



CLEVELAND KIDS IN NEED
RESOURCE CENTER

UNIFORMS
for kids

PROGRAMS OF SHOES AND CLOTHES FOR KIDS



SHOES AND CLOTHES FOR KIDS 2016 ANNUAL REPORT

LETTER FROM THE EXECUTIVE DIRECTOR

ANYONE INVOLVED IN HELPING RUN AN ORGANIZATION KNOWS FIRST-HAND HOW DIFFICULT IT CAN BE TO MAKE CHANGE.

There are myriad challenges, hurdles and competing good ideas to be sorted through. If navigated well, you can pop out the other end on the right track to bigger and better accomplishments.

I am proud to say that's the Shoes and Clothes for Kids story of 2016.

Thanks to committed leadership from our boards (both our Board of Directors and Associate Board of young professionals), a talented, dedicated staff and the help from OgdenPost on our strategic planning effort, we have transformed the programs we operate, added significant capabilities to acquire and distribute school uniforms and school supplies, and extended our community engagement efforts.

Research tracked by the Cleveland Metropolitan School District already shows that some kids who receive our new services improve their attendance up to 24% in the first 30 days. That's huge. That's an impact. And that's why we had to change.

You will read next to my letter that of my colleague Tracy Jemison II who serves as chair of SC4K. None of this would have been possible without his steadfast support, willingness to push change and overall leadership that helped us get to the point we are today.

We know our mission is more focused than ever on serving the neediest kids in the Cleveland area. We know there is still much more to be done. But perhaps unlike any time in our nearly 50 year history, we are positioned to make practical, tangible and measureable improvements on getting kids to school, to stay in school and eventually break the cycle of poverty.

I am grateful for the opportunity to help lead the organization through this critical change and am indebted to the board, staff, neighborhood distribution partners, funders and so many colleagues who've offered their support to me over the past year. My deepest thanks to all.

And now, there's more to do...

Terence J. Uhl
EXECUTIVE DIRECTOR



2016 WAS A TRANSFORMATIONAL YEAR FOR SHOES & CLOTHES FOR KIDS AND A YEAR IN WHICH WE STARTED TO CHANGE HOW WE SERVE THE COMMUNITY.

We completed a Strategic Plan which redefined our mission to remove clothing, shoes and other items as a barrier to school attendance. We also narrowed our focus to primarily serve kids in grades K-8, which are the years these items tend to be the biggest barrier for kids getting to school.

As part of this redefined mission, we acquired Alan Silverman's Uniforms for Kids. Uniform for Kids has provided school uniforms to Cleveland area kids for many years. This acquisition has allowed us to expand the work U4K is doing in the community and SC4K has been able to leverage the purchasing expertise of Alan.

In revising our mission, we also wanted to shift how we measure success. Previously, our program was not able to produce measurable outcomes. Thanks to a pilot program with the Cleveland Metropolitan School District, we are able to track attendance of students before and after we serve them to see how our services impact a student's attendance. Initial data has produced very promising results.

The changes to the organization carried into 2017. In January, we agreed to become the Cleveland affiliate of Kids in Need. The Cleveland Kids in Need Resource Center had been in Cleveland since 2001 and during that time distributed approximately \$3,000,000 of school supplies on an annual basis to 250 schools throughout Cuyahoga County. Our board felt like this program was a perfect fit for our mission. We not only expect to continue the great work of Cleveland Kids in Need but hope to make investments to deepen its impact in the community.

The changes and success we had in 2016 could not have been accomplished without the tremendous efforts of our board and staff. I am very proud of the courage the board had in making these changes. SC4K was a successful organization that was having a great impact on the community, to change our mission and approach despite the success says a lot about our confidence that we can have an even greater impact on the community. In addition, the changes could not have been executed without the tremendous effort and passion from our staff led by Executive Director, Terry Uhl. We are also fortunate to have great support from both past and new funders who have been willing to invest in the future of Shoes & Clothes for Kids and the children we serve.

With Gratitude,

Tracy A. Jemison II
CHAIR



LETTER FROM THE BOARD CHAIR



FROM JANUARY THROUGH JUNE, OUR STAFF, BOARD MEMBERS, AND SOME PARTNERS WORKED THROUGH A **RIGOROUS STRATEGIC PLANNING PROCESS** UNLIKE OUR ORGANIZATION HAD EVER UNDERTAKEN. THE RESULT WAS **IMPLEMENTING MORE THAN 100 RECOMMENDATIONS** THAT **ADDED SIGNIFICANT STRENGTH** TO OUR FINANCIAL, DEVELOPMENT, HUMAN RESOURCE AND VOLUNTEER ENGAGEMENT PROGRAMS. THE STRATEGIC PLANNING EFFORT ALSO HELPED BRING ABOUT MANY OF THE OTHER ITEMS LISTED IN THIS REPORT.

DISTRIBUTED MORE THAN 100,000 CLOTHING ITEMS TO CLEVELAND KIDS. INCLUDING:



more than **11,000** shoe gift cards



nearly **2,000** new school uniforms



reaching **11,283** needy cleveland children



We were delighted in 2016 to get to know **ALAN SILVERMAN** who for years operated Silverman's Clothing Store and ran a charitable program for needy students, **UNIFORMS FOR KIDS**. His generous guidance and ideas on how we could work together to help Cleveland kids **LED US TO MERGE HIS ORGANIZATION INTO SC4K** at mid-year.



Among our **NEW VOLUNTEER OPPORTUNITIES** in 2016 was working with one of the coolest new events in town, the **CLEVELAND FLEA**. Thanks to our partnership with them, we were able to meet many new friends and donors, raise more money for our programs, and have a lot of fun!

IN ORDER TO IMPROVE THE EFFICIENCY AND EFFECTIVENESS of our five-times-a-year shoe and clothing distributions, **OUR STAFF AND BOARD MEMBERS COMMITTED ADDITIONAL TIME** in 2016 to identify steps to develop closer relationships with our 2X existing neighborhood partners.



PARTNERED WITH THE CLEVELAND BROWNS FOUNDATION AND THE CLEVELAND METROPOLITAN SCHOOL DISTRICT to create a new "special teams package" program that provides one week's worth of school uniforms and other items to **2,000** students per year



REORGANIZED our warehouse space **AND** our development and communications programs to accommodate and meet the needs of our new programs



Through our community engagement efforts we created **10** more event volunteer opportunities for our board members

We also got active 8 Sundays in the fall as we took on ticket sales duties for the **CLEVELAND BROWNS FOUNDATION 50/50 RAFFLE** during Browns games. We are grateful for the promotional exposure to so many thousands of people, extra income for our programs and fresh volunteer opportunity. **GO BROWNS!**



Toward the end of 2016, **WE SECURED AN AGREEMENT TO BECOME THE NEW KIDS IN NEED CHAPTER OF THE NATIONAL KIDS IN NEED FOUNDATION** as of January 1, 2017. By adding school supplies to our school uniform, clothing and shoe distribution program means needy students have something else they need to succeed in school. And through the Cleveland Kids in Need Resource Center, **MORE THAN 2,800 TEACHERS IN CUYAHOGA COUNTY CAME TO SHOP FOR FREE SCHOOL SUPPLIES** in 2016.

THANK
YOU
TO OUR
DONORS

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 EACH AND EVERY DAY. WE ARE GRATEFUL FOR YOUR GENEROSITY TO OUR WORK.

THIS REPORT REFLECTS GIFTS RECEIVED JANUARY 1, 2016 THROUGH DECEMBER 31, 2016. 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.4 WITH ANY CORRECTIONS.

2016
SHOES AND
CLOTHES FOR KIDS
FINANCIALS

\$25,000.00 +

Christ Child Society of Cleveland
Cleveland Browns Foundation
Eaton Corporation
The Sam J. Frankino Foundation

\$10,000.00 TO \$24,999.00

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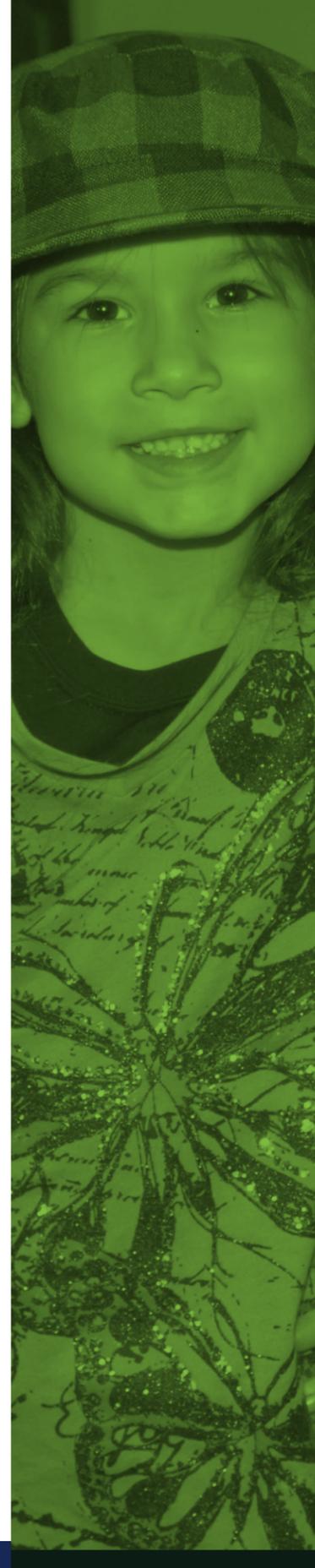
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\$500.00 TO \$999.00

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*gifts made in support of the
Uniforms for Kids program



REVENUE

Cash Donations and Other Support	\$619,532
Assets Contributed by Uniform for Kids	\$126,087
Clothing and Gift Card Donations, in-kind	\$1,300,989
Unrealized Gain (loss) on Investments	\$65,924
Other Support, in-kind	\$61,977
TOTAL SUPPORT	\$2,174,509

EXPENSES

Clothing and Gift Cards Distributed	\$(2,282,052)
Other Operating Expenses	\$(579,011)
TOTAL EXPENSES	\$(2,861,063)

DECREASE IN NET ASSETS

Net Assets, Beginning of the Year	\$4,255,795
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NET ASSETS, END OF YEAR

\$3,569,241

Our Consolidated Financial Report for the year ending December 31, 2016 is available for inspection in our offices or online at www.sc4k.org. The audit was completed by RSM US, LLP. The information presented here was prepared by Shoes and Clothes for Kids management on a fund accounting basis and does not include all applicable income and expense items or other notations required by Generally Accepted Accounting Principles (G.A.A.P.). Please see our 2016 Consolidated Financial Report for complete financial information.

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Boys & Girls Club -
King Kennedy Club
Boys & Girls Club -
Walton Club
Catholic Charities Head Start

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CLEVELAND KIDS IN NEED
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PROGRAMS OF SHOES AND CLOTHES FOR KIDS

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