

SHOES AND CLOTHES FOR KIDS
 MORE THAN NEW OUTFITS.
 NEW OUTLOOKS.



stepping up

Shoes and Clothes for Kids
 Newsletter • Spring 2011

Cleveland Browns Holiday Extravaganza Brings Warmth to SC4K Recipients

The Cleveland Browns and the Browns Women's Organization partnered with Shoes and Clothes for Kids for its 2010 Holiday Extravaganza inside BrownsTown at Cleveland Browns Stadium on December 14th. A group of 100 children from SC4K Distribution Partners Lexington Bell Community Center and St. Martin de Porres came to the event expecting to have a pizza party with select Browns players, including Eric Wright and Mike Adams, wide receiver Mohamed Massaquoi, offensive linemen Floyd Womack, Steve Vallos and Billy Yates, linebacker Eric Alexander, defensive linemen Brian Schaefering and Derreck Robinson and tight end Benjamin Watson, and to receive a brand new coat, hat, and gloves for the winter season.

At the end of the night, however, Adams and his teammates provided an extra special surprise as each of the 100 kids in attendance got to choose a toy to take home in addition to the winter clothing. No child left empty handed, as they got to choose from bikes, a basketball hoop, DS systems, digital cameras and TV's, just to name a few.

"The look on the kids' faces is priceless," said Adams. "We have Santa Claus coming early for them. I never had anything like this growing up, so it's good to give back and do something like this. It just gives you a sense of what's going on in the community. It feels



Rachel McCoy (center) enjoys pizza with some of the event participants

so good to be doing something like this and just realize how fortunate we really are as individuals to give back."

"It's a great thing, a great opportunity to come out here and help the young kids get jackets and clothes and get ready for the winter," Wright followed. "It means a lot. These kids don't want anything from you but just for you to help them out. They really appreciate it and you could tell every time they smile at you."



Floyd Womack (left) and Mike Adams (right) with SC4K recipient

Several of the players were joined by their wives for the event. Julie Mangini, Amy Hagen, LaTanya Wright, Lindsey Vallos, Brooke Roth, Rachel McCoy, Jasmatia Schaefering, Frances Womack, and Kirsten Watson represented the Browns Women's Organization. Other players contributed financially, including D'Qwell Jackson, who has hosted a similar event for several years.

SC4K has a long standing partnership with the Cleveland Browns. The Cleveland Browns have been the title sponsor of SC4K's back-to-school campaign for the past three years.



Distribution Partners and Board Members participate in Strategic Planning session

New Strategic Plan for SC4K

2010 was a busy year for SC4K! We recently completed a year-long strategic planning process. Under the facilitation of Jack Ricchuito, SC4K assembled a core planning group of six members. The group was led by board member, Scott Simon, and included board members Hallie Rich, Tracy Jemison, and Kelly Rudloff and Associate Board members, Stephanie Landes and Allegra Prewitt. The core group used several methods to gather input from stakeholders and the community for its strategic planning efforts. Distribution partners were invited to a 2½ hour meeting in March. In May, Board, Associate Board, and Advisory Board members, as well as community stakeholders were invited to another 2½ hour session. A follow-up survey was sent to all those who could not attend either meeting to gather their input. Each group was asked to provide their 20-year vision statements for the organization and where they thought SC4K needed to be in 2-years to achieve the 20-year vision. In addition, there was discussion about trends, constraints and assets. Overall, SC4K collected over 90 20-year vision statements for the organization and over 60 2-year vision statements. These statements were then distilled by the core planning group into 8 projects to be launched in the 2011.

These projects include:

- Moving the SC4K office to co-locate with another area non-profit to share services and create synergies
- Investigating best practices for a uniform buying and distribution program
- Expanding SC4K's Distribution Partner network based on the 2011 census
- Reviewing expectations for Board of Directors and Associate Board members
- Exploring a planned giving initiative
- Researching a social enterprise endeavor

- Exploring additional activities to attract younger audiences
- Launching a pilot Distribution Partner clothing exchange program to better meet the needs of the distribution center and its neighborhood

The core group will meet quarterly to review progress and add new projects as needed. We will continue to report on our strategic plan in future issues of *Stepping Up*. Special thanks to the Bruening Foundation and the William J. and Dorothy K. O'Neill Foundation for funding our Strategic Planning efforts.

Fool's Frolic

4TH ANNUAL

Thursday, April 14, 2011

An evening of foolishly good fun

SHOES AND CLOTHES FOR KIDS
MORE THAN NEW OUTLETS,
NEW OUTLOOKS.

Hosted by:



5:30 – 6:30 p.m. VIP Hour • 6:30 – 9:30 p.m. Event
Moxie, the Restaurant • 3355 Richmond Rd., Beachwood

Fine fare, libations and live entertainment await you this April, 14, 2011. Take a stroll with us down the Vegas Strip at the 4th Annual Fool's Frolic to benefit Shoes and Clothes for Kids for another one-of-a-kind evening of foolishly good fun with all the glitz, excitement and decadence of Las Vegas. Our VIP Guests will sip champagne and dine on distinctive specialty foods and revisit the golden age of Vegas in a glamorous lounge fit for the likes of Frank, Dean and Sammy.

Admission is \$100 per person or \$150 VIP.

To register online go to www.sc4k.org/fools or call SC4K at 216.881.7463, x. 5 by Friday, April 8.

Fool's Frolic is Generously Sponsored By:

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Save the Date

Pack the Q for the Cause

Lake Erie Monsters vs. Abbotsford Heat
Saturday, April 9, 2011
7:30 p.m. face-off
Quicken Loans Arena

4th Annual Fool's Frolic

An evening of foolishly good fun
Thursday, April 14, 2011
5:30-6:30 p.m. VIP Hour
6:30-9:30 p.m. Event
Moxie, the Restaurant
Beachwood

13th Annual ARAMARK/SC4K Golf Classic

Monday, June 20, 2011
10:30 a.m. Shot-gun start
Chippewa Golf Club
Doylestown

6th Annual Stuff the Bus

Wednesday, July 6, 2011
Cleveland Metroparks Zoo

6th Annual Luau on the Lake

Saturday, July 16, 2011
4:00 p.m. – 9:00 p.m.
Wendy Park at Whiskey Island
Cleveland

Cleveland Indians Fill the House for Charity

Indians vs. Angels
Wednesday, July 27, 2011
12:05 p.m.
Progressive Field

Super Solon Charity Cruise

Hosted by the Rock-N-Roll Capital Street Machines
Saturday, July 30, 2011
2:00 p.m. – 8:00 p.m.
Solon Community Center
Solon

Heart & Sole Luncheon

Monday, October 25, 2011
11:30 a.m. – 1:30 p.m.
Renaissance Cleveland Hotel

To learn more about SC4K events, visit our website at www.sc4k.org or find us on Facebook at www.facebook.com/ShoesandClothesforKids

Help SC4K "Pack the Q"

The Monsters have selected SC4K as one of six charities to "Pack the Q for the Cause Nights" during the 2010-11 season. SC4K's "Pack the Q" opportunity is on Fan Appreciation night, April 9, 2011 when the Lake Erie Monsters face off against the Abbotsford Heat at 7:30 p.m. For every ticket you purchase through this offer, a \$7 donation will be made to SC4K. As an added incentive, the non-profit organization that generates the most tickets sold will also receive an additional \$2 donation for each ticket sold through all six non-profit organizations participating in the program. Let's work together to "Pack the Q" and help support children in need.



SC4K is selling tickets for the April 9th game at the following prices:

- \$19 lower ends
- \$23 lower ends / corners
- \$29 lower starlights

For more information or to purchase tickets visit www.lakeerimonsters.com/packtheq or www.sc4k.org

Check Out These Raffle Prizes You Won't Find Odds Like This Anywhere Else!

Grand Prize:

Pack Your Bags for Miami

Second Prize:

SAKS Fifth Avenue Shopping Spree

Third Prize:

One Hour Helicopter Ride

Tickets are \$50 each or 3/\$100.

Please use the enclosed flyer and envelope to purchase tickets by Friday, April 8th. Winner need not be present to win.



A Message from the Executive Director

It is hard to believe that I am entering my 10th year as the Executive Director of Shoes and Clothes for Kids (SC4K). I am still just as passionate

and excited about leading this amazing organization as I was in January of 2001 when I first started. In the June 2001 SC4K newsletter I was quoted as saying, "I am proud to continue the tradition started by SC4K founder Morrie Sayre in 1969 of providing new shoes and clothes to children in need throughout greater Cleveland." With Morrie's passing last summer I feel more strongly than ever about continuing his important legacy.

Over the past ten years, with the support of our board, volunteers and donors, we have worked hard to meet the ever

increasing needs in our community. In 2001 we distributed over \$1 million in clothes and shoe gift cards; in 2010 our distribution was \$2.2 million. We have also increased our visibility by enlisting a variety of pro bono PR/media help to get the word out about our services to those in need as well as highlighting this need to the broader community.

SC4K continues to be a volunteer driven organization; in fact I like to say that I am really a volunteer coordinator. We have grown our volunteer corps to close to 1,000. Our volunteers pack product in the warehouse, help at special events and serve on our board, associate board and committees. Because of our volunteers we are able to operate effectively with 3 full time staff and 1 part staff – it is a model that works. This keeps our overhead low so that \$.92 of every dollar donated directly supports our programs and services.

The collaboration with our 30 social service agency distribution partners is the key to our success. We donate the clothing and shoe gift cards to them and they distribute our product to the families in need in their communities – a win-win situation! Also once inside one of our partner agencies 80% of the families we serve access additional support services provided by that agency.

I am truly humbled and inspired by the incredible support the greater Cleveland community provides basic needs social service agencies such as Shoes and Clothes for Kids. Thank you for all that you do to make our community a better place for all.

Valerie McCormack

Valerie McCormack
Executive Director

Annual Heart & Sole Luncheon

Honors Mort Weisberg and Pays Tribute to Founder, Morrie Sayre

SC4K's signature annual fund-raising event, the Heart & Sole Luncheon, was held in October 2010 at the Renaissance Cleveland Hotel. Over 550 guests were in attendance, including representatives from Golden Shoe Sponsors, Fifth Third Bank, Forest City Enterprises, and Time Warner Cable. A special pre-event VIP reception welcomed this year's Golden Shoe Honoree, Mort Weisberg, Multi-Care Management.

The program included a special video featuring a "fashion show" of items recently purchased by SC4K at sixty cents a piece! SC4K's buying program continues to result in incredible values and inventory. SC4K wanted all those in attendance to not only see the value, variety and quality of the items, but also the self-esteem and confidence it brings to the children served.

The Heart & Sole Luncheon also paid homage to SC4K's founder, Morrie Sayre, who passed away in July 2010 at the age of 95. A tribute video was shown to guests, including his widow Alice Sayre, and their son Donald, past Executive Director, as an introduction to the announcement of the Morrie Sayre Award for Outstanding Volunteerism. Volunteers play a vital role in the work of the organization and each year this award is given to a surprise recipient. This year's winner was, volunteer Board member Terry Bishop, Philanthropy Manager, Dominion and the Dominion Foundation. A Board member since 2004, Terry Bishop has been an instrumental part of a number of SC4K initiatives including serving as co-chair of SC4K's product and services committee, hosting an annual Distribution Partner meeting, lending Dominion's computer lab for training sessions, and participating in the annual golf outing. Terry also is the champion of SC4K's Annual Stuff the Bus for Cleveland's Kids. Now in its 6th year, Terry has devoted countless hours to the planning and execution of this successful event. In addition, the Dominion Foundation has served at the event's title sponsor since its inception.



Morrie Sayre Award recipient, Terry Bishop, pictured with Allan Krulak, Valerie McCormack and Terry Uhl

philanthropists. A longtime supporter and Advisory Board member of Shoes and Clothes for Kids, Mort has dedicated his life to helping others due in large part to growing up in poverty himself. Mort fondly recalled being there for the start of "Shoes for Kids" with Morrie Sayre and was truly honored to be selected as the Golden Shoe recipient the year of his passing.

Board members, Allan C. Krulak and Terry Uhl were the event's Honorary Chairs, with vic gelb serving as Master of Ceremonies. Rocky Richardson, life director, led the event's Host Committee. The 2010 Heart & Sole Luncheon raised \$106,000 net for the organization and we are thankful to the many generous sponsors, donors and attendees for their support. Next year's Heart & Sole Luncheon will be held on October 24, 2011.

Both videos shown at the Heart & Sole Luncheon were created pro-bono by 5Front, Inc., owned by SC4K Board member, Rick Fromet, and may be viewed online at www.sc4k.org.



Golden Shoe award recipient, Mort Weisberg

A very special thank you to the supporters of the 2010 Heart & Sole Luncheon

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Help Fill the House at Progressive Field

on SC4K Day - 7/27/11

For the 3rd consecutive year, SC4K was one of the 13 charities selected to take part in the Cleveland Indians' Fill the House for Charity initiative. We need your help on 7/27/11 as the Tribe takes on the Los Angeles Angels for a 12:05 p.m. start.

Through the generosity of the Cleveland Indians, SC4K will receive \$5.00 for every ticket purchased through this program and an additional \$1.00 for every ticket sold to the game. Not only will fans be able to see a game, they will also be supporting SC4K! And the more tickets we sell, the more SC4K wins! Log on to www.sc4k.org for ticket information.

A Message from the Chair

Each year we begin our budget at zero dollars. \$0. We receive no government or United Way funding. We count on the extraordinary generosity of many Greater Clevelanders, corporate and community foundations, and a host of special events to raise the more than \$600,000 we need to provide new shoes and clothing to Cleveland's neediest children.

We know we have been especially fortunate over our 40+ year history to build wonderful relationships with those people and organizations that are willing to help our cause. The staff and board work hard to make sure your donations are spent in the most economical and efficient manner possible. We continue to be really good shoppers of bulk clothing and work with Payless ShoeSource to get a discount on the gift cards we provide to families. The four-star rating from Charity Navigator is a milestone of achievement for us each year.

But we need your help in 2011. We need to raise more money so we can provide more clothing and shoes. Please read through

the rest of the newsletter and look at some of the exciting special events we have planned for the year, like the Fool's Frolic event at Moxie on April 14 and the Luau on the Lake on July 16. Are you a golfer? ARAMARK hosts a wonderful golf outing each year for us in June.

Please consider attending one of our fundraising events and bringing your spouse or a friend along. I promise you that you'll have a lot of fun. And I promise the neediest kids in Cleveland will say "thank you".

For more information, visit our website at www.sc4k.org. Thanks in advance and I hope to see you later this year.

Terry Uhl
Chair

Stepping Into New Roles

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In addition to our Fool's Frolic and Heart & Sole sponsors listed in the previous pages, SC4K would like to extend its gratitude to the following supporters for their very generous donations made from September 1, 2010 through January 31, 2011.

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. 5.

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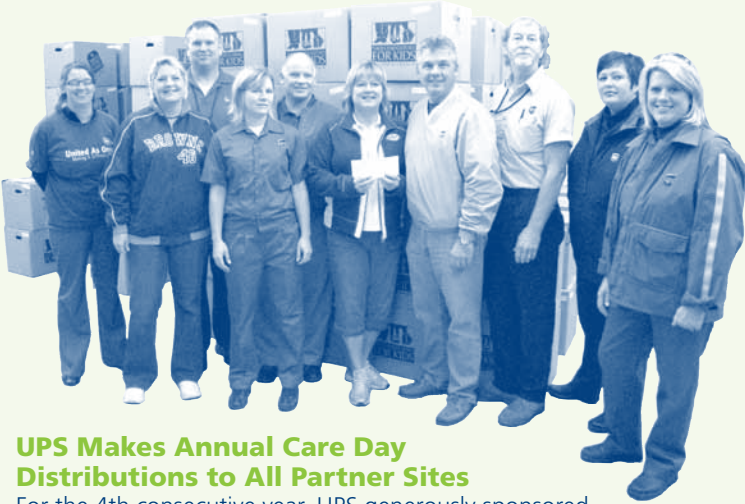
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Cleveland Cinemas
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Cleveland International Film Festival
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Cleveland Metroparks Zoo
Cleveland Metropolitan
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Cleveland Museum of Natural History
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Cleveland Zoological Society
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WCLV 104.9FM

DISTRIBUTION NEWS

2011 Distribution Goal Set

In 2011, SC4K will distribute new clothing and Payless shoe gift cards with a retail value of over 2.2 million dollars. The purchasing program continues to result in incredible values in children's clothing products with an average retail value of between \$20.00 and \$25.00 per dollar spent. SC4K exceeded its 1.8 million dollar goal in 2010. Learn more about all the successes of our purchasing program by visiting www.sc4k.org.



UPS Makes Annual Care Day Distributions to All Partner Sites

For the 4th consecutive year, UPS generously sponsored SC4K's annual Care Day event, donating trucks, drivers and volunteers to make deliveries to all 30 SC4K Distribution Partner sites. In addition, UPS provided a \$10,000 grant to SC4K to support its buying and distribution program. This massive volunteer effort by UPS was coordinated as part of UPS's Global Volunteer Month. Special thanks to UPS employees and Associate Board members Candice Dempsey and Alison Lamirand, who along with their colleague and SC4K Board Member, Mike Zitzelsberger, helped plan the event.



SC4K Families Enjoyed Dinner at the Terrace Club

As part of "Indians Week of Caring," the Cleveland Indians and Delaware North Companies Sportservice hosted a traditional Thanksgiving dinner on Sunday, November 21, 2010 at the Terrace Club for nearly 400 individuals and families in need in the Cleveland community. SC4K was invited to participate and more than 75 folks served by our Distribution Partners enjoyed an afternoon of food and fellowship.

Distribution Partner Named 2010 Community Hero

Jeff English, Sr., youth program coordinator at St. Martin de Porres Family Center, was selected as one of *The Plain Dealer's* Community Heroes. Nominated by his son, Jeff has been the SC4K program coordinator for more than 10 years. SC4K was not surprised to see his face on the cover of *The Plain Dealer* (12/28/10) as he has demonstrated his passion for his work and the children of his center time and time again. Congratulations Jeff!

Special Thanks to Our Group Volunteers

Cleveland Clinic
 Cornerstone Christian Academy
 Eaton "Rev'd Up" Retiree Group
 Ernst & Young
 Hyland Software
 New Clevelanders
 Ohio Department of Youth Services
 Tremco
 St. Ignatius High School



COMMUNITY DONATIONS

Ronald McDonald House Charities of Northeastern Ohio

Ann Newman, Executive Director for Ronald McDonald House Charities of Northeastern Ohio, presented Shoes and Clothes for Kids, with a \$20,000 check at the annual Heart & Sole Luncheon. This generous grant will support SC4K's buying and distribution program.



Ann Newman (center) presents check to Valerie McCormack and Terry Uhl

Students Start Holiday Break with Day of Service

Close to 50 high school students from St. Ignatius and Cornerstone Christian Academy, volunteered at the SC4K warehouse on December 17th to start their holiday breaks with a day of community service. Volunteers are critical to SC4K's efficient and economical operation and we rely heavily on group volunteers to sort, count and pack clothing into boxes in our warehouse. The experience provided students with the opportunity to learn about the importance of community service and to help children in need. The student packing day also was featured on several local television stations.

Hyland Employees Donate 1,000+ Pairs of New Shoes

Hyland Software employees collected more than 1,000 pairs of new shoes and boots for SC4K at their holiday party in December. For the fifth year, Hyland asked its employees to bring a new pair of children's shoes to the party as an "entrance fee" to be donated to local children in need through SC4K. The program is so popular that several employees often bring not only one, but sometimes two or three pairs of new shoes. Thank you Hyland employees for this extraordinary donation.

SC4K Benefits from Payless Gives Shoes 4 Kids Program

SC4K applied for and received a donation of 200 \$15 Payless gift cards as part of the 2010 Payless Gives Shoes 4 Kids Program. SC4K gave the gift cards to children in permanent custody of the Cuyahoga County Department of Children and Family Services, with the help the Adoption Network of Cleveland. One recipient, who plays basketball for his school, noted that he was in need of new athletic socks and was happy to get the gift card to "improve his game."

A Cleveland Legend Supports SC4K

Former Cleveland Browns' great, Bernie Kosar, selected SC4K as the beneficiary of partial proceeds for his "Dinner with a Legend" event held at Morton's, the Steakhouse on November 17. The sell-out event not only raised \$3,500 for SC4K, but also provided extensive promotion on ESPN 850 radio.

Charity Navigator Four-Star Rating



For the fifth consecutive year, SC4K achieved the coveted four-star ranking from Charity Navigator, America's premier independent charity evaluator. Only 6% of the nation's charities earn this highest rating five years

in a row. To earn this rating, SC4K 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. In addition to receiving a four-star rating from Charity Navigator, SC4K is a Better Business Bureau Accredited Charity, meeting all twenty of the BBB's standards for Charity accountability. Of every dollar donated to Shoes and Clothes for Kids, \$0.92 goes directly to the programs and services that benefit the children served.

Shop for Kids



SC4K has launched a new online fund-raising tool called "Shop for Kids." This online store was designed to illustrate the power of our buying program. For every dollar spent SC4K can purchase \$20.00-\$25.00 worth of brand new clothing. Log on today and see how far your dollar will go. The more you shop the more we can buy for Greater Cleveland's kids.
www.sc4k.org/shopforkids





Shoes and Clothes for Kids
4614 Prospect Avenue, Suite 511
Cleveland, Ohio 44103

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U.S. POSTAGE
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More than new outfits. New outlooks.

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Shoes and Clothes for Kids
4614 Prospect Avenue, Suite 511
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E-mail: info@sc4k.org
Web site: www.sc4k.org

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Development & Communications Associate
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The Associate Board of SC4K: www.sc4k.org/yp

Associate Board Continues to Evolve

SC4K's strategic planning efforts this year (see cover story) provided the opportunity to refresh the organization's Associate Board, now entering its sixth year. All Associate Board members along with select young professionals were invited to participate in three (3) two-hour planning sessions facilitated by Jack Ricchiuto. The group closely examined the Associates Board's visions, projects, structure, and recruitment strategies. The work re-affirmed the Associate Board's mission, to support the mission of SC4K and to empower and involve its peers in strengthening the community, as well as rejuvenated its focus and work. The 2011 Associate Board will be led by co-chairs, Stephanie Landes, Melamed Riley Advertising, and Craig Gutridge, Deloitte & Touche. In addition to holding

its annual Luau on the Lake this summer, the Associate Board plans to take the organization's social media efforts to a new level, and build a network of young professional resources for SC4K. You can keep up with all the Associate Board happening by logging onto www.sc4k.org/yp.



6th Annual Luau on the Lake
Saturday, July 16, 2011
Wendy Park at Whiskey Island in Cleveland
Tickets \$35 pre-sale or \$50 VIP and at the Door
More information at
www.luauonthelake.com

Distribution Partner Sites

Boys and Girls Clubs of Cleveland
Broadway Club
King-Kennedy Club
West Side Club

Neighborhood Centers Association
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 de Porres 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

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.