



40 YEARS



# stepping up

Shoes and Clothes for Kids Newsletter  
Summer 2009



## 40 Years of Helping Children from the Ground Up (1969-2009)

### A Volunteer's Story

Rashidah Abdulhaqq, Cleveland Metropolitan School District Board Member and Hunger Network of Greater Cleveland employee, remembers helping with Shoes for Kids distributions at Joseph Landis Elementary School years ago. Volunteers, mostly parents of school children, would gather in the auditorium to help the kids choose new shoes, hats, gloves, underwear, and socks. Rashida's eyes filled with tears as she remembered one young boy who didn't have socks to wear in wintertime. His shoes were soaked each day by the time he got to school from walking in the snow. She helped this boy on more than one occasion through SC4K and when they were reunited years later, he remarked to her how happy he felt the when he got new socks and shoes for the first time that winter.

Rashida remains actively involved with families in Cleveland and thinks the need for SC4K's services is more critical today. "People are afraid to get involved," Rashida states, "and more families today are part of the working poor." At the Hunger Network, families come seeking donations of food and end up getting new clothing and shoe cards, too, which are a big benefit to families. "SC4K is a wonderful organization and the low overhead makes a difference. Keep up the good work, SC4K!"



*"SC4K is a good program because it helps me provide for the needs of my children and every parent needs a little help from time to time."*  
- Recipient at West Side Boys and Girls Club

**Shoes for Kids provides kids head-to-toe warm clothes**



## Free shoes, clothes given to pupils who are in need



*"SC4K allows our agency to help people in need. They make it possible for children to feel good about themselves when they are able to put on a new pair of shoes for school. SC4K is very much needed by the community and the families we serve at our site."*  
- Kathryn R. Tyler  
Neighborhood Center

*"More people should do this for our children. This is beautiful."*  
- Mt. Sinai Baptist Church

### 40th Anniversary Fund Challenge

Please consider making a donation to SC4K's 40th Anniversary Fund. A donation of \$40.00 will help SC4K outfit 4 children! Board and Associate Board members have helped us gain 150 new supporters so far through this challenge. Log on to [www.sc4k.org](http://www.sc4k.org) to donate online today.

# Fools for Shoes: 2nd Annual Fool's Frolic at Moxie



250 party-goers shared an evening of revelry at the 2<sup>nd</sup> annual Fool's Frolic, a gesture of giving for Shoes and Clothes for Kids, hosted by Moxie, The Restaurant on Wednesday, April Fool's Day. Guests were treated to non-stop festivities and entertainment throughout the evening, including juggler Aaron Bonk and a surprise performance from cabaret style singer "Lounge Kitty." Light-up necklaces, bracelets and rings served as party favors. The restaurant was decorated like an enchanted forest. The April Fool's themed menu featured a hand-rolled maki station, unique passed appetizers and a delectable dessert station.

Drinks were made to impress as well, including a Ketel One vodka luge. Guests who attended the exclusive V.I.P. reception were greeted with a trumpet fanfare and then treated to champagne. In the spirit of April Fool's Day, guests were invited to participate in the event's "wine pull," which included 75 mystery bottles of wine that could be purchased for \$40.00 as well as a raffle



Volunteers Laina Alber and Mal San Marco help sell raffle tickets

of Continental Airlines and a three night stay at the luxurious Eden Roc, a Renaissance Hotel and Spa. Second prize was a \$1,500 shopping experience at Saks Fifth Avenue.

"For the second year, Moxie, The Restaurant and their staff, who have donated their time and talent for the evening, created a truly unique and memorable experience for our guests," says SC4K Executive Director, Valerie McCormack. "Moxie is truly dedicated to helping children in need and has gone above and beyond in terms of their generosity to SC4K."

Special thanks to SC4K Board member and event chair Scott Simon and his volunteer Planning Committee.



Fool's Frolic guests, Joan and vic gelb, Vi Spevack, and Allan and Judy Krulak

## 2009 Fool's Frolic Sponsors

Cleveland Clinic  
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Help SC4K

## Fill the House

at Progressive Field on 09/09/09

Presented by



# Join us for SC4K Day at Progressive Field on September 9th

**Cleveland Indians vs. Texas Rangers at 12:05 p.m.**

Upper box tickets are only \$16 (normally \$22 each) and for every ticket sold through SC4K, we will receive a \$5 donation from the Indians.

**To purchase individual tickets visit**

**[www.indians.com/fillthehouse](http://www.indians.com/fillthehouse), use the Special Offer Code "shoes"**

Online tickets cost \$17.50 each with a \$1.00 delivery fee per ticket.

To purchase group tickets, use the order form on the enclosed flyer.

**Help us Stuff the Bus on SC4K Day**

Bring new clothes or school supplies to **Stuff the Bus** on game day at Gateway Plaza to help more children go back to school with what they need to Succeed! Presented by Dominion.

**Indians Ballpark Experience Auction at [www.sc4k.org/fillthehouse](http://www.sc4k.org/fillthehouse)**

Check out our online auction of once-in-a-lifetime experiences including the Ceremonial First Pitch, Batting Practice viewing, autographed items and more! Bids accepted via email only from **Monday, August 24 – Friday, August 28.**

See enclosed flyer for more details!

## A Message from the Executive Director



### Greetings SC4K Supporters,

Summer is here and that means back to school time is right around the corner. Back to school time is SC4K's busiest time of year, with thousands of parents calling in need of assistance to prepare their children for school. Thanks to the generosity of our corporate sponsors, SC4K is able to host several important events this summer to help raise awareness and funds.

The 2009 Cleveland Browns Back to School Campaign to benefit SC4K kicks off at Cleveland Browns' training camp where children from SC4K Distribution Partner sites will receive new backpacks and shoe gift cards. The Cleveland Browns' generous donation of \$15,000 will support the purchase of additional shoe gift cards for children in need this fall. Also, an advertising campaign created pro bono by Melamed Riley Advertising will feature radio, television, outdoor and print advertising encouraging donations to SC4K this summer.

09/09/09 is SC4K Day at Progressive Field! Show your support for SC4K by buying an Upper Box ticket to the 12:05 p.m. game vs. the Texas Rangers and spend your lunch hour cheering on the Tribe. Through the generosity of Cleveland Indians, SC4K will receive \$5.00 for every

Upper Box ticket we sell and an additional \$1.00 for every ticket sold to the 09/09/09 game. The more tickets we sell, the more we win, so please help us Fill the House! Visit [www.indians.com/fillthehouse](http://www.indians.com/fillthehouse) for more information.

Join us at our fourth annual Stuff the Bus Drive, sponsored by Dominion, on September 9th at Progressive Field to collect school supplies, new clothing and monetary donations for SC4K. Drop off your donations at the school bus parked at Gateway Plaza outside the ballpark and help more of Cleveland's children go back to school in the fall prepared to succeed.

We're half-way through our 40<sup>th</sup> Anniversary year, and with the demand for clothing and shoes escalating as more families face tough economic times your support means more now than ever. We thank you for your continued interest in our mission and hope to see you at these events and at our upcoming Heart & Sole Luncheon.

Regards,

Valerie McCormack  
Executive Director

# Chippin' for Children

## 11th Annual ARAMARK/SC4K Golf Outing is a Success

The 2009 ARAMARK/SC4K Golf Classic on June 22nd was a great success, raising \$40,000 in net proceeds for Shoes and Clothes for Kids. Golfers enjoyed a beautiful day of golf at Chippewa Golf Club in Doylestown. The course's betting holes and silent auction during dinner raised another \$3,000 in donations for SC4K. Lunch was served on the course and the day ended with a fabulous steak dinner.



Pictured L to R: Kevin Kearney, Laura Leine, Valerie McCormack, Allan C. Krulak and Ed Nappi

The winning team, Minotti's Beverage, was rewarded with new drivers. SC4K Board members Kevin Kearney of ARAMARK and Allan C. Krulak of Forest City Enterprises thanked the event's sponsors and participants at dinner and Ed Nappi spoke passionately about ARAMARK's commitment to community service. SC4K is grateful to ARAMARK and all of the vendors and SC4K donors who returned as sponsors this year.



## Brings a Little Bit of Hawaii to Cleveland

The 4<sup>th</sup> Annual Luau on the Lake fund-raiser, organized by the Associate Board of SC4K, was held at Wendy Park on Whiskey Island on Saturday, July 18. 450 Clevelanders enjoyed adult beverages including beer, wine and cocktails



Associate Board Members Brendan Doyle and Bridget Huzicka, led the Luau's volunteer committee

along with a Hawaiian-style buffet dinner. Guests played sand volleyball and cornhole against the beautiful backdrop of Lake Erie. An amazing clear span tent and other rental items were generously donated by

Tucker, Ellis & West. Petitti's Garden Centers donated beautiful zinnia centerpieces which helped give the tables an island look. DJ Spencer Reynolds really helped set the mood and got everyone out on the dance floor by the end of the evening. The Book & Bean supplied coffee and ARAMARK donated snacks.

Special thanks to this year's event sponsors, in-kind donors and attendees, who helped raise \$10,000 in net proceeds for SC4K!



Krystal Evans wins the limbo contest

### Aloha Sponsors

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## Golf Classic Sponsors

### Presenting Sponsors



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## Join SC4K on Online

If you want to stay informed about SC4K's upcoming events and current news, join us online. You can sign up for our email list at [www.sc4k.org](http://www.sc4k.org), check out the Shoes and Clothes for Kids page on Facebook or sign up for our Twitter updates!

# 2009 Heart & Sole Luncheon Anniversary Celebration

2009 marks SC4K's 40<sup>th</sup> year of service to families in Greater Cleveland and our upcoming Heart & Sole Luncheon, presented by Time Warner Cable, plans to be a wonderful celebration of this milestone anniversary. The luncheon takes place on Monday, October 19th from 11:30 a.m. – 1:30 p.m. in the Renaissance Cleveland Hotel's Grand Ballroom.



This year, SC4K will honor U.S. Senator George Voinovich with the Golden Shoe Award for his dedication to improving the lives of Ohio's children and families. SC4K is also honored to welcome back past Golden Shoe Honorees, who each have a special place in the organization's history. A visual display and new video will tell the story of organization's past forty years.

SC4K is grateful for returning sponsor Time Warner Cable as well as Golden Shoe Sponsors, Fifth Third Bank and Forest City Enterprises. vic gelb will emcee the event and the program will feature Romona Robinson of WKYC, Honorary Event Chairs Allan C. Krulak and Terry Uhl, Executive Director Valerie McCormack and the surprise winner of the Morrie Sayre Award for Outstanding Volunteerism.

The annual Heart & Sole Luncheon is the organization's main source of operating revenue. Please plan to join us for this special event as we celebrate the past 40 years. Corporate sponsorships are available, starting at \$2,000 for a table of 10. Individual tickets are \$250 each for Individual Benefactor (includes priority seating and special recognition at event) or \$150 each for Individual Patron tickets. Contact Sharon Boyes at 216.881.7463, ext. 4 to reserve your seat or table today!

## A Message from the Chair



### Welcome from the New Board Chair

I'm delighted and honored to spend the next couple years serving as chair of Shoes and Clothes for Kids. Since joining the board in 1998, I've been proud to see the organization grow in so many important ways.

2009 marks SC4K's 40<sup>th</sup> year of service to the Greater Cleveland community and in this milestone year, the demand for clothing and shoe gift cards has escalated as more families face tough economic times. It is our objective to meet the ever-increasing needs of our community in the most economically sound and efficient manner possible, while operating with compassion, care and respect. We will continue to work closely with Dr. Eugene Sanders at the Cleveland Metropolitan School District and our 34 distribution partner social service agencies to ensure that Greater Cleveland's neediest children get the help they deserve.

One of the ways we try to meet the growing need for new shoes and clothing is raising more money from our generous new and longtime supporters. Brad Friedlander and the entire staff at Moxie, The Restaurant hosted the second annual "Fool's Frolic" for us on April 1. It was a great party and raised more than \$30,000 in net proceeds for SC4K.

Likewise, Kevin Kearney and the group at ARAMARK recently held their annual golf outing to benefit SC4K and raised \$40,000 in net proceeds. We are grateful in such difficult economic circumstances that the organization continues to receive such wonderful support.

We're equally proud to let you know we are keeping our overhead costs to a minimum in 2009, so we can retain our stellar record of spending \$0.92 of every dollar raised on new shoes and clothing.

I look forward to seeing you at this year's annual Heart & Sole Luncheon, presented by Time Warner Cable, on Monday, October 19 in the Renaissance Cleveland Hotel ballroom. For more information, see our redesigned web site at [www.sc4k.org](http://www.sc4k.org).

Thanks for your continued support!

Terry Uhl  
Chair

## DISTRIBUTION NEWS

### SC4K Welcomes New Partner Site

SC4K welcomed a new partner site, Murtis H. Taylor Human Services System in East Cleveland, in June. Their program helps strengthen families by providing access to appropriate community services that ensure that at risk children are protected and nurtured. The site is located next door to a former partner agency that closed their doors last year.

### Recent Clothing Purchases Produce Incredible Return

SC4K's purchasing program continues to result in incredible values and inventory. SC4K Kids recently purchased over 11,000 children's uniform shirts and assorted clothing items from a wholesaler based in North Carolina. These items were valued at between \$.072 and \$1.00 each and will be distributed to partners at our back to school distribution.

## COMMUNITY DONATIONS

### SC4K Receives Funding from Saint Luke's

The Saint Luke's Foundation of Ohio recently awarded SC4K with a grant of \$29,000 to support the Purchasing and Distribution Program in Cleveland's Buckeye-Shaker, Mount Pleasant and Woodland Hills neighborhoods. This funding will support the purchase of brand new clothing and shoe gift cards for a year's worth of distributions for five of SC4K's thirty-five distribution partner agencies. Thank you Saint Luke's for this generous grant.



### 2009 Cleveland Browns Back to School Campaign to benefit SC4K

Once again, The Cleveland Browns have partnered with SC4K to sponsor the 2009 Back to School Campaign. A generous donation of \$15,000 from the Cleveland Browns Foundation will help SC4K distribute double the amount of gift cards during the August distribution. These cards will help children in need purchase new athletic shoes as they go back to school. To kick off the campaign, 75 children who receive services from SC4K will attend Cleveland Browns Training Camp later this month and each will receive a backpack full of school supplies and a shoe gift card and the opportunity to meet Browns players!



### Forest City "Dress Down" Days

The employees of Forest City Enterprises chose SC4K as the recipient of their Jeans Days for a month. Each Friday, employees who want to dress down were asked to make a donation to SC4K. Some employees generously doubled or tripled the suggested donation amount. And to top it off, Forest City matched their employees' donations dollar for dollar for a total donation to SC4K of \$1,668.00. SC4K is very grateful to Forest City and its employees for this special gift!

### Eaton Retirees are "REV'd UP" for SC4K

Over 20 volunteers from Eaton Corporation's retiree organization, REV'd UP, spent the day at SC4K's warehouse sorting, counting and packing clothing and other items for the next distribution. A group of volunteers also helped re-stock the supply of informational packets for SC4K's office. Always willing to lend a hand, these retirees haven't thought about slowing down yet!



### Thanks to Our Most Recent Group Volunteers

- The Associate Board of SC4K
- Eaton Corporation Rev'd Up
- New Directions
- Ohio Department of Youth Services
- Mentor Baptist Church

## COMMUNITY DONATIONS

(Continued)

### 4th Annual Stuff the Bus Drive, Presented by Dominion

Help us Stuff the Bus for Cleveland's Kids at SC4K's 4th annual clothing and school supply collection drive presented by Dominion with support from the Downtown Cleveland Alliance. Bring your new shoes, clothing, school supplies and cash donations to the school bus parked at Gateway Plaza on September 9th as the Tribe takes on the Texas Rangers for SC4K's Fill the House for Charity game. You can help Cleveland's school children go back to school with what they need to succeed by donating to our Stuff the Bus drive this year. If your workplace or organization is interested in serving as a collection site, please contact us at 216.881.7463 ext. 1!



### Foundations Fund sc4k.org Web site Re-design Project

SC4K's web site has a new look thanks to the generous support of the following foundations: The William K. and Dorothy J. O'Neill Foundation, The Eva L. and Joseph M. Bruening Foundation and The Thomas H. White Foundation. SCK Design created the site and also donated a portion of their services to make this project possible. Visit [www.sc4k.org](http://www.sc4k.org) to check out our new look today!



# Development...Thanks to Our Most Recent Supporters!

In addition to our Golf Classic sponsors listed in the previous pages, Shoes and Clothes for Kids would like to extend its gratitude to the following supporters for their very generous donations made from March 1, 2009 through June 30, 2009.

*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. 4.*

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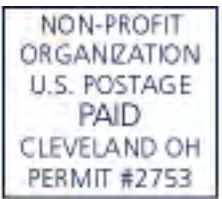
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### Shoes and Clothes for Kids

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### Contact Shoes and Clothes for Kids

**Shoes and Clothes for Kids**

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### The Associate Board of Shoes and Clothes for Kids

## Busy Raising Awareness, Friends and Funds for SC4K

The young professional volunteers on our Associate Board had a very busy spring. In addition to planning the 4<sup>th</sup> annual Luau on the Lake, they hosted a Happy Hour at The Barley House on June 25<sup>th</sup> to raise funds and awareness for SC4K. 200 guests paid the \$10.00 cover charge in exchange for all-you-can-drink draft beer, drink discounts and a free appetizer bar at the Irish Pub on W. 6<sup>th</sup> St. which opened in April. A 50/50 raffle raised additional donations, resulting in a total of \$1,700 raised for SC4K.



stepped into the role of co-chair of the Communications & Development team, alongside new co-chair Emily Lauer. This team is responsible for planning and implementing the PR and fundraising objectives of the Associate Board.

The Volunteer Development team also welcomed a new leader – Allegra Prewitt, who along with Candice Dempsey and the rest of the team will continue to develop the organization's volunteers and volunteer programs.

The Associate Board graciously thanks the following founding members of the Associate Board who have recently resigned due to job changes and relocation: Matt Dickman, Arick Scott and Samantha Stephens. Your hard work and commitment will not soon be forgotten!



### Distribution Partner Sites

**Boys and Girls Clubs of Cleveland**

Broadway Club  
King-Kennedy Club  
West Side Club

**Neighborhood Centers Association**

CEOGC-Hough Neighborhood Opportunity Center  
East Cleveland Neighborhood Center  
East End Neighborhood House  
Friendly Inn Settlement House

Goodrich Gannett Neighborhood Center  
Harvard Community Services Center  
Kathryn R. Tyler Neighborhood 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

**West Side Ecumenical Ministry**

CDC Head Start, WSEM  
WSEM Food Center at Brookside  
WSEM Food Center at Community Corner

**Additional Sites**

Catholic Charities Head Start  
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

**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.