



stepping up

Shoes and Clothes for Kids Newsletter • Winter 2008

Huntington Back-to-School Campaign

Raises Awareness of SC4K Mission

The 2007 Back to School campaign, sponsored by Huntington, was a great success. The campaign raised awareness of the need for new shoes and clothes as well as donations so that even more children could be helped in time for school.

Cavaliers Head Coach Mike Brown took part in the Back to School press conference in August at the "Q" to kick off the campaign. Children from the Boys and Girls Clubs took a time out for a chalk talk about the power of a positive attitude and working towards a dream. Each child received a backpack filled with brand new school supplies, Cavs gear and a basketball.



(L to R) Valerie McCormack, Jerry Kelsheimer, Len Komoroski, Coach Mike Brown, Allan Krulak, Terry Uhl, Carolyn Brown and Rocky Richardson at the Back to School Press Conference.

The students also got to shoot hoops on the player's practice court – getting an assist from Cavs mascot Moondog and Cavaliers basketball operations staff members. Other notable speakers included Jerry Kelsheimer, Huntington President Greater Cleveland Region, Len Komoroski, Cleveland Cavaliers and Quicken Loans Arena President, and Rocky Richardson, Charter One VP/ Community Development Director and Shoes and Clothes for Kids Board Chair.

Melamed Riley Advertising donated their services for a third consecutive year to develop a new promotional campaign for Shoes and Clothes for Kids. The team always goes above and beyond and this year was no exception. This year's campaign included newspaper, outdoor, radio and television advertising and a direct mail appeal letter which raised funds by asking people to "attach their name to something big" – the mission of Shoes and Clothes for Kids. Special thanks to the following media organizations for their additional pro-bono support of the campaign: *The Plain Dealer*, Davis Auto Group, Clear Channel Outdoor, Clear Channel Radio and Time Warner Cable.

The awareness and donations raised by the Huntington Back-to-School Campaign had a significant impact upon Kids' programs and services.



Forest City Enterprises donates boxfuls of school and office supplies.

2nd Annual Stuff the Buss Donation Drive Collects 7,000 Items

Back to school time is the busiest time for SC4K, with thousands of parents calling in need of help for preparing their children for school in the fall. The 2nd Annual Stuff the Bus for Cleveland's Kids donation drive, presented by Dominion, was held in August at the Great Northern Plaza in North Olmsted. A full-size bus was on hand to be stuffed full of new shoes, clothing and school supplies for children in need heading back to school. Sponsors of this year's event included Dominion, NewsChannel 5, Soft Rock 102.1 WDOK and the Cuyahoga County Board of MR/DD, with additional support from Great Northern Plaza, Holcomb's KnowPlace, InkStop and Monster Mini Golf.

NewsChannel 5 and WDOK promoted the drive heavily on air and the WDOK Fifth Third Bank Mega Money Machine was on-site giving donors a chance to win a prize. More than 7,000 new school supplies and clothing items were collected in one day! These items were distributed to children in need through Shoes and Clothes for Kids' forty distribution partner agencies.

Three area companies, Charter One, Dominion and Forest City Enterprises, participated in a BIG way by hosting collection drives in their offices prior to the event and dropping off boxfuls of donations at the bus. Special thanks to the Dominion and Charter One volunteers, United Rentals for donating a generator in a pinch, and Brown Bag Burgers for providing free food!

If you are interested in hosting a collection drive next year to support Stuff the Bus, contact our Development Department at 216-881-7463 ext. 4.



The Charter One Beetle was packed full of school supplies and the employees helped sort the donation.



2007 Heart & Sole Luncheon

Presented by Time Warner Cable

Exceeds Expectations



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The organization's annual Heart & Sole luncheon fundraiser was an extraordinary excess and raised record net proceeds of over \$148,000 for Shoes and Clothes for Kids. Time Warner Cable was the presenting sponsor and Golden Shoe Sponsors included Cleveland Clinic, Fifth Third Bank, Forest City Enterprises, KeyBank and National City. The Golden Shoe Award was presented to Dr. Eugene T. W. Sanders, CEO of the Cleveland Metropolitan School District for his commitment to improving the quality of life for children and families in Cleveland.



Golden Shoe Honoree, Dr. Eugene Sanders, pictured with Chair Emeritus Allan C. Krulak, Cleveland Mayor Frank Jackson and Chair Rocky Richardson.

Over 700 guests filled the grand ballroom at the Renaissance Cleveland Hotel. Guests were treated to musical performances by the Early College Band and the Cleveland School of the Arts string quartet. Immediate Past Chair, vic gelb, served as Master of Ceremonies and Allan C. Krulak, Rockette Richardson and James Mason served as Honorary Luncheon Co-Chairs.



Sarah Melamed accepts volunteerism award, on behalf of Melamed Riley Advertising, from Executive Director Valerie McCormack.

Diane Macon, a recipient of Shoes and Clothes for Kids services provided the "Words of Caring." A grandmother of three boys, Diane spoke about the positive impact of receiving gift cards during her family's time of great need.

Melamed Riley Advertising was the surprise winner of the Morrie Sayre Award for Outstanding Volunteerism. The program also featured a video created pro-bono by 5Front, Inc. that featured the organization's distribution partner agencies and recipients.

Special thanks to photographer Barney Taxel and designer Liz Nici of Gusto Designs, who donated their services to create the event invitation and signage.



The Early College Band entertains guests at the Heart and Sole Luncheon.

This memorable and record-breaking event could not have been possible without the assistance of our volunteers, sponsors, raffle donors and Board and Associate Board members. Thank you all very much for your support and see you at next year's Heart & Sole Luncheon!

Save the Date

Mark your calendar for April 1st! No Fooling. SC4K will be hosting its newest fund-raiser at Moxie. Watch your mail for more details.



A Message from the Chair and Executive Director

Looking back at a great year and stepping forward into 2008

What a great year it has been for Shoes and Clothes for Kids! We are proud to announce we have exceeded our 2007 goal, with over 1.7 million dollars worth of new clothing and Payless shoe gift cards distributed into the Greater Cleveland community. This was only possible as a result of the remarkable support SC4K receives from volunteers and the community throughout the year.

In addition to our ongoing in-kind clothing donations, this year SC4K launched a clothing purchase program, designed to increase our capacity as well as our responsiveness to the needs of the families we serve. Under the leadership of board member Jayne Churchmack, SC4K established a network of wholesalers and merchandisers from whom we could purchase essential items of children's clothing at deep discounts. We completed two successful new clothing buys for pennies on the dollar. For every dollar spent, SC4K was able to purchase \$22.88 worth of merchandise. This buying program will provide us with a way to offer a full complement of clothing in a range of sizes, as well as offer gender specific items, seasonal items and provide more of the items most needed by the families we serve.

For 2008, we will continue to grow our special event programming. In addition to the Back to School Campaign, ARAMARK/SC4K Golf Classic, Luau on the Lake, Heart & Sole Luncheon and Stuff the Bus initiative, we will host a new fund-raiser in partnership with Moxie on Tuesday, April 1. Stay tuned for details. Also in 2008, a top priority will be to increase our operating efficiency through the merger of SC4K's office and warehouse space into a single facility.

Shoes and Clothes for Kids always seeks new partnerships that will increase community awareness and help raise critically needed funding so we can continue to meet the needs of our most precious resource, Cleveland's children.

Thank you for all you do for us. With your generous support, we continue to help children from the ground up!

Rockette L. Richardson
Rockette L. Richardson
Chair

Valerie McCormack
Valerie McCormack
Executive Director



ARAMARK and Shoes and Clothes for Kids Swing for Shoes at the 2007 Golf Classic

Presented by the Lake Erie Monsters

The ninth annual ARAMARK/SC4K Golf Classic was an extraordinary success, selling out again and raising record net proceeds of over \$65,000! On a sunny Monday in June, 150 golfers gathered to play at Chippewa Golf Course. Many new teams joined the outing this year including new presenting sponsor, the Lake Erie Monsters. The raffle and door prizes were remarkable. Prizes were also awarded to the three winning teams, longest drive and closest to the pin. As a perfect end to the day, golfers enjoyed a delicious steak dinner with all of the trimmings.

Special thanks to SC4K Board Member Kevin Kearney and the ARAMARK team for all of their hard work. The proceeds raised through the Golf Classic each year have a tremendous impact upon the programs and services Shoes and Clothes for Kids provides for children throughout Greater Cleveland. Reserve your spot year for next year's Golf Classic!



ARAMARK presents Shoes and Clothes for Kids with a check from the Golf Classic.

2007 Golf Classic Sponsors

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Diana, A Celebration Exhibit

Proceeds and Event Raise \$50,000 for SC4K

Over \$50,000 was raised for SC4K as a result of the *Diana, A Celebration* exhibit which ran at the Western Reserve Historical Society from February through June. For the first time in the exhibition's history, museum officials and Arts and Exhibitions International (AEI), the Cleveland-based company that produced and organized the exhibit, chose to make an impact in the local community by donating a portion of the proceeds from each exhibit ticket sold to SC4K. SC4K was also featured in the exhibit's radio, television and print promotion throughout Northern Ohio for five months. The ticket proceeds resulted in close to \$40,000 donated to SC4K!

SC4K also hosted Fashion and Compassion, a benefit at the exhibit in May. Nearly two hundred guests enjoyed a wonderful evening filled with food donated by Morton's The Steakhouse, drinks and special auctions including two round-trip airline tickets to London courtesy of Continental Airlines with a tour of Althorp, the ancestral home of Princess Diana. The event was sponsored by Ernie Cahoon, Russell Trusso, Robert Benyo & Ray Wolf, and Dr. Michael Wojtanowski with space provided by the Western Reserve Historical Society.



Charles, 9th Earl Spencer receives a special plaque during his Ohio visit.

In addition, twenty young SC4K volunteers from The Ratner School were invited to meet Princess Diana's brother, Earl Charles Spencer, who came to Cleveland to view the exhibit in March. SC4K presented the Earl with a plaque for his family's generous support of SC4K during the exhibit's Cleveland run.

"We were honored to be the recipients of this generous donation" said Valerie McCormack, executive director of SC4K. "The funds provided by AEI through the *Diana, A Celebration* exhibit will help us serve children in need throughout Greater Cleveland with brand new shoes and clothing. Also, the promotion received through the exhibit has significantly increased the visibility of our programs and services in the community."



SC4K board members Stephanie McHenry, Terry Uhl and Susan O'Donnell at the exhibit.

American Cruisers Host "Cruise for Shoes"

The 15th annual American Cruisers "Cruisin' for Shoes" car cruise took place on Saturday, August 11 at the Brookgate Shopping Center in Brook Park. Classic car owners and enthusiasts gathered for the cruise, with proceeds benefiting Shoes and Clothes for Kids. A 50/50 raffle raised additional funds for the organization and musical entertainment was provided by The New Flames.

This year's event raised \$8,005, bringing the total amount raised over the past 15 years to more than \$100,000! Special thanks to Jim and Linda Ziga and The American Cruisers members for their hard work planning and executing the cruise year after year.



Volunteer Linda Ziga showing off this year's 'Cruisin' for Shoes' t-shirt.

Luau on the Lake Attracts Over 300 Attendees

The 2nd annual Luau on the Lake fundraiser, organized by the Associate Board of Shoes

and Clothes for Kids, doubled in attendance and dollars raised this year. Hundreds of Clevelanders spent a warm summer evening in July at the beach at Wendy Park on Whiskey Island. This event was sponsored by young professionals, but guests of all ages enjoyed a buffet/Hawaiian-style dinner catered by The Rib Cage, adult beverages, sand volleyball, music, a raffle with wonderful prizes and fabulous views of Lake Erie – all to support a great cause. Special thanks to this year's event sponsors: UPS, Fairmount Minerals, Put-In-Bay Bar/Lakewood Lanes, DigiKnow, Gusto Designs and Embellish Accessories.



Associate Board members Kelly Rudloff, Laura Chalker and Brendan Doyle enjoy the luau.

DISTRIBUTION NEWS

2007 Distribution Goal Exceeded

Shoes and Clothes for Kids exceeded its goal for 2007 by distributing over 1.7 million dollars worth of new clothing and Payless shoe gift cards to families in need through six distributions to its network of 40 social service agencies. Shoes and Clothes for Kids distributes these items to families at no charge year-round, serving about 25,000 children in Greater Cleveland each year.



Charity Navigator Four Star Rating

For the second consecutive year, Shoes and Clothes for Kids has achieved the coveted four star ranking from Charity Navigator, America's premier independent charity evaluator.

Only 15% of the nation's

charities earn this highest rating two years in a row.

To earn this rating, Shoes and Clothes for Kids has demonstrated exceptional financial health, out performing most of its peers in its efforts to manage and grow its finances in the most fiscally responsible way possible.

SC4K Donates to Students in L.E.E.P.

Shoes and Clothes for Kids was proud to donate Payless shoe cards to students in the City of Cleveland Police Department's Law Enforcement Explorer Program, so they could purchase new shoes for their uniforms. The L.E.E.P. program provides at-risk teens with hands-on experience in law enforcement and police ride-a-longs.

New Distribution Partner: Hunger Network of Greater Cleveland

Shoes and Clothes for Kids added the Hunger Network of Greater Cleveland as a new distribution partner to serve families in the 44113 zip code.

SC4K Partner Sites Distribute CMSD Uniform Applications

Shoes and Clothes for Kids was pleased to partner with the Cleveland Metropolitan School District this fall to help implement the new Uniform Program. Select Shoes and Clothes for Kids distribution partner sites distributed voucher applications and helped families fill out the forms. Special thanks to Dominion for hosting the partner training meeting.

COMMUNITY DONATIONS

UPS Grant Increases Volunteerism

Thanks to a generous grant from The UPS Foundation, The Associate Board of Shoes and Clothes for Kids implemented several new initiatives in 2007 with the goal of gaining new volunteers and spreading awareness. A volunteer reception was held at the Gwinn Estate in June to thank supporters and update them on current and future activities. Another volunteer event, Care Day, was brought back in October involving volunteers from UPS, the Associate Board and members of the Cleveland Browns rookie class. The Associate Board also created a three-year strategic plan to increase the organization's connection to the next generation of supporters.

H&M Donates New Wardrobe to 20 Children



H&M partnered with Shoes and Clothes for Kids for their opening of two new stores at Westfield's Great Northern Mall and SouthPark Center. To show its support of the Cleveland community, H&M donated twenty \$250.00 gift cards to Shoes and Clothes for Kids, giving twenty children the opportunity to obtain a fashionable, new spring wardrobe.

John K. Mott Foundation Grant

Shoes and Clothes for Kids was awarded a \$5,000 grant for the distribution program by United Way's John K. Mott Youth Fund Distribution Committee. This committee is comprised of area high school juniors and seniors who allocate \$50,000 in grant money each year to projects serving youths in the Cleveland community.



COMMUNITY DONATIONS

(Continued)

SC4K Named Charter One Champion in Action

SC4K was thrilled to be named as the 2nd quarter Charter One Champion in Action. The announcement was made at a surprise press conference at distribution partner site WSEM in April. The award included a \$25,000 unrestricted grant to SC4K from Charter One and promotional support provided by both Charter One and WJW Fox 8.

Shoes and Clothes for Kids received free public service announcements from WJW Fox 8 while all area Charter One bank branches featured SC4K on posters, brochures and ATM machines.

"The funds and publicity provided by the Champions in Action program greatly increased the volunteerism and public awareness for our program," said executive director Valerie McCormack, "while providing 3,000 children in need with brand new shoes." Employees from Charter One also participated in a volunteer packing day at the SC4K warehouse and at the Broadway Boys and Girls Club during a distribution.



Kleats 4 Kids

Andrew Pohly, a high school student at Phillips Academy in Andover, Massachusetts, noticed that players on his football team discarded their cleats at the end of each season. He decided to collect, restore and donate over 40 pairs of cleats to students at the Bellaire Gardens Boys and Girls Club through Shoes and Clothes for Kids. Andrew also developed a plan to implement his "Kleats 4 Kids" program in other schools and communities next year.



Ronald McDonald House Charities Grant

Shoes and Clothes for Kids received a \$20,000 grant from Ronald McDonald House Charities of Northeast Ohio for the Payless shoe card distribution program in 2007.

A.J. Rocco's Celebrity Happy Hour Benefits SC4K

Special thanks to Councilman Joe Cimperman and Karyn Gillette, who served as celebrity bartenders at A.J. Rocco's during a happy hour last spring and generously donated all of their tips to Shoes and Clothes for Kids. Over \$750.00 was raised at this event!



20/30 Club Cosmic Bowling Night

In September, young professionals spent a fun night bowling at the Cleveland Athletic Club to raise money for SC4K. The event was hosted by The Cleveland Professional 20/30 Club and raised \$210.00!

PLEASE HELP SC4K HELP KIDS

It's not too late to make a gift to Shoes and Clothes for Kids. Visit www.sc4k.org to make a secure donation online or return your envelope today.




Thanks to our Group Volunteers:

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

In addition to our Heart & Sole and Golf Classic 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 March 1, 2007 through November 1, 2007.

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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Ms. Roslyn Pollock
In memory Margery Stoffer Biggar
Mr. Allan C. Krulak
In memory of Alan Goodman
Ms. Ruth Ross
In memory of Franca "Frankie" Johnson
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Volunteers from Browns & UPS Make Care Day Deliveries to Distribution Partners

In October, SC4K distribution sites received a special delivery from Shoes and Clothes for Kids, the Cleveland Browns and UPS during the organization's annual Care Day. Care Day is a volunteer-driven initiative that benefits SC4K's distribution partner sites by eliminating the need for partner agency representatives to pick up clothing items and Payless shoe gift cards from the warehouse. Volunteers from the Associate Board, the Browns and UPS loaded boxes of clothing into UPS vehicles for delivery to partner sites.

In addition, members of the Browns rookie class – Charles Ali, Brandon McDonald, Melia Purcell, Brady Quinn, Syndric Steptoe and Eric Wright – were on hand to deliver items to the Lexington Bell Community Center and participate in a Halloween craft activity with day care children. The children were delighted to meet the players and enjoyed trick-or-treating and making crafts with them.

"We appreciate the efforts of our partner agencies to distribute clothing and shoe gift cards to those who need it most", said Valerie McCormack, executive director of Shoes and Clothes for Kids. "We want to reward those who give so generously of their time to help support needy children in the Greater Cleveland area.



Distribution Partner Sites

Boys and Girls Clubs of Cleveland

Bellaire Gardens Club
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

Garden Valley Neighborhood House
Garfield Heights Community Center
Goodrich Gannett Neighborhood Center
Harvard Community Services Center
Heights Youth 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

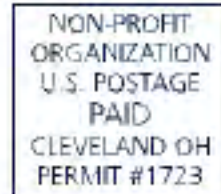
WESM Food Center at Brookside
CDC Head Start, WSEM
WESM Food Center at Community Corner

Additional Partner Sites

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



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
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