purchase new shoes. The program eventually operated out of the Downtown YMCA and later from the Cleveland Municipal School District's Woodland Data Center warehouse. Eleven years ago new clothing items were added to the distribution and Shoes for Kids officially became Shoes and Clothes for Kids (SC4K). The SC4K office is currently located at 3311 Perkins Avenue in Cleveland, with our merchandise remaining at the Woodland warehouse.

Organizational Overview

SC4K provides brand-new quality clothing such as shirts, underwear, socks, pants, mittens and infant layette items to thousands of families in the Greater Cleveland area. SC4K also distributes Payless ShoeSource gift certificates to allow children to select their own shoes. In 2011, SC4K will distribute brand new clothing and Payless shoe gift cards with a retail value of \$2.2 million dollars. From 1999 through 2010, over 150,000 Payless gift cards valued at over \$1.5 million dollars were distributed.

Utilizing a community-wide distribution network, SC4K reaches into every neighborhood where need exists. The distribution network encompasses 30 social service agency partner sites strategically located in the Greater Cleveland area including, amongst others, Boys and Girls Clubs of Cleveland and The Greater Cleveland Neighborhood Centers Association, and the United Pastors in Mission Churches. As a not-for-profit organization that charges no fees to our recipients, SC4K relies on the support of a wide variety of donors, including individuals, foundations, corporations, organizations and small businesses.

Operations

Distributions

SC4K operates a distribution five times per year. Partners pick up boxes of clothing and Payless gift cards directly from our warehouse. The average distribution for clothing is valued at over \$340,000 and the average distribution of Payless gift cards is valued at \$30,000.

Shoe/Clothing Suppliers

SC4K procures a majority of its children's clothing items through a direct purchasing program utilizing a network of wholesalers that sell children's clothing at deep discounts. SC4K is able to purchase between \$20.00 and \$25.00 worth of brand new clothing for every \$1.00 spent. Some area corporations and community organizations collect new items to donate to SC4K, especially during the back to school and holiday seasons.

Funding

SC4K charges no fees to its recipients or distribution partners, receives no government support, and is not a United Way agency. All revenue to support its operations and programs are generated through fund-raising. Our three main special events, the Heart & Sole Luncheon, the ARAMARK/Shoes and Clothes for Kids Golf Classic, and Fool's Frolic also generate important dollars. SC4K is pleased to report that of every dollar donated, \$0.92 goes directly to the programs and services that benefit the children we serve. Also, for the fifth consecutive year, SC4K has achieved the coveted four-star rating from Charity Navigator, an honor bestowed upon only 6% of the nation's charities. SC4K has also met all 20 of the Better Business Bureau's Standards for Charity Accountability.

Volunteers

SC4K relies heavily on the support of volunteers. The 900-plus members of our Volunteer Care Team provide direct service to needy children by packing boxes in the warehouse, volunteering in the office or working out in the community at our special events. Many groups volunteer for SC4K, including participants from Cleveland Clinic, Eaton Corporation, UPS, Ohio Department of Youth Services, St. Ignatius High School, Cornerstone Christian Academy and Greater Cleveland Volunteers. Volunteers are recruited mostly by word of mouth and our newsletter.

Board of Directors, Advisory Committee, and Associate Board

SC4K's Board of Directors currently has 46 members. The Advisory Board has 18 members. The Associate Board, founded in 2005, is comprised of 20 young professional volunteers who generate awareness and funds to support the work of Shoes and Clothes for Kids.

Staff

SC4K employs 3 full time employees and one part time employee. The staff of SC4K includes Executive Director Valerie McCormack, Director of Development and Communications Sharon Boyes, Development and Communications Associate Kelly Heath, and part-time Program and Volunteer Associate Monica Lloyd. Accounting services are provided by Jennifer Kelsch of JSK Solutions LTD.