

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



# stepping up

Shoes and Clothes for Kids  
 Newsletter • Fall 2014



## CLEVELAND BROWNS BACK TO SCHOOL CAMPAIGN

In its seventh year, the Cleveland Browns Foundation and Shoes and Clothes for Kids have partnered for the Back to School Campaign to raise awareness about Cleveland kids' need for new shoes and clothes as they return to school, with the goal of increasing donations to provide children shoes, clothing and learning supplies.

During the past six years, the donations granted through the Cleveland Browns Foundation have helped SC4K present nearly \$20,000 in shoe gift cards to distribution partners. A new effort began this year during the first week of Training Camp where The Cleveland Browns Foundation partnered with SC4K to host a school supply collection in support of the Back to School Campaign. Thanks to the contributions from our partners and fans, additional funds and supplies were collected to help Cleveland students in need.

The Cleveland Browns Foundation and SC4K recognize that ensuring kids' success in school is a year-round team effort and providing these brand new items to children throughout the school year and summer months is essential to their confidence and success. To support that message, through the Cleveland Browns Foundation, Cleveland Browns players visited students at one of SC4K's Distribution Partner, Catholic Charities – Head Start in May. LS Christian Yount, OL Alex Mack and LB Craig Robinson distributed school supplies and read to the children, encouraging all of them to remain dedicated to learning throughout the summer months. The Cleveland Browns Foundation also presented SC4K with a \$15,000 check to provide shoes and further support education of children in need in our community.



## 9<sup>th</sup> Annual Stuff the Bus sponsored by Dominion

Stuff the Bus has become a staple of Shoes and Clothes Kids Back to School efforts. Sponsored by Dominion, Stuff the Bus was established nine years ago to raise awareness about the need for shoes, clothing and school supplies for children going back to school and to provide the community a way to help. For the fourth year, SC4K and Dominion partnered with the Cleveland Metroparks Zoo and the Cleveland Zoological Society to hold Stuff the Bus in conjunction with the Zoo's corporate appreciation night held on Wednesday, July 9, 2014. Thousands of school supplies were collected as companies held collection drives in their offices and/or encouraged their employees to bring new school supplies, shoes, clothing and other items that night. In addition, SC4K collected monetary donations. Special thanks to Dominion for their \$15,000 contribution to this initiative.

# 2014 HEART AND SOLE Luncheon

a benefit for



RENAISSANCE CLEVELAND HOTEL ~ OCTOBER 20, 2014 ERIC GORDON ~ ALLAN C. KRULAK GOLDEN SHOE HONOREE

**Look inside for details about this year's Heart & Sole Luncheon!**

**Help us celebrate 45 years of New Outlooks.**

**Discover ways you can help a child succeed in school.**

**New lower individual ticket prices.**



Nearly 300 party-goers spent the evening of June 1st at the new Red, the Steakhouse in downtown Cleveland to raise funds for Shoes and Clothes for Kids (SC4K). For the past 7th years, Brad Friedlander and his business partner, Jonathan Bennett have helped raised more than 280K+ for Shoes and Clothes for Kids. Previous events have been held at Moxie, the Restaurant, in Beachwood as Fool's Frolic, but this year, with the opportunity to have it at the new Red in downtown Cleveland, the event was refocused and rebranded. Melamed Riley Advertising donated their time and talent to come up with the "To the Nines" concept and logo and SC4K Associate Board Co-Chair Elizabeth Nici, Gusto Designs, donated her time and talent to create the event invitation and collateral.

'Kindness is the New Black' was selected as the slogan for the event and guests were encouraged to dress 'To the Nines' — meaning dressing to perfection in something that makes you feel great! It is that feeling of pride and self-confidence that new shoes and clothing brings to thousands of children in need through the SC4K program. Upon arrival guests were greeted with champagne and then treated to two floors of foodie bliss. In typical decadent Red style, foods including an impressive Antipasti Table, a variety of salads including tomato and mozzarella, tabouleh and black kale, eggplant caponata, and white bean, Certified Angus Beef roulads, Chicken Marsala, Shrimp Fra Divola and more. Desserts included Tirimisu cups and Red's signature powdered sugar housemade beignets.

Rock the House, created a club like atmosphere on the second floor where guests danced the night away. Guests also had the opportunity to purchase tickets for a raffle with fabulous prizes including a grand prize trip to South Beach Miami for an exclusive dining experience at



Red, the Steakhouse South Beach. The trip included airfare for two (2) sponsored by Brickhaus Partners and two (2) night stay at the luxurious InterContinental Hotel, Miami. Second prize included a package courtesy of the Cleveland Indians with four (4) lower box tickets to a 2014 Indians regular season home game with the opportunity to view batting practice from the warning track behind home plate before the game. Plus, an on-field 10 minute meet and greet with manager Terry Francona! The final prize, was a gorgeous Honora white pearl and black mother of pearl sterling silver 18 inch necklace with matching pearl and sterling silver earrings courtesy of Vivid Jewelers. Tickets were \$50.00 each or three (3) for \$100.00. The winners were drawn at 8:15 p.m. Paul Ray took home the grand prize, Carrie Chapman the second prize and Jim Sturgill the third.

Special thanks to SC4K Board Members Chris McMahan (Cleveland Clinic) and Susan Mikhail (CWRU) who lead the Planning Committee along with SC4K life director, Scott Simon serving as honorary chair. Michelle Amato of the Cleveland Clinic served as this year's host committee chair. Other committee members included SC4K board chair Tracy Jemison, II (Glenmede) and SC4K development committee co-chairs Laura Passerallo (Fifth Third Bank) and Hallie Rich (Cuyahoga County Library). The event raised \$45,000 in net proceeds.

### To the Nines Sponsors:

#### Gold Sponsors

Cleveland Clinic Children's  
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#### Silver Sponsors

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#### Bronze Sponsors

The Bourbon Street Barrel Room  
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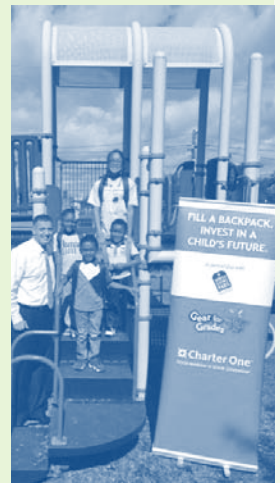
## Help Us Be Part of the Plain Dealer Good News Giving

Northeast Ohio Media Group is giving away advertising space and funds to Greater Cleveland charities this holiday season and SC4K needs your vote to be eligible! Plain Dealer subscribers can vote online at [www.medianinsiderrewards.com](http://www.medianinsiderrewards.com) or via a paper ballot inserted in the September 21<sup>st</sup> newspaper. Non-subscribers can obtain their ballot by emailing [marketing@plained.com](mailto:marketing@plained.com). Contest runs from September 21<sup>st</sup> – October 10<sup>th</sup>. Please vote!



## Gear for Grades

For the past five years, Charter One has partnered with Shoes and Clothes for Kids to provide 2,000 backpacks filled with school supplies in an effort to help children in need go back to school with the gear they need to succeed. The majority of backpacks were distributed as part of SC4K's August back to school distribution. These items were provided at no charge to children along with \$438,470 worth of Payless Shoes gift cards and brand new clothing items by SC4K's network of 35 Distribution Partners. In addition, 500 backpacks filled with school supplies were given free of charge to children participating in select summer camps of the YMCA branches of Greater Cleveland including Warrensville Heights, Downtown, Lakewood, Euclid and Parma. The program culminated in a special distribution held at SC4K's Distribution Partner East End Neighborhood House with Joseph DiRocco, President of Charter One & RBS Citizens in Ohio. Over the past five years, a total of 10,000 backpacks have been provided to the Northern Ohio community through this program.



## A Message from the Chair and Executive Director



The fall season always brings back great memories. In the days before social media and email, fall meant heading back to school and reconnecting with old friends after a long summer. Any back-to-school anxiety was tempered by the annual trip to the mall for new outfits and, of course, a new pair of shoes for the year! Despite mom always having the ultimate veto power, what came home was always so much greater than material items—the new items provided the confidence to walk into the classroom with the excitement to start that next grade level.

Sadly, there are too many children in our community who cannot share in these positive experiences that so many of us take for granted. It is heartbreaking to imagine, but there are children in this community that are unable to even attend school because they don't have basic necessities,

like a pair of shoes or a jacket in the winter. There are also kids who are not performing to their full potential because they are embarrassed in worn, ill-fitting clothing. Since 1969, the mission of Shoes and Clothes for Kids has been to not only provide children with new shoes and clothing, but to give them the excitement and pride that comes from choosing these items themselves.

Often it is the most simple of acts that have the greatest impact. Your support of SC4K through various back to school programs, as well as our upcoming Heart & Sole Luncheon, ensures that these children are able succeed in school this year with newfound confidence and positive outlooks.

Tracy A. Jemison  
Chair

Valerie McCormack  
Executive Director

# Another Hole in One for Cleveland's Kids

## 16<sup>th</sup> Annual Aramark/SC4K Golf Outing is a Success

The 2014 Aramark/SC4K Golf Classic on June 23<sup>rd</sup> was a success, raising \$40,000 in net proceeds for Shoes and Clothes for Kids. Golfers enjoyed a beautiful day of golf at Chippewa Golf Club in Doylestown, followed by a fabulous steak dinner and auction. In addition, golfers enjoyed a very special lunch on the course provided from chef Rocco Whalen of Fahrenheit famous food truck, ShortRib1, along with root beer & Wild Cherry floats courtesy of presenting sponsor Pepsi.

The winning team received brand new golf bags and drivers for their outstanding play. And, although it wasn't on one of the prize winning holes, Tony Sabel, from Certified Angus Beef, shot his first hole in one! (pictured right) SC4K life director Terry Bishop made a surprise visit at this year's event! Bishop retired and moved to Florida in December but made the trip and joined other board members in attendance including Ty McBee (Dominion) Allan Krulak (Chair Emeritus), Jim Petsock (UPS), Bob Raaf, and Dennis Rose (Hahn Loeser). SC4K is grateful to the Board Member Kevin Kearney, Dave Segen, Laura Leine and the rest of the Aramark staff for organizing the event each year and all of the vendors and donors who returned as sponsors this year. Aramark has been a tremendous contributor to SC4K, raising over \$650,000 in net proceeds since 1998.



L to R: Terry Bishop, Ty McBee, Dennis Rose, Valerie McCormack, Jim Petsock, Bob Raaf & Allan Krulak

### Golf Classic Sponsors

**Presenting Sponsors**  
Pepsi Beverages Company

**Gold Sponsors**  
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Sushi 86

## 2014 Heart & Sole Luncheon

Hear from Cleveland Metropolitan School District CEO, Eric Gordon in a candid interview with 19 Action News Anchor George Smith.

The annual Heart & Sole Luncheon will take place on Monday, October 20, 2014 from 11:30 a.m. – 1:30 p.m. in the Renaissance Cleveland Hotel Grand Ballroom. You Don't Want to Miss This Year's Luncheon! In addition to helping celebrate 45 years of New Outlooks for Shoes and Clothes for Kids, you will discover ways you can help a child succeed in school, and network with over 500 community supporters.

This year's Allan C. Krulak Golden Shoe Honoree, Eric Gordon CEO, Cleveland Metropolitan School District (CMSD), will be joined by 19 Action News Anchor George Smith for a candid interview about CMSD and its students. Eric Gordon was appointed Chief Executive Officer of the Cleveland Metropolitan School District in June 2011 after having served as the district's Chief Academic Officer for four years. Mr. Gordon, together with Cleveland's mayor and other business, philanthropic, and educational leaders, successfully lobbied Ohio legislators in 2012 to pass The Cleveland Plan, a revolutionary package of education reform legislation that was signed into law on July 2, 2012.

The Cleveland Plan has received national attention for its strong bipartisan support and unprecedented collaborative process that united the people of Cleveland around a collective mission to transform their public school system.

George Smith anchors the 4:30 and 5:30 p.m. news with Danielle Serino and reports for the 10 and 11 p.m. newscasts. He comes to 19 Action News after almost 10 years at ESPN. He has traveled to every state but Alaska. He loves to play basketball and enjoys cooking. He admits he's no Michael Symon.

Register online at [www.sc4k.org/heart](http://www.sc4k.org/heart) or call 216.881.7463, ext. 6 to reserve your spot. New Individual ticket pricing beginning at \$75.00 and corporate tables begin at \$3,000.



## Party Like a Big Kahuna: 9<sup>th</sup> Annual Luau on the Lake

For the 9th year, SC4K's Associate Board hosted their annual Luau on the Lake at Whiskey Island. This year's event, held on Saturday, July 12, 2014

was a huge success with more than 750 people in attendance. Guests enjoyed a picture perfect summer day on the North Coast with abundant sunshine, a refreshing breeze and of course a fabulous Lake Erie sunset! One couple even got engaged! (pictured below) Petitti's Garden Center donated beautiful centerpiece to complete the tropical look and Aramark catered the island buffet.

Partygoers were greeted by volunteer dance performers in Hawaiian attire. The troupe, including a ukulele player, interacted with guests throughout the night, "tattooing" many and assisting with the hugely popular limbo contest. They also posed with many guests in front of the SC4K logoed Step and Repeat. Photos from the event, taken courtesy of Kyle Lanzer Photography, can be found online on SC4K <http://www.facebook.com/ShoesAndClothesForKids>. You can also find many via Instagram and Facebook with the hash tag #SC4KLuau14. This was the same hash tag we used to promote the event on Twitter with huge success thanks in large part to the outreach efforts by our Associate Board Resource Network to area bloggers to promote the event and/or offer special incentives and ticket giveaways. You can follow SC4K on Twitter @sc4k.



New this year, was a 16 team single elimination corn hole tournament organized by the Engagement Team of the Associate Board. The tournament winners received a custom set of Cleveland Browns and Cleveland Indians corn hole boards handcrafted and donated by Dave Wenninger along with a set of Cleveland Indians tickets. The tournament, with a \$20.00 entrance fee, filled up quickly and will be returning and expanded next year.

The volunteer planning committee was once again led by SC4K Associate Board Members, Brendan Doyle and Kelly Fortune. 2014 sponsors included: *Kahuna Sponsor:* Forest City Enterprises; *Aloha Sponsors:* Aable Rents, Frantz Ward, Hyland Software, and Northeast Ohio Media Group; *Luau Supporters:* Aramark, Barefoot Wine, Budweiser, Bud Light, Captain Morgan, Kona Brewing, Lake County Captains, and Smirnoff Cocktails. Special thanks to Associate Board Co-Chair, Liz Nici, of Gusto Designs, for donating her time and talent to design the event's marketing materials. The event raised net revenues of \$22,000 for SC4K.

The Luau on the Lake is a tremendous group effort and we thank everyone involved in making this our best year ever! Plans are already underway for the 10<sup>th</sup> Annual Luau on the Lake which will be held in July 2015.



This year's top three Limbo Contest winners

# PROGRAM NEWS and COMMUNITY DONATIONS

## Back to School Promotional Campaign

As part of the 2014 Cleveland Browns Back to School Campaign, SC4K partnered with Melamed Riley Advertising for the 9th year to create the artwork pro bono for the community awareness campaign pieces. Thanks to the generous donation of ClearChannel Outdoor a billboard could be seen on I-71 promoting the support of the Cleveland Browns Foundation and the SC4K tagline "More than New Outfits. New Outlooks." In addition, Clear Channel Radio donated a number of cross station radio spots to encourage community support of SC4K.

## Farmers Cares Week

Shoes and Clothes for Kids was selected as one of the charity recipients for "Farmers Cares Week" held during the week of June 2-6<sup>th</sup>. Farmers Cares Week is a global initiative but charities are selected locally by employee nomination. Charities selected aligned with at least one the Farmers Corporate Giving Pillars: Education, Safety, and Civic. During the week employees participated in a variety of fundraising activities including a bake sale and a chicken lunch. Farmers matched the funds employees raised throughout the week and SC4K received more than \$1,300. Special thanks to Farmer's employee Lauren Brubaker for nominating SC4K.



## Frozen Themed Birthday Party Provides Warmth

Anyone can host a sock & underwear drive! 5-year-old Kaitlyn asked her friends and family to bring socks and underwear to her Frozen themed birthday party instead of gifts. In total 9 packs of underwear (59 pairs total) and 19 packs of socks (114 pairs total) were collected and one family even donated some new clothing! Learn more about hosting a drive at [www.sc4k.org](http://www.sc4k.org).



You, too, can help ensure that children have the basic sock and underwear essentials by holding drive of your own. A volunteer will work with you to identify the best time frame for your drive, help you determine how you will promote the drive and obtain a collection box and signage from SC4K for you to display at your collection site. To find out more about hosting a drive, log on to [www.sc4k.org](http://www.sc4k.org) or contact [info@sc4k.org](mailto:info@sc4k.org) and someone will contact you to help you get your drive moving.

## Special Thanks to Our Packing Groups

American Greetings  
AT&T Pioneers  
Brownie Troop Number 1611  
Cleveland Indians  
Cuyahoga County School  
Suspension Program  
Grant Thornton  
JoAnn Fabric and Craft Stores  
KeyBank Neighbors Make the Difference  
Menlo Park Academy  
New Clevelanders  
Swagelok

## Luau Host Committee Kick-Off at Wine Bar

Since 2008 the Wine Bar Rocky River has held our Luau on the Lake Host Committee Kick-Off Event providing us with complimentary appetizers, meeting space and exceptional service and hospitality. The Host Committee is a vital part of the fundraising success and this year was no exception. Host Committee members commit to selling a certain amount of tickets to the event and have the opportunity to earn points, prizes and free admission. Prizes are also awarded to the top three (3) ticket sellers. Collectively the Host Committee sold 137 tickets to the Luau on the Lake this year with Amy Gyetko and Tracy Mack-Cook taking the top two spots. Third, place was a tie between Kerri Preseren and Christine Kuntz. If you would like more information about being a Host Committee Member for our 2015 event email: [info@sc4k.org](mailto:info@sc4k.org).



## GE Lighting

Employees involved in the African American Forum of GE Lighting have participated in numerous packing days at Shoes and Clothes for Kids over the years. So when they had an opportunity to make an unexpected \$500 donation they selected SC4K. We love those kind of surprises!



## Kids Helping Kids

The Brownies from troop #1611 spent a day sorting, counting and packing over 3,000 pieces of brand new clothing items at our warehouse for distribution in May. Special thanks to Associate Board member and assistant troop leader Rachelle Gray for organizing this opportunity for kids to help kids in our community.



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

In addition to our **To the Nines, Golf Classic and Luau on the Lake Supporters** listed in the previous pages, **SC4K would like to extend its gratitude to the following supporters for their very generous donations made from March 8, 2014 through August 15, 2014.**

*We strive for excellence in 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

*In Memory of Sanford Arian*  
Mr. & Mrs. James Herman

## Memorials

*In Memory of Janet Chimples*  
Mrs. Margaret L. Shields  
*In Memory of Marie Farone*  
Mr. Gerald F. Broski  
*In Memory of Ann Kukay*  
Mr. Thomas R. Kukay  
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Mr. Gerald F. Broski  
*In Memory of the Parsons, Petersen, & Moyer Families*  
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### Associate Board

# Raising, Awareness, Friends and Funds for SC4K

The young professional volunteers on our Associate Board have been very busy this year. In addition to hosting the 9th Annual Luau on the Lake they have worked on a number of other projects to help spread the word to the area's young professionals and raise additional funds for SC4K.

In June, our happy hour committee planned and executed another successful happy hour at The Cleveland Bar & Grille Downtown. The happy hour served as the official Luau on the Lake kickoff party and all attendees were given a neon green souvenir Luau on the Lake cup. In addition, we raffled off the "ultimate Luau on the Lake basket" that included 6 VIP tickets to the Luau, cups, leis, t-shirts and a bottle of Margarita. Associate Board member Jared VanArsdale was the lucky winner of that package. **The next happy hour will be held October 23<sup>rd</sup> at Hodge's, 668 Euclid Avenue.**

Our Engagement Team planned its first successful corn hole tournament held at this year's Luau on the Lake and is working

to partner with Critical Mass for an upcoming ride. This would be collaboration with the Associate Board sock and underwear team as these items would be collected at the ride.

Visit [www.sc4k.org](http://www.sc4k.org) to stay up-to-date on The Associate Board's activities or to get involved!



Current and former Associate Board Members at the Luau on the Lake

### Distribution Partner Sites

**Boys & 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 - Multi Service Center  
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. 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

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**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.