

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



stepping up

Shoes and Clothes for Kids
 Newsletter • Spring 2013

Usama Young Coat Give-Away

In early December, Usama Young of the Cleveland Browns witnessed several kids in his Tremont neighborhood walking to the school bus wearing nothing but t-shirts or sweatshirts with no hats or gloves in freezing cold temperatures and he decided to do something about it. So, he reached out to Renee Harvey, the team's Vice President of Community Outreach, and asked her: if the Usama Young Foundation purchased coats, hats, and gloves what would be the best way to get them to kids who need them? Harvey suggested partnering with Shoes and Clothes for Kids due to our large distribution network and effective buying program. On December 17, 2012 Usama Young and several of his teammates held an event at SC4K's Distribution Partner St. Martin de Porres Family Center they called "Defensive Backs Give Back" where 50 children, ranging from kindergartners to third graders, received a brand



new coat along with hats and gloves. Young and his wife, Gia, were joined by eight of his teammates: defensive backs Trevin Wade, Ray Ventrone, Johnson Bademosi, T.J. Ward, Tashaun Gipson, and Buster Skrine, as well as fullback Owen Marecic and quarterback Thaddeus Lewis. The players joined the children for lunch, with the food provided by SUBWAY® Restaurants. Bademosi, Ward and Ventrone helped the kids pick out hats and gloves, while Young, Wade, Marecic, Lewis, Gipson and Skrine assisted the children in selecting the coats. Associate Board member Bridget Huzicka and Board Chair Scott Simon were also on hand to help with the event.

SC4K has a long standing partnership with the Cleveland Browns and its players. The Cleveland Browns have been the title sponsor of SC4K's Back to School campaign for the past five years.



It's what they put on first.
 Help them start their day off on the right foot.



Sock & Underwear Drive

Socks and underwear are two of the most requested items for children in need and our Associate Board is doing something to ensure that kids have these essentials by encouraging organizations and businesses to host Sock and Underwear drives in their community. In 2012, 10 groups hosted drives and collected 1,407 pieces. There are several more drives in the works for 2013. Items have also been collected at Associate Board Happy Hours and at CSHRM events (see story page 2).

You can learn more about this project and/or about hosting a drive at www.sc4k.org.

Plain Dealer Holiday Spirit

SC4K was one of 20 agencies selected as a recipient of *The Plain Dealer* Charities 2012 Holiday Spirit Campaign. SC4K received a grant of \$11,000 along with coverage in *The Plain Dealer*. During the campaign, *The Plain Dealer* featured articles on the agencies and sought contributions from readers to fund the grants it distributed. A story about how SC4K helped Devonte Lander, 17, when his family lost everything in a house fire was featured in an article written by Julie Washington. You can read the full article about Devonte by logging on to www.cleveland.com/holidayspirit.



SC4K was honored to receive the donation and media coverage. SC4K was also mentioned each time one of the Holiday Spirit articles ran.

Devonte Lander, 17, and his family got help from Shoes and Clothes for Kids when their house burned down. Devonte enjoys basketball and is interested in archaeology and veterinary medicine.
 Lynn Ischay, *The Plain Dealer*

Fool's Frolic



Monday, April 15, 2013

An evening of foolishly good fun



Hosted by:



6:00 – 9:00 p.m.

Moxie, the Restaurant

3355 Richmond Rd., Beachwood, OH

Join us on Monday, April 15, 2013 for another evening of foolishly good fun! Now in its 6th year, Fool's Frolic is a one-of-a-kind event at Moxie, the Restaurant to benefit Shoes and Clothes for Kids. This year's event will once again feature fine fare, libations and entertainment as we transform Moxie in a Swanky Cocktail Lounge befitting of this year's theme: Shaken Not Stirred.

\$150 per person (\$75 tax deductible)

To register online, log on to www.sc4k.org/fools or call 216.881.7463, ext. 6 by April 8th.

Fool's Frolic is Generously Sponsored By:

Merry Makers

Cleveland Clinic Children's Hospital

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Save the Date

6th Annual Fool's Frolic

An Evening of Foolishly Good Fun

Monday, April 15

6:00–9:00 p.m.

Moxie, the Restaurant
Beachwood, Ohio

15th Annual ARAMARK/SC4K

Golf Classic

Monday, June 17

10:30 a.m. Shotgun start
Chippewa Golf Club
Doylestown, Ohio

8th Annual Stuff the Bus

Wednesday, July 10

5:30 – 7:30 p.m.
Cleveland Metroparks Zoo

8th Annual Luau on the Lake

Saturday, July 20

4:00 – 9:00 p.m.
Wendy Park at Whiskey Island
Cleveland, Ohio

Heart & Sole Luncheon

Monday, October 28

11:30 a.m. – 1:30 p.m.
Renaissance Cleveland Hotel
Downtown

To learn more about SC4K events

Visit our website at www.sc4k.org or find us on Facebook at www.facebook.com/ShoesandClothesforKids or by scanning this QR Code with your smart phone.



CSHRM Selects SC4K

The Cleveland Society for Human Resource Management (CSHRM) has selected SC4K to benefit from its charitable giving back events throughout the 2012-2013 chapter year. These events include their Holiday Silent Auction and Networking Social (held 11/29/12), the Northern Ohio HR Conference (held 3/8/13) and a Golf Outing (to be held 7/29/13). Over the past three years CSHRM has raised over \$61,000 for area non-profits including The Gathering Place, The Leukemia and Lymphoma Association of Northeast Ohio and Towards Employment. We are delighted that they have chosen us this year. This partnership was made possible thanks in large part to former Associate Board member, Jason Conger. Several years ago Jason recruited his sister Jody Wheaton to serve on the Luau on the Lake host committee. Jody is a member of the CSHRM board and recommended SC4K as this year's recipient. You can learn more about CSHRM and this partnership at www.sc4k.org.



In late October, Cleveland lost one of its great citizens, Bill Joseph.

Bill was a Cleveland icon: a great legal mind, a great cook, a great friend. A true renaissance man. But to those of us at Shoes and Clothes for Kids, Bill's death meant the loss of something in very short supply: a great leader.

Much has been said and written about leadership in the nonprofit



A Message from the Chair and Executive Director

sector. Well, we were blessed to be able to see leadership in action. Bill was a stalwart supporter of SC4K; he was a trustee, executive committee member, committee chair, informal advisor, resident comedian, and so much more. He was ever-present, always in attendance at nearly every meeting and discussion for many years. When key decisions were made, Bill was always there, providing perspective and wise advice.

At his core, Bill believed in the mission of Shoes and Clothes for Kids. He was passionate about helping Clevelanders

in need, and saw our organization as a wonderful, professional, direct way to do just that.

We miss Bill terribly, but the thought of him always brings a smile along with a tear. And we know that our current board and associate board have a tremendous role model in which to aspire. And in our opinion, that is a wonderful legacy.

Scott Simon *Valerie McCormack*

Scott Simon
Chair

Valerie McCormack
Executive Director



Check Out These Raffle Prizes

You Won't Find Odds Like This Anywhere Else!

Grand Prize:

Pack Your Bags for South Florida

Second Prize:

Meet Cleveland Indians Manager Terry Francona at Batting Practice

Third Prize:

Ohio Attractions and Events Tickets are \$50 each or 3/\$100.

Please use the enclosed flyer and envelope to purchase tickets by Monday, April 8, 2013. Winner need not be present to win.

Annual Heart & Sole Luncheon Recognizes Chair Emeritus Allan C. Krulak

In October, SC4K paid special recognition to its Chair Emeritus Allan C. Krulak at its signature fund-raising event, the Heart & Sole Luncheon, by naming the Golden Shoe Award in his honor. Each year at the Heart & Sole Luncheon, SC4K presents a community leader(s) with the Golden Shoe Award for his/her commitment to improving and enriching the lives of children and families in Greater Cleveland. Past recipients have included Bishop Anthony Pilla, Mayor Mike White, Congressman Louis Stokes and Senator George Voinovich, among others. Over 550 corporate and community leaders attended the luncheon held on October 29, 2012 at the Renaissance Cleveland Hotel which raised more than \$100,000 in net proceeds.

Allan C. Krulak, the retired Vice President and Director of Community Affairs for Forest City Enterprises, has had a longstanding commitment to SC4K since his old baseball coach and SC4K Founder, Morrie Sayre, introduced him to the organization back in 1969. Allan quickly and personally jumped on board and he has been instrumental in shaping the organization which now gives out \$2.4 worth of new shoes and clothing annually. Allan has served two terms as Chair and has participated and supported every SC4K event and fundraising activity. He has also welcomed and mentored a new generation of leaders in SC4K Associate Board.



L to R: SC4K Advisory Board Member, Albert Ratner, Chair Emeritus, Allan C. Krulak, Executive Director, Valerie McCormack and Chair, Scott Simon.



L to R: SC4K Chair, Scott Simon, Associate Board Member, Brendan Doyle, Board Member, Kelly Rudolff and Executive Director, Valerie McCormack.

Appropriately, at this year's Luncheon honoring Allan, the first Associate Board member was named recipient of the Morrie Sayre Award for outstanding volunteerism. As volunteers play a vital role in the work of the organization, this award is given to a surprise recipient each year. Brendan Doyle received this year's honor as a founding member and former chair of the Associate Board who has been instrumental in the development, growth and success of the Luau on the Lake.

This year's Heart & Sole Luncheon Golden Shoe Sponsors were Fifth Third Bank, Forest City Enterprises, KeyBank, Medical Mutual and Time Warner Cable. SC4K Board member Terry Bishop, Dominion, and KeyBank's Karen White were co-chairs of the event's Corporate Host Committee and SC4K Chair, Scott Simon served as Master of Ceremonies.

The SC4K Heart & Sole Luncheon included lunch, entertainment, and a raffle. Entertainment was provided by the Cleveland Metropolitan School District's All-City Jazz Band. The program also included a video, created pro-bono by 5Front, Inc., owned by SC4K Board member, Rick Fromet, providing an overview of the SC4K Buying and Distribution program and a segment featuring Allan's impact on SC4K and the Greater Cleveland Philanthropic community. The video can be view at www.youtube.com/sc4k.

Unfortunately, the Heart & Sole Luncheon also served as a platform for Scott Simon to pay tribute to longtime Board and Executive Committee Member, Bill Joseph who passed away days before the Luncheon after a brief illness.

The first Allan C. Krulak Golden Shoe Award will be presented at the 2013 Heart & Sole Luncheon on October 28th.

A very special thank you to the supporters of the 2012 Heart & Sole Luncheon

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SC4K Kicks off the Year at First Energy Stadium

On February 21, SC4K held its first board meeting of the year as a joint Board and Associate Board meeting at First Energy Stadium, home of the Cleveland Browns. With the help of consultant Jack Ricchiuto who has led both boards through their respective strategic plans, attendees participated in three dynamic group activities designed to foster team work and collaboration and create synergies between the two boards. Afterwards, the group was treated to a networking reception compliments of board member Kevin Kearney and his team at ARAMARK.



Stepping Into New Roles

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Please see the back of the newsletter for a complete listing of Board and Associate Board members.

SC4K Staff Changes

Monica Lloyd has been promoted to the full time position of Director of Programs & Development Manager. Monica is approaching her three year anniversary with SC4K in April.

Development...Thanks to Our Most Recent Supporters!

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, 2012 through February 28, 2013.

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, ext. 6.

Steven James Herman Kid's Choice Memorial Fund

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In Honor of Dr. Irwin Moore
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Mr. & Mrs. William Snyder
Dr. & Mrs. Marvin Sobel
Mr. & Mrs. Ronald R. Soeder
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Akron Community Foundation
Eva L. & Joseph M. Bruening Foundation
Caplan Wright Family Fund
Cleveland Foundation
Jennifer and Grant Dinner Fund
The Sam J. Frankino Foundation
Milton & Charlotte Kramer Char. Found.
Tom H. Lang Fund of the Cleveland Foundation
Edward A. & Catherine Lozick Foundation
Milton & Tamar Maltz Family Foundation
Miller Family Foundation
Miller Good Family Charitable Foundation
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Shewitz Family Philanthropic Fund
Serendipity Living Revocable Trust
Sisters of Charity Foundation
Toy Industry Foundation
United Black Fund of Greater Cleveland
Sandra and Tim Wuliger Family Fund
Wuliger Family II Philanthropic Fund
Zarnick Family Foundation

Corporations & Organizations

Alson Jewelers
American Bronze Corporation
Anathoth Missionary Baptist Church
Anderson-DuBoise Company
Apex Paper Box Company
Applied Industrial Technologies
ARAMARK Sports and Entertainment
Arhaus Furniture
Bank of America
Barefoot Wine
Ben & Jerry's Ice Cream
Caire Electric
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Charter One Bank
Cleveland Indians
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Cuyahoga Community College Foundation
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Executive Caterers at Landerhaven
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FirstEnergy Corporation
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Glazer's of Ohio
Gould Inc. Foundation
Gross Builders
Ice Cream Specialties
Independence Excavating, Inc.
Kenneth W. Clement Center
KeyBank Foundation
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Master Manufacturing Company
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Metal Fabricating Corp.
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Mont Granite, Inc.
New World Hair Design
Nordson Corporation
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Revere Title Agency Inc.
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TelecomPioneers
Third Federal Foundation
Triangle Stamping Company
University Circle UMC
UPS
Urban Partnership Bank
Ursuline College
US Bank
West & Company
ZM Management Company LLC

In-Kind Donations

Ms. Lottie Gray
5Front
Ms. Nicole Cuglewski
Allan C. Krulak Photography
ARAMARK
Anonymous
Bistro 185
Bridgestone Invitational
Build-a-Bear Workshop
CareSource
CBS Radio, WDOK-WQAL-WNCX
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Cleveland Browns
Cleveland Cavaliers
Cleveland Indians
Cleveland Metroparks
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King Nut Companies
Lake Erie Monsters
Major League Baseball
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Medical Administrators, Inc.
Melamed Riley Advertising
Nature Center at Shaker Lakes
Petitti Garden Center
Pickwick & Frolic Restaurant and Club
Plain Dealer Charities, Inc.
PricewaterhouseCoopers
Renaissance Cleveland Hotel
Studio Graphique
Time Warner Media Sales
Trolley Tours of Cleveland
WEWS-TV
Wild Flour Bakery
WKYC

SC4K Rocks the Harp for Mardi Gras

The Associate Board hosted its second consecutive sell out Happy Hour on Mardi Gras. 150 guests were treated to a two hour private reception at the Harp, recently named one of the top 10 Irish Pubs in the Country by guyout.com. Guests were treated to fabulous food, beer, wine and well drinks and of course, all guests received Mardi Gras beads. In addition, guests who brought new socks and underwear to the event, received a complimentary raffle ticket for a drawing held that evening. Special thanks to Harp owner Karen O'Malley and her staff for doing an amazing job and providing us the beautiful space. Stay tuned, this might just become an annual event! Be sure to like us on Facebook or follow us on Twitter (@sc4k) to find out details about the next Associate Board Happy Hour which will be held in June.



Skee-tastic Sports Team Activities

Last year, SC4K's Associate Board sought to identify opportunities for AB members and their friends to participate in group sporting activities to help spread the word about the work these young professionals are doing on behalf of the organization, promote upcoming SC4K events and activities and have fun! Three Skeeseasons into a Skee-ball league at the Dive Bar, the group is now ready to take on an additional new sport in Beach Volleyball at Whiskey Island.

If this is something you are interested in learning more about contact us at info@sc4k.org. Deadline is May 1st.



Going Viral

Thanks to the work of the Associate's Board Resource Network, SC4K has expanded its online and social networking presence. SC4K now uses a variety of online outlets to share photos, important news and event information as well as to connect with the Greater Cleveland Community. Be sure to check out our website at www.sc4k.org which is your one-stop shop for everything SC4K. Plus, you can keep track of us on Facebook (www.facebook.com/shoesandclothesforkids) or Twitter (@sc4k) or both. SC4K has also launched a YouTube channel (www.youtube.com/sc4k) and very soon will be on Pinterest.



PROGRAM NEWS and COMMUNITY DONATIONS

2013 Distribution Goal Set

In 2013, SC4K will purchase and distribute new clothing and Payless shoe gift cards with a retail value of over 2.4 million dollars. And, we are well on our way to reaching that goal! SC4K recently purchased two big shipments of brand new children's clothing from an area wholesaler totaling 86,000 items with a retail value of \$1.7 million. The SC4K Buying and Distribution program continues to result in incredible values in children's clothing items. The average price per piece in these two shipments was under \$2.00.



UPS Makes Annual Care Day Distributions to All Partner Sites

For the 6th consecutive year, UPS generously sponsored SC4K's annual Care Day event, donating trucks, drivers and volunteers to make deliveries to all 35 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 Thanksgiving Dinner at the Terrace Club

For the third year, individuals and families from SC4K's Distribution Partner Network were invited to participate in the "Indians Week of Caring" where they received a Thanksgiving feast compliments of the Cleveland Indians and Delaware North Companies. Guests were invited to the Terrace Club to receive a hot, hearty meal with the opportunity to spend Thanksgiving with their loved ones in a safe environment. The meal was served by members of the Cleveland Indians and Delaware North Companies front office executives.



Special Thanks to Our Group Volunteers September 1, 2012 – February 28, 2013

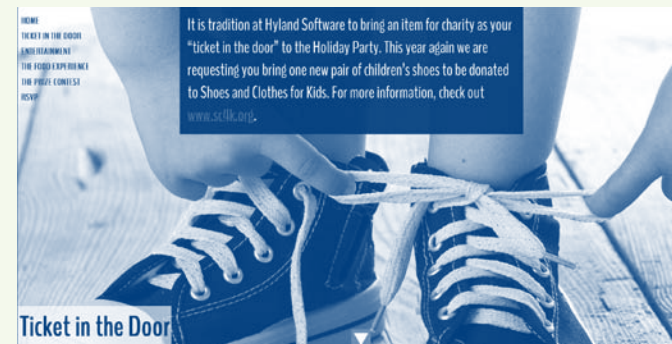
AT&T Pioneers
Cleveland Indians
Eaton Rev'd Up
Ernst & Young Connect Day
Glenville High School

Joel Gottesman
and Friends
John Hay High School
Lake County Captains
St. Ignatius High School



Hyland Employees Donate 1,400+ Pairs of New Shoes

Hyland Software employees collected more than 1,400 pairs of new shoes and boots for SC4K at their holiday party in December. For the seventh 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 employees often bring not only one, but sometimes two or three pairs of new shoes. Thank you Hyland employees for continuing to remember children in need at the holidays and for this extraordinary donation each year to SC4K.



TC Glassworks Trunk Show

For the second year, SC4K benefited from Board Member Terry Bishop's TC Glassworks (www.tcglassworks.com) holiday trunk show held November 17-18, 2012. In addition, to giving SC4K 10% of proceeds from all sales, Terry offered a discount to all shoppers who brought brand new clothing items to donate to SC4K. Plus, she received matching funds from the Dominion Foundation.

"By the Numbers" Year-End Campaign

Earlier this year, as part of our Back to School Campaign our good friends at Melamed Riley donated their time and talents to create an infographic as a unique and compelling way to illustrate SC4K's impact on the Greater Cleveland community and its children in need. This fall, Melamed Riley took this concept one step further and made the infographic come to life in an inspiring short video called "By the Numbers." SC4K used elements from the video and infographic to further tell its story during the year and during our year-end fundraising campaign with great success. Thanks to the generosity of donors and supporters we had our most successful campaign to date in large part to two sizable and unexpected year-end gifts. The Milton & Tamar Maltz Foundation provided a gift of \$50,000 and the Sam J. Frankino Foundation, a gift of \$25,000. We recently used this unexpected revenue to make a substantial clothing purchase. If you would like to view our by the numbers video logon to www.youtube.com/sc4k.



Willow Elementary School Shoe Distribution

Thanks to contributions from the staff at MetroHealth, members of Elizabeth Baptist Church, and businesses in Slavic Village including the Kenneth W. Clement Center, Third Federal Foundation, and University Circle UMC, 225 Students from Willow Elementary School received brand new shoes in January. SC4K helped facilitate the distribution through our partnership with Payless Shoes and the store located at Steelyard Commons.





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Web site: www.sc4k.org

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Associate Board

Founded in 2005, the Associate Board is a group of dedicated young professional volunteers who generate awareness and funds to support the work of Shoes and Clothes for Kids. By engaging their peers in events and activities that develop a link to Shoes and Clothes for Kids, the Associate Board helps ensure the viability of the organization now and in the future. One of the benefits of a group like the Associate Board is that it helps develop future philanthropic community leaders as well. The Associate Board accomplishes its work by engaging its members and volunteers on project teams that coordinate volunteer recruitment & retention, fund-raisers and other events and communications activities. In December, SC4K was pleased to welcome 7 new dynamic young professionals to the Associate Board. You can learn more about all the Associate Board happenings by logging on to www.sc4k.org/yp.



8th Annual Luau on the Lake

Saturday, July 20, 2013

Wendy Park at Whiskey Island in Cleveland

Tickets \$40 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 Boys & Girls Club
King-Kennedy Boys & Girls Club
West Side Boys & Girls Club

Neighborhood Centers

East Cleveland Neighborhood Center
East End Neighborhood House
Friendly Inn Settlement House
Goodrich Gannett Neighborhood Center
Harvard Community Services Center
Lexington Bell Community Center
Merrick House
Murtis H. Taylor - East Cleveland
Murtis H. Taylor - Mt. Pleasant
Phillis Wheatley Association
St. Martin de Porres Family Center
University Settlement
Word of Righteousness Family Life Center

United Pastors in Mission Churches

Bethany Baptist Church
Christian Family Outreach
Emmanuel Baptist Church
Mt. Olive Missionary Baptist Church
Mt. Pleasant Baptist Church
Mt. Sinai Baptist Church
New Sardis Primitive Baptist Church

Additional Sites

Catholic Charities Head Start
Catholic Charities Head Start – Riverside
Catholic Charities Head Start – St. Ignatius
Euclid-Hillcrest Area Family to Family Collaborative
Famicos Foundation - Ward 10
Fatima Family Center
Freedom Christian Assembly I.F.M.
Greater Love Baptist Church
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.