



stepping up

Shoes and Clothes for Kids Newsletter • Spring 2008

Purchasing Program

Enhances Services and Increases Donors' Gift Value

Last year, Shoes and Clothes for Kids launched a pilot purchasing program designed to increase our capacity as well as our responsiveness to the needs of the families we serve. The Product Purchasing Committee, under the leadership of board member Jayne Churchmack, developed standards and procedures for the buying program and established a network of wholesalers who sell lots of children's clothing at deep discounts. The purchasing program was funded with generous start-up grants from The Cleveland Foundation and The Hershey Foundation. With this funding, the organization completed two successful buys in 2007 that resulted in an incredible value of between \$0.83 - \$1.00 per item. At the end of the year, the program was formally established as a way to provide our distribution partners with a full complement of clothing in a range of sizes, as well as gender specific items, seasonal items and more of the items needed by the families we serve. In 2008, SC4K has budgeted to spend \$75,000 through

Larry Hughes Hosts Coat Giveaway to Help Children Stay Warm

On December 21st, former Cleveland Cavalier Larry Hughes and the Larry Hughes Family Foundation hosted its first "Random Acts of Kindness" event of the season in partnership with Shoes and Clothes for Kids. The Larry Hughes Foundation donated \$10,000 to Shoes and Clothes for Kids to fund a coat giveaway. With the foundation's contribution, Shoes and Clothes for Kids purchased 1,000 brand new children's winter coats.

Fifty boys and fifty girls in need from various Shoes and Clothes for Kids distribution partner sites were given the chance to meet Larry Hughes on the practice court at Quicken Loans Arena and participate in the coat giveaway. The children shot hoops with Cavs mascot Moondog and then selected a new, warm winter coat right off a rack. The children enjoyed trying on coats of different colors and styles with Hughes helping many of them. Dick's Sporting Goods also donated hats, gloves and winter headbands so that each child had a set to go with his or her new coat. Hughes graciously took the time to autograph a photograph for each child.

The remaining coats were distributed to children in need through Shoes and Clothes for Kids' forty distribution partner sites. Shoes and Clothes for Kids would like to extend special thanks to Larry Hughes and his foundation and to the Cavaliers Community Service Department for coordinating this event that put a smile on so many of Cleveland's children.



A star-struck recipient thanks Larry Hughes for her new coat.

2007-2008 Clothing Purchases

Month of Purchase	Amount Paid	Fair Market Value	Actual Paid Cost/Item	Fair Market Value/Item
May 2007	\$29,613.60	\$718,820.00	\$0.83	\$20.16
November 2007	\$10,467.00	\$198,236.00	\$1.00	\$18.94
February 2008	\$30,488.25	\$606,133.74	\$1.38	\$27.41
	TOTAL \$70,568.85	TOTAL \$1,523,189.74	AVERAGE \$1.07	AVERAGE \$22.17

the purchasing program, which will purchase clothing with a retail value of approximately \$1,700,000.00!

Every dollar you donate helps Shoes and Clothes for Kids purchase \$22.00 worth of brand new clothing – enough to outfit four children!



Save the Date

Please mark your calendars for these upcoming events to benefit SC4K:

10th Annual ARAMARK/Shoes and Clothes for Kids Golf Classic

Monday, June 23, 2008
Chippewa Golf Club
Dolystown, Ohio



3rd Annual



Saturday, July 12, 2008
Wendy Park at
Whiskey Island, Cleveland
4:00 - 9:00 p.m.

www.luauonthelake.com



Rock-N-Roll Capital Street Machines 2008 Super Solon Charity Cruise

Benefiting Shoes and Clothes for Kids

Saturday, August 9, 2008
Solon Commons
2:00 - 9:00 p.m.
www.nrncsm.com



2008 Heart & Sole Luncheon

Golden Shoe Honoree
Governor Ted Strickland
Monday, October 20, 2008
Renaissance Cleveland Hotel
11:30 a.m. - 1:30 p.m.

For event, sponsorship and ticket information, please contact Sharon Somerville-McGuire at 216.881.7463 x 4 or via email at smcguire@sc4k.org.

Fool's Frolic: a jester gesture of giving for Shoes and Clothes for Kids

An April Fools event with Moxie

On April Fools Day, over 200 guests enjoyed an evening of revelry and fine fare at Moxie, the Restaurant for the first Fool's Frolic fundraiser. In partnership with Moxie, Shoes and Clothes for Kids planned



Event chair Scott Simon with Moxie owner Brad Friedlander

an extraordinary event that entertained guests from the moment they walked in the door. VIP cocktail hour attendees were greeted with a trumpet fanfare. DJ John Stamper kept the atmosphere lively with unexpected songs. Other entertainers included a juggler, magician, an Elvis impersonator and even a surprise guest.

The food prepared by Moxie proved to be just as delightful as the entertainment, featuring surprise twists on classic appetizers like grilled cheese and tomato soup, "pigs in a blanket" and nachos. The Sushi bar and

the sake martini shooter bar were also big hits along with the dessert bar featuring Moxie's homemade ice cream and one bite strawberry "short" cake.

Guests participated in a fabulous raffle with the top prize of a \$1,000 David Yurman sapphire necklace donated by Alson Jewelers. The event also featured a "wine pull" where guests made a donation and got to "pull" a wrapped, mystery bottle of wine valued at up to \$300 dollars!

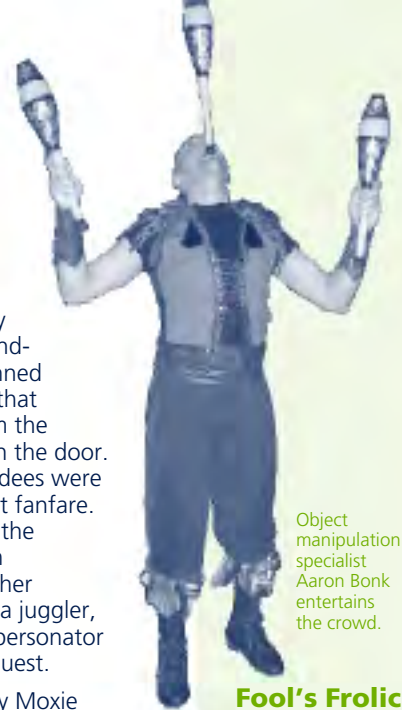
A huge thank you to the event's sponsors – Davis Automotive Group, Forest City Enterprises, Nancy Levine and Strassman Insurance – and many in-kind donors who helped make sure that we raised as much money as possible for SC4K.



Moxie staff, including Devin Rench and Christine Wille, were a big part of the evening's success.

who gave so generously of their time and talents. We can't wait to be foolish again next year!

Joan Gelb, SC4K life director vic gelb and SC4K Executive Director Valerie McCormack are fools for the camera.



Object manipulation specialist Aaron Bonk entertains the crowd.

Fool's Frolic Supporters

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Host SC4K Joint Board Meeting

The Lake Erie Monsters and ARAMARK hosted the annual joint meeting of the SC4K Board of Directors and Associate Board in February at the Q. Following the meeting, ARAMARK provided a delicious reception and board members' families joined them for the Monsters' hockey game where the team took on the Grand Rapid Griffins. Special thanks to board members Kerry Bubolz and Kevin Kearney for coordinating the evening!



Super Solon Charity Cruise to Benefit SC4K

The Rock-N-Roll Capital Street Machines classic car club in Solon has chosen Shoes and Clothes for Kids as the beneficiary of their annual Super Solon Charity Cruise on August 9th from 2 - 8 p.m. at Solon Commons. The event is free to spectators and features the band Shout and "Firehouse Rock DJ" Bob Shimits, and local celebrities and their cars, including Channel 3 Today anchor Mark Nolan and former Cavs player Larry Nance. The event also features a raffle with the grand prize raffle of the use of a HHR Chevy for one year or \$5,000 cash donated by Don Sitts Auto Sales. Special thanks to Richard Johns for coordinating the cruise. We hope you can join us!



A Message from the Chair and Executive Director

Dear Friends:

As you can tell from the story and pictures in this newsletter, Shoes and Clothes for Kids got off to a rollicking start this year with "Fool's Frolic - A Gesture of Giving" at Moxie the Restaurant. This wonderful first-time fundraiser netted our organization \$27,000, and we hope heralds the beginning of a fruitful and long-term relationship with Brad Friedlander and his outstanding team. Thanks to board member and event chair Scott Simon and board member Terry Uhl for shepherding this event from concept to reality, as well as the tremendous efforts of all the host committee members and other volunteers whose time and talents made this event so great.

In addition to the Moxie partnership, SC4K has added or expanded relationships with a number of other community minded organizations. This year, Rock-N-Roll Capital Street Machines has named SC4K as its "charity of choice," designating the proceeds of this summer's Super Solon Charity Cruise car show to SC4K and the children we serve. Much appreciation goes to chair emeritus Allan Krulak and associate board member Eli Miller for their assistance in developing this relationship. This spring, the SC4K/ARAMARK golf outing celebrates ten years, boasting three new title sponsors - the Lake Erie Monsters, Quicken Loans Arena and the Cleveland Cavaliers. Thanks to Kevin Kearney, board member and ARAMARK executive, who each year works tirelessly to make the golf outing such a consistent success.

Finally, we are pleased to announce the Cleveland Browns, who have been longtime friends and committed supporters of the work of SC4K, as our new title sponsor for our "Back to School" campaign this fall.

One of the enduring strengths of SC4K has been the passion, commitment and dedication of its board and associate board. We'd like to welcome this year's contingent of new board and associate board members. We are very excited that you've joined us. Every one of you has jumped in with enthusiasm and is already actively engaged in helping build the organization. Thanks for your commitment of time and talent!

As Shoes enters its 39th year of serving Cleveland area children in need, we'd like to extend our appreciation to all our donors, and friends for their tremendous support. We are in the midst of planning some special initiatives around our upcoming 40th anniversary next year - stay tuned for more information about how you can be part of the celebration. Most importantly, thank you for your ongoing support.

R.L. Richardson

Rockette L. Richardson
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Valerie McCormack

Valerie McCormack
Executive Director

Stepping Into New Roles

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Development...Thanks to Our Most Recent Supporters!

In addition to our Fool's Frolic donors 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 November 1, 2007 through April 14, 2008.

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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SC4K Programs and Services News

DISTRIBUTION NEWS

2008 Distribution Goal Announced



In 2008, Shoes and Clothes for Kids will distribute new clothing and Payless shoe gift cards with a retail value of \$2,183,000. This 25% increase over last year's distribution goal is due largely to the new purchasing program. Working with clothing liquidators, SC4K is now able to purchase "buy outs" on a regular basis from between \$.83 - \$1.38 per item. Every dollar you donate helps Shoes and Clothes for Kids purchase \$22.00 worth of brand new clothing - enough to outfit four children!

March Distribution

SC4K held its first distribution for 2008 on March 13 and 14. Each distribution partner received 14 boxes of clothing and Payless ShoeSource gift cards, with a total value for the entire distribution of \$243,050. In 2008, SC4K has increased the total number of shoe cards given out during each distribution to 3,000, with a retail value of \$30,000. The next distribution is scheduled for June.

Ohio Department of Youth Services Assists SC4K Prepare for Distributions

For several years the Ohio Department of Youth Services has volunteered their services to help SC4K prepare for each distribution. The youth in their program apply stickers which include value and expiration date information to the thousands of Payless ShoeSource gift cards we distribute, saving staff valuable time. Dorothy Brown, Community Services Coordinator with the Ohio Department of Youth Services has coordinated the volunteer project for us. Special thank you to Dorothy for helping us serve local children in need as she excitedly prepares for her retirement!

PARTNER NEWS

Partner Meeting and Training Session

SC4K held its annual partner meeting in February, hosted by Dominion, which included over 90 partner site representatives. The meeting provided an opportunity for small group discussion regarding our programs and services as well as a panel discussion of "best practices" for partner site distributions. This annual meeting most importantly provides SC4K staff, board members and distribution partner volunteers a chance to interact and network. In March, Dominion hosted several training sessions for distribution partners in their computer lab for the SC4K Extranet, which is our online documentation system. All partners are required to enter customer information and eligibility as well as the number and type of items they receive into the Extranet for each distribution. This provides SC4K with valuable information about our customers and verification that our product is being distributed into the community.

COMMUNITY DONATIONS



Cleveland Browns are 2008 Back to School Title Sponsor

We are pleased to report that the Cleveland Browns will sponsor this year's Back to School Campaign with a \$15,000 donation from various

Cleveland Browns players. Stay tuned for more about our Back to School Campaign which will feature a kick-off with selected players during training camp at the practice field in Berea as well as clothing and school supply collections and distributions!

St. Luke's Foundation Gives Surprise Grant

Instead of funding holiday cards, The Saint Luke's Foundation surprised Shoes and Clothes for Kids with a very generous contribution of \$17,000. This came as a wonderful holiday gift!

Thanks to our Recent Group Volunteers:

City Year Cleveland, Cornerstone Christian Academy, Fuchs Mizrahi School, New Directions, Ohio Department of Youth Services and St. Ignatius High School

COMMUNITY DONATIONS

(Continued)

Dominion Sponsors Tree for Shoes and Clothes for Kids



Dominion helped children stay warm by sponsoring a tree in honor of Shoes and Clothes for Kids at the Cleveland Play House's annual Festival of Trees. Dominion purchased over 100 children's hats, mittens and scarves for decoration for the tree which was on display from November 20 through December 31. The items, in turn, were donated to Shoes and Clothes for Kids for distribution to children in need.

HOLIDAY DONATION DRIVES

Area Employees Donate to SC4K at Work

Many companies collected new clothing, winter accessories and financial donations for Shoes and Clothes for Kids during the cold winter months. OnSpex in Cleveland donated 50 children's winter accessory items and new coats along with ten \$10.00 Payless ShoeSource gift cards and a cash donation. Each of their 22 employees participated in the drive. Key Capital Corporation sponsored a drive in their office to collect new children's shoes and clothing. The Plain Dealer placed a collection box in their



headquarters and employees donated a total of 200 new clothing items, toys and books. Ernst & Young supported Shoes and Clothes for Kids with a financial contribution and donations of items clothing. The Cleveland Cavaliers donated hundreds of gloves, caps and headbands. Thank you to all who donated!

Hyland Donation a Shoe-In for Kids

For the third year, Hyland Software asked its employees to donate shoes as their ticket to their annual holiday party at the House of Blues. The employees broke last year's record, donating 900 pairs of brand new, children's shoes to Shoes and Clothes for Kids! A big thank you to our Associate Board volunteers who collected and packed the donations.



Zion Lutheran Church Youth Donate Clothing

The high school and Sunday school students of Zion Lutheran Church in North Canton made a special donation to Shoes and Clothes for Kids. The youth collected financial donations during a recent charity drive. The students invested their time and effort to purchase new clothing and Payless ShoeSource gift cards with the money they collected to help support SC4K's mission.



Break out your Hawaiian shirts and your grass skirts, it's time for the 3rd Annual



Saturday, July 12, 2008 • 4 – 9 p.m.

Wendy Park at Whiskey Island in Cleveland • www.luauonthelake.com

Tickets \$35.00 by July 7 or \$50.00 after July 7 and at the door

Tickets can be purchased online at www.luauonthelake.com or by calling SC4K at 216-881-7463, ext. 4.

Great food, adult beverages, sand volleyball, DJ, live music and fabulous views of Lake Erie – all to support a great cause!

21 and over with a valid ID • Free Parking
RAIN OR SHINE • No pets • No personal coolers
Bring a lawn chair and/or blankets

Sponsorship opportunities available. For more information about Luau on the Lake, contact Shoes and Clothes for Kids at 216.881.7463 x. 4 or smcguire@sc4k.org.



Luau attendees enjoy the party and the view

Distribution Partner Sites

Boys and Girls Clubs of Cleveland

Bellaire Gardens Club
Broadway Club
King-Kennedy Club
West Side Club

Neighborhood Centers

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

Garden Valley Neighborhood House
Garfield Heights Community Center
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
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, WESM
WESM Food Center at Brookside
WESM Food Center at Community Corner

Additional Sites

Catholic Charities Head Start
Christ The King Church
Fatima Family Center
Freedom Christian Assembly I.F.M.
Greater Love Baptist Church
Hunger Network of Greater Cleveland
Lakewood Christian Service Center
La Sagrada Familia
William E. Sanders Family Center

Non-Referral Site

Green Road Developmental Center

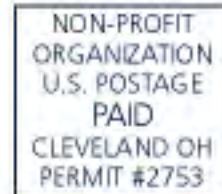
Mission Shoes and Clothes for Kids provides a unique service for income-eligible families in Greater Cleveland by distributing new shoes, clothing, and items for infants and youth.

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.



Shoes and Clothes for Kids

4614 Prospect Avenue, Suite 511
Cleveland, Ohio 44103



Helping Greater Cleveland's Children From the Ground Up

Contact Shoes and Clothes for Kids

Shoes and Clothes for Kids

4614 Prospect Avenue, Suite 511
Cleveland, Ohio 44103
Phone: 216.881.SHOE (7463)
Fax: 216.881.7462
E-mail: info@sc4k.org
Web site: www.sc4k.org

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