



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

2015 ANNUAL REPORT

The past year brought significant surprises, changes and opportunities to Shoes and Clothes for Kids.

As some of you may know, our Executive Director for the past 15 years, Valerie McCormack has retired. During her tenure, Valerie brought significant improvements to how we purchase and distribute clothing and shoe gift cards, created and expanded the role of our Associate Board of young professionals, and helped bring about some of our best fundraising years. She has been a strong leader and advocate for helping Cleveland's neediest children. Her guidance and presence will be greatly missed. We are grateful for her service. You will see a special feature about Valerie on pages 6-7.

In spring, northeast Ohio was treated to a thrilling NBA championship run by the Cleveland Cavaliers. For the "watch parties" at The Q, the Cavs charged fans a nominal fee per seat; proceeds went to local charities. We were honored and surprised to receive a check for more than \$130,000 – our largest gift ever – thanks to the generosity of the Cavs and their fans. We used that donation to increase the amount of the shoe gift cards we distribute from \$10 to \$15. We already know that this has made a big difference for the families and kids who receive them.

We also received the largest individual donor gift ever when Alice Sayre, wife of our late founder Morrie Sayre, made a significant commitment at year end. We appreciate the confidence and support the Sayre family continues to provide to Shoes and Clothes for Kids.

Our challenge in the next few years is to continue to be an efficient and effective provider of clothing and shoes to Cleveland's neediest children. To do that, we are looking at new ways to acquire and distribute our products, and identifying opportunities to increase our fundraising efforts. You will hear more about both in 2016.

Elsewhere in this report you will find more information and metrics about how we worked to fulfill our mission, how our amazing army of volunteers play a critical role in our success and how our dedicated staff – Monica Lloyd, Emily Speer and Jen Kelsch – are the bedrock and backbone of who we are and what we do.

Thank you for your support of our organization. We all know the need continues to grow. With your partnership, we remain dedicated to helping improve the lives of the children in our community.



Tracy Jemison II
Chair



Terry Uhl
Executive Director

Mission statement

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.



Special thanks to our Volunteers

We are very grateful to the Shoes and Clothes for Kids packing groups and office volunteers, who tirelessly help improve the quality of life for the thousands of children in Cleveland who rely on us for new clothes and shoes each year. Their gifts of time and kindness are truly appreciated.

Packing Groups - 2015

- AT&T Pioneers
- Cleveland Indians Baseball Company
- Dominion
- Eaton Rev'd Up
- Ernst & Young
- Fairview Park High School
- Glenmede
- Hyland, creator of OnBase
- Intellicorp Records, Inc.
- J Teens from Mandel Jewish Community Center
- Jewish Federation of Cleveland
- JoAnn Fabrics and Craft Stores
- JumpStart
- KeyBank
- Lake Erie Monsters & Cleveland Gladiators
- New Clevelanders
- New Directions
- Ohio Department of Youth Services
- Society of American Archivists
- The Sherwin-Williams Company
- University School
- Westlake Ecumenical Vacation Bible School

Office Volunteers -2015

- Charlotte Kovach
- Parth Patel
- Priscilla Runcis



After fifteen years of leadership service and significantly growing the organization during her tenure, Valerie McCormack recently retired as Executive Director of Shoes and Clothes for Kids.

"Val's retirement caps over a decade of achievement and growth. She leaves a tremendous legacy that we are excited to capitalize on as we begin the next chapter for SC4K," said Allan Krulak, one of our organization's founders and chair emeritus. "We'll miss her greatly."

Under Valerie's leadership, SC4K has grown to serve more than 10,000 children annually. She also created the Associate Board, which has been a valuable tool in bringing new board level talent into the organization and added several new fundraising events, including the now popular Luau on the Lake and expanded the network of distribution partners that help the organization carry out its mission.

Prior to joining SC4K, Valerie held many positions in the non-profit and education fields, including Director of Development for The Ratner School, Director of Special

Events at the YMCA Cleveland Corporate Challenge and Director of the Euclid YMCA School Age Child Care Program.

Val serves as a member of the Board of Directors for the Forever Children's Home, a home established in 2001 to provide housing and lifetime care for four individuals with severe mental retardation and developmental disabilities. She has also been very involved with various committees and boards at her children's alma maters including Gilmour Academy, Villa Angela-St. Joseph High School, The Ratner School, Holy Cross School and the Cuyahoga County Board of Mental Retardation and Developmental Disabilities school program.

The SC4K Board, Associate Board, staff and all our community partners are deeply appreciative of the service which Valerie has given, and we wish her and her family well for the future.



"Val knew what needed to be done and found a way to make it happen. She was a great representative of our organization, and she cares deeply about Cleveland's kids. We were lucky to have her serve as Executive Director for so many years. Her impact was incredible." *vic gelb, SC4K Board Chair, 2003-2005*

"At our first meeting, Valerie convinced me to volunteer with Shoes and Clothes for Kids, even though I barely knew anything about the organization. Through my tenure as a board member and later board chair, Val's remarkable ability to engage others, share SC4K's mission with clarity and passion, and her focused dedication to helping children in need made a believer out of me and so many others. Valerie's work has changed the lives of an entire generation of young Clevelanders for the better." *Rockette Richardson Ewell, SC4K Board Chair, 2006-2008*

"Valerie was steadfast and focused on making sure the board, staff and partners worked to fulfill our mission of helping Cleveland's neediest children. Her tenure is

marked by a long list of accomplishments that reflect those efforts, and have helped improve the lives of thousands of kids." *Terry Uhl, SC4K Board Chair, 2009-2011*

"Valerie's impact on our community cannot be underestimated. As the organization's 'north star' for so many years, she helped guide us as we provided clothing, shoes, and dignity to countless thousands." *Scott Simon, SC4K Board Chair, 2012-2013*

"Valerie served as a passionate and tireless advocate for SC4K and the children we serve. Her determination and dedication helped ensure that SC4K is able to maximize its impact on our community." *Tracy Jemison, SC4K Board Chair, 2014-present*

"Valerie was the one who really built the organization up to what we are today. Her legacy of service won't be forgotten, and we'll all miss her a great deal. We are all deeply thankful for what she did for Shoes and Clothes for Kids." *Allan Krulak, SC4K Chair Emeritus*

Top Left: Allan Krulak, Val McCormack, vic gelb; Top Right: Rockette Richardson Ewell, Val McCormack; Bottom Left: Val McCormack, Scott Simon, Terry Uhl; Bottom Right: Tracy Jemison, Val McCormack

SC4K's Outstanding Community Partners



Cavs NBA Finals appearance is a slam dunk for SC4K!

The Cleveland Cavaliers treated northeast Ohio basketball fans to a thrilling playoff run, coming within a few healthy bodies of winning the NBA championship. During each of the Finals' away games, the Cavs hosted watch parties at Quicken Loans Arena - all of which sold out at \$5 per seat - with proceeds going to two local charities. SC4K is deeply grateful to Dan Gilbert, David Griffin, Len Komoroski, Kerry Bubolz and the entire Cavs organization for selecting SC4K as one of the recipients, resulting in a gift of \$130,812, the largest single gift in our history.

The **Cleveland Browns Foundation's** Back to School Campaign scored big by raising awareness of the need for new shoes and clothes at one of our busiest times of the year. Because of the Browns Foundation's investment of \$12,500 to our back to school campaign, nearly 1,000 kids were able to start school with new shoes last fall. In addition, Browns fans brought school supplies and made donations to SC4K during the first week of training camp in order to help kids start school with everything they need to succeed.



UPS continued to generously sponsor the annual Care Day event in October 2015, donating trucks, drivers and volunteers to make deliveries to all of our distribution partner sites. In addition, UPS provided a \$10,000 grant to SC4K to support the Buying and Distribution program. This massive volunteer effort was coordinated as part of UPS's Global Volunteer Month.

Employees of **Hyland, creator of OnBase** stepped up for kids by bringing a pair of new shoes to be donated to SC4K as 'admission' to their 2015 holiday party. In total, they collected brand new shoes, socks, underwear and Payless gift cards with a total value of over \$19,000! Additionally, the Hyland Accounting Department held a sock and underwear drive as part of their annual Thanksgiving celebration.

Marcus Thomas and **Think Media Studios** created an award winning video for SC4K to highlight the need for brand new underwear for kids as it's one of the most requested items but least donated items. The "Give 5" campaign video features a real focus group and perfectly captures their authentic expressions and attitudes when asked about wearing used underwear. The video was unveiled at the Heart & Sole Luncheon in October kicking off a six week crowd-funding campaign that helped us reach thousands of people through social media and inspired an anonymous donor to issue a \$15,000 challenge grant to help purchase brand new socks and underwear for kids in need, which was not only met but exceeded.



The Cleveland Indians hit a homerun in November when they invited families from SC4K's Distribution Partner Network to participate in the Indians Week of Caring. Guests and their families were invited to the Terrace Club to enjoy a traditional Thanksgiving meal served by the Cleveland Indians and Delaware North Companies.



FACT

92 cents of every \$1.00 contributed goes directly to programs and services that benefit Cleveland kids

Up and Comers: The SC4K Associate Board

These energetic, dedicated young professional volunteers engage their peers and promote the SC4K mission, helping to ensure the vitality and longevity of the organization. In fact, two SC4K board chairs—Tracy Jemison and Scott Simon—began their relationship with the organization as Associate Board members. Currently led by co-chairs Elizabeth Nici and Patty Shipacasse, the Associate Board boosts awareness and garners resources for SC4K through various events and promotions:

Luau on the Lake

Luau on the Lake is one of Cleveland's hottest summer parties. Hundreds flock to Whiskey Island every year to enjoy a tropical buffet, island cocktails, music and dancing, all with a stunning Lake Erie sunset as the backdrop. Celebrating its 10th anniversary in 2015, Luau on the Lake has raised more than \$110,000, which translates into \$2.2 million worth of new shoes and clothes for Cleveland area kids!

Happy Hours

To raise awareness and support for the SC4K mission, Associate Board Happy Hours bring like-minded young professionals together at Cleveland's favorite watering holes to enjoy an evening of friends, food and drink. These events are a great way to have a memorable time while making meaningful connections within the community. Special thanks to our 2015 Happy Hour partners, Dive Bar and PJ McIntyre's.

Sock and Underwear Drives

Socks and underwear are often the most requested but least available items for children in need. Associate Board members work hard to deliver these essentials by encouraging organizations, businesses and individuals to host their own drives. We are grateful to the following for their 2015 support:

Sock & Underwear Drives - 2015

All Saints School of St. John Vianney
Beck Center for the Arts
Brecksville Broadview Heights
Preschool Mothers Club
Bridge Builders & Engage! Cleveland
Christ the Redeemer Lutheran Church
Cleveland Aquarium
Cleveland Heights Office on Aging
Cleveland Indians Baseball Company
Cleveland Flea
Dance Studio M
DANCECleveland
Der Braumeister
Eaton Law Department

Fairview Park Early Education Center
Farmers Insurance Group
Fifth Third Bank
Forest City Realty Trust
Furth Cousins
Steven Genter &
Elizabeth Nici's Holiday Party
Glenmede
Grant Thornton
Keith Hanson
Hyland, creator of OnBase
Lauderdale Block Party
Javitch Block LLC
KHM Travel Group
Jessica Kelsch

Marcus Thomas
Mariner's Watch Apartments
McCarthy, Lebit, Crystal & Liffman
Motorcars Honda
Nationwide
Northeast Ohio Media Group
Orchard Middle School
PR Newswire
Progressive Insurance
Hailey Rudloff's Birthday Party
SterlingBackcheck
Swiger Coil Systems
The Optimist Club of Strongsville
Traci Susong
University School

DID YOU KNOW?

SC4K has earned a four star rating from Charity Navigator for 10 consecutive years

We meet 20 out of 20 of the BBB's Standards for Charity Accountability

Notable SC4K Events in 2015



ARAMARK splits the fairway for Cleveland's Kids

The 17th Annual Aramark/SC4K Golf Classic raised nearly \$40,000 for kids in Cleveland. Held in late June, golfers enjoyed a round of golf at Chippewa Golf Club in Doylestown, followed by outstanding food, prizes and fellowship! We continue to be grateful to our friends at Aramark for their support, which is responsible for generating nearly \$690,000 in net proceeds at this event since it began in 1998. Many thanks to Pepsi Beverage Company for being the presenting sponsor of the Golf Classic, and to all our golf sponsors for their generosity.

SC4K celebrates its 10th Annual Luau on the Lake

In July 2015, the SC4K Associate Board joined forces with the SC4K Board of Directors to host another spectacular Luau. Hundreds donned festive Hawaiian attire and convened at Whiskey Island to enjoy an evening of island-themed food, beverages, music and dancing under clear skies. The event raised over \$26,000 to support SC4K programs. SC4K thanks our guests, event volunteers and generous sponsors for making this event a smashing success.



SC4K
SERVED
OVER
3,000
FAMILIES
IN 2015



Heart & Sole Luncheon honors Cleveland Cavaliers and University School

SC4K honored the Cleveland Cavaliers with the Allan C. Krulak Golden Shoe Award at the Heart & Sole Luncheon in October. Accepted by David Griffin, this Award recognized the Cavs' generosity to SC4K as a recipient of their Finals' watch party events proceeds, which enabled SC4K to increase the value of Payless gift cards from \$10 to \$15 per card.

Throughout 2015, University School students hosted Sock & Underwear Drives and volunteered at the SC4K warehouse to pack boxes of clothes for distribution to the Partner Sites. To express our gratitude, the Morrie Sayre Award for Outstanding Volunteerism was presented to the University School for their ongoing commitment to helping those in need within our community.

More than 275 corporate and community leaders attended the luncheon raising more than \$65,000 dollars for Cleveland's children in need. Thank you to all event contributors, especially Golden Shoe Sponsors Gloria and Irving Fine, Fifth Third Bank and Forest City Realty Trust.

FAST FACTS ABOUT SC4K

163 distributions in 73 neighborhoods in 2015

Average clothing distribution in 2015: \$462,549

Average Payless gift card distribution in 2015: \$29,400

Retail value of the 112,960 pieces of clothing distributed by SC4K to families in need was \$2,522,689

Thank You To Our Donors

"I am a single mother who has hit a rough patch in my life financially and unfortunately it has not only affected me, but it has also affected my nine-year-old daughter Elissia. I brought my concerns to an amazing church called La Sagrada Familia on Detroit Road in Cleveland that I have heard helps families in need, and the people there were wonderful and told me about a program called Shoes and Clothes for Kids. It could not have been at a better time. I was able to sign up for the program right away. I received a Payless gift card for new shoes as well as nice new clothing for my daughter. I did not have the funds to afford a new winter jacket and luckily enough this program

helped me and provided my daughter with one. This program goes over and beyond for families and is very genuine.

My daughter and I were also so happy and thankful when I received a call from the church asking if we wanted to attend the Cleveland Indians Thanksgiving dinner. It was an honor for us to go and spend the day with such beautiful people.

This program has helped me make sure my daughter has nice and warm clothes and shoes, we are truly grateful for everything that Shoes and Clothes for Kids has done for us. Thank you." *-Alora Loswego and Elissia Loswego*

More than 1,000 individuals, corporations, foundations and organizations support Shoes and Clothes for Kids each year, and in turn are helping children and families like the Loswego's each and every day. We are grateful for your generosity to our work.

This report reflects gifts received January 1, 2015 through December 31, 2015. SC4K gratefully acknowledges our donors and apologize for any errors or omissions as we strive for excellence in reporting. Please call 216.881.7463 ext.6 with any corrections.

\$25,000+

Cavaliers Youth Fund
The Sam J. Frankino Foundation
The Milton & Tamar Maltz Family Foundation
Mrs. Alice R. Sayre

\$10,000 - \$24,999

Mr. & Mrs. David & Ann Brennan
Cleveland Browns Foundation
The Cleveland Foundation
Fifth Third Bank
Forest City Realty Trust
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Philanthropic Fund of the Jewish Federation of Cleveland
The Thatcher Family Fund
UPS Foundation, Inc.

\$5,000 - \$9,999

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\$1,000 - \$4,999

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Cavaliers Operating Company, LLC
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Cleveland Academy of Trial Attorneys
Cleveland Bakers' Local No. 19
Cleveland Browns Football Company, LLC
Cleveland Indians Baseball Company
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Constellation Brands
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Miller Good Family Charitable Foundation of the Jewish Federation of Cleveland

Gould Inc. Foundation
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Gross Builders
Hahn Loeser & Parks LLP
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House of LaRose
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Hyland, creator of OnBase
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The audit report for the year ending December 31, 2015 is available for inspection at the Shoes and Clothes for Kids (SC4K) office or online at www.sc4k.org. The audit was completed by RSM US, LLP. The statement presented here was prepared by SC4K management on a fund accounting basis and may not include all applicable income and expense items or other notations required by Generally Accepted Accounting Principles (G.A.A.P.) Please see the Audited Financial Statements for complete financial information.

SUPPORT AND REVENUE

Contributions	\$529,924
Special events - net	\$124,196
Investment income	\$469
TOTAL SUPPORT AND REVENUE BEFORE IN-KIND CONTRIBUTIONS	\$654,589

In-kind rent, professional services, goods and materials	\$130,366
Inventory	\$2,272,281
TOTAL SUPPORT AND REVENUE	\$3,057,236

EXPENSES

Shoe and clothing program expenses	\$2,838,671
General and administrative	\$133,410
Fundraising	\$129,033
TOTAL PROGRAM AND SUPPORTING EXPENSES BEFORE IN-KIND EXPENSES	\$3,101,114

IN-KIND EXPENSES

Shoe and clothing program expenses	\$60,997
General and administrative	\$55,921
Fundraising	\$13,448
TOTAL EXPENSES	\$3,231,480

Decrease from Operating Activities	(\$174,244)
Unrealized gain on investments	\$22,988
DECREASE IN NET ASSETS	(\$197,232)

Net Assets Beginning	\$4,453,027
Net Assets Ending	\$4,255,795

NET ASSETS ENDING - DEFINDED

Unrestricted	\$4,239,320
Temporarily restricted	\$16,475
Permanently restricted	-
TOTAL	\$4,255,795



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Catholic Charities HeadStart -
St. Ignatius

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Neighborhood Center

East End Neighborhood House

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Euclid/Hillcrest Collaborative

Famicos Foundation - Ward 10

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Goodrich Gannett
Neighborhood Center

Harvard Community
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La Sagrada Familia

Lexington Bell Community Center

Merrick House

Mt. Olive Missionary Baptist Church

Mt. Sinai Baptist Church

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System - East Cleveland

Murtis H. Taylor Human Services
System - Mt. Pleasant

New Sardis Primitive
Baptist Church

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