

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



stepping up

Shoes and Clothes for Kids
 Newsletter • Fall 2013

Cleveland Browns Back to School Campaign: 6 Years and 20,000 Pairs of Shoes

Each Back to School season, Shoes and Clothes for Kids receives hundreds of calls from parents in need of assistance. According to the National Research Foundations' 2013 Back to School survey, on average families with children in grades K-12 spent an average of \$634.78 on apparel, school supplies and electronics in order to send their kids Back to School. For the 44% of children living in poverty in Greater Cleveland, Back to School presents a very challenging time for their families. That's why the Cleveland Browns teamed up with SC4K for the 6th consecutive year to support its annual Back to School campaign with the ultimate goal of increasing donations so that more children can be helped when they returned to school this year.

The \$15,000 donation from the Cleveland Browns Foundation was used to support SC4K's distribution of 5,250 shoe gift cards for the SC4K August Back to School

Distribution. In total, the dollars given through the Cleveland Browns over the past six years has helped SC4K distribute nearly 20,000 shoe gift cards to its Distribution Partners during its busiest time! These cards helped children in need purchase new athletic shoes as part of the Cleveland Browns' focus on keeping children active and healthy.



To celebrate our partnership, on August 6th, 100 children from select SC4K Distribution Partner sites were invited to Cleveland Browns training camp to participate in a fun-filled afternoon which kicked-off with the children partaking in the NFL PUNT, PASS & KICK (PPK) program on the back fields. PPK is the NFL's oldest grassroots initiative designed to have children experience the fun of learning football fundamentals in an engaging and supportive non-contact environment. Following the PPK activities, the children received new backpacks from Cleveland Browns Mascot Chomps filled with school supplies, along with a shoe gift card for the upcoming school year. The children were also invited to stay and watch practice while enjoying a tailgate-style meal provided by the Cleveland Browns.

Gear for Grades sponsored by Charter One

For the fourth year Charter One selected SC4K as its local partner for its Gear for Grades program: an initiative designed to provide new backpacks filled with school supplies to 2,000 children in Cuyahoga County. Over a three-week period, Charter One employees, customers and area residents donated pencils, folders, glue, notebooks and other new school supplies at Charter One branches. Charter One employees then spent a day at the SC4K warehouse filling the new backpacks with school supplies. In addition to distributing 1,500 backpacks as part of the SC4K August Back to School distribution, SC4K and Charter One spent a whole day delivering 500 backpacks to YMCA summer youth camps in Parma, Euclid, Lakewood and Downtown. Gear for Grades included a \$20,000 grant to SC4K.



8th Annual Stuff the Bus sponsored by Dominion

Stuff the Bus has become a staple of the Shoes and Clothes Kids Back to School efforts. Sponsored by Dominion, Stuff the Bus was established eight 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 third 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 10th. Thousands of school supplies were collected as several 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 more than \$5,000 in monetary donations. Special thanks to Dominion for their \$15,000 contribution to this initiative.

6TH ANNUAL FOOL'S FROLIC at Moxie THE RESTAURANT

Nearly 300 party-goers spent an evening of foolishly good fun at the annual Fool's Frolic, held at Moxie, the Restaurant on Monday, April 15th in Beachwood. Now in its 6th year, this one of a kind event was themed "Shaken Not Stirred" and the restaurant was transformed into a swanky lounge, complete with crystal chandeliers, by Rock the House and Momentum Marketing & Event Planning. Guests were also treated to fabulous food, specialty drinks and entertainment.

An invitation only champagne reception recognizing the event's sponsors and host committee began at 5:30 p.m., followed by the event at 6:00 p.m. Moxie's chefs created a decadent menu of assorted crostinis and cornets, savory tarts and lamb lollipops, a raw bar featuring oysters, calamari, shrimp and mussels, a sushi bar, a tartar station and a skewer station with beef, lamb, chicken and vegetables.

DJ Spencer Reynolds provided the event's music while Mark Zust, "Perceptionist," entertained the crowd with his magic. A photo booth with props, provided by Shutterbooth, was on site as well that evening. Guests also had the opportunity to purchase tickets for a raffle with fabulous prizes including a grand prize trip to South Beach Miami including diner at



Red, the Steakhouse South Beach, hotel, and airfare for two (2). Second prize was a unique Cleveland Indians experience including the opportunity to meet Manager Terry Francona at batting practice. Third prize was a collection of gift certificates and tickets. Tickets were \$50.00 each or three (3) for \$100.00. The winners were drawn at 8:30 p.m. SC4K Chair Emeritus, Allan Krulak took home the Grand Prize, SC4K Associate Board Co-Chair, Stephanie Burris took home the 2nd Prize, and Host Committee Member, Niccole McEwen took home the 3rd Prize.

Special thanks to event chair and SC4K board member, Susan Mikhail for leading the Event Planning Committee along with fellow board member, Scott Simon, serving as honorary chair. Other committee members included Michelle Amato, Peter D'Amato, Nikki Glick, Chris McMahan, Sarah Melamed, Elizabeth Nici and Renny Wolfson. Michelle Amato also served as chair of the Host Committee with Moxie owner, Brad Friedlander, serving as honorary chair. The event raised \$60,000 in net proceeds.

L to R: SC4K Advisory Board Member, Irv Fine, Life Director, vic gelb, Chair Emeritus, Allan Krulak, Board Member, Jerry Broski and Chair, Scott Simon

2013 Fool's Frolic Sponsors:

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In Kind Donors

All-Star Valet
Anthony Franchino Photography
Mark Zust, Perceptionist
Morgan Linens
Shutterbooth

Cleveland Browns Players at the SC4K Warehouse

In addition to the Cleveland Browns Foundation sponsoring the SC4K Back to School Campaign for the sixth year, several Cleveland Browns players including defensive linemen Ahtyba Rubin, John Hughes and Billy Winn, linebackers Craig Robertson and Jabaal Sheard, offensive lineman Alex Mack and long snapper Christian Yount, spend an afternoon in April at the SC4K warehouse sorting and packing boxes of brand new clothing items. The Players were divided into three teams and charged with making boxes, organizing clothing items and then preparing them to be distributed to the SC4K 35 Distribution Partners throughout Greater Cleveland. You can see a video of the day's activities including player interviews at: <http://tinyurl.com/c9w6b9x>



Help Us Win \$10,000!: Plain Dealer Good News Giving

Northeast Ohio Media Group is giving away \$10,000 to one Greater Cleveland Charity and SC4K needs your vote. Log on to contests.cleveland.com/goodnewsgiving from now until September 18th. There is only one entry per e-mail address. Plus, by casting your vote, you are eligible to win one of ten iPads.



Charity Navigator Four-Star Rating: 7 Years in a Row!

For the 7th consecutive year, SC4K achieved the coveted four-star ranking from Charity Navigator, America's premier independent charity evaluator. Only 2% of the nation's charities earn this highest rating seven years in a row. To earn this rating, SC4K demonstrated exceptional financial health, outperforming 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, \$0.93 goes directly to the programs and services that benefit the children served. You can log on to www.sc4k.org to obtain copies of our recent 990 and audit.



A Message from the Chair and Executive Director



2013 marked the 15th annual ARAMARK/SC4K Golf Classic. The Golf Classic is one of Shoes and Clothes for

Kids most important long standing collaborations. Not only has ARAMARK raised over \$650,000 in net proceeds for SC4K since 1998, many ARAMARK employees have committed to giving back to their community by engaging in additional SC4K volunteer activities through board, associate board, program and special event participation. It truly is a win-win partnership. At Shoes and Clothes for Kids we provide new clothes and shoe gift cards free of charge throughout the year to 25,000 children in

need with a staff of only three employees. How do we do it – collaboration! We are a volunteer driven organization that relies upon strategic partnerships with various corporations, organizations and individual volunteers. Volunteers play an active role in all aspects of the SC4K operation including governance, programs and services and fundraising. We have a strong board of directors who have control and general management of the affairs, property and business of the organization and an associate board of young professionals whose purpose is to support the mission of the organization and to empower and involve their peers in strengthening our community. Other volunteer groups help provide direct service to the children we serve by sorting and packing new clothing items in the warehouse, volunteering in the office or working in the community at our special

events. SC4K also collaborates with 35 distribution partner sites strategically located throughout Greater Cleveland who are directly responsible for the success of our program. Distribution Partners pick up boxes of clothing and shoe gift cards from our warehouse, schedule a distribution(s) at their site, meet with customers to determine eligibility, and distribute our product. We could not do what we do without our many corporate and community partners. They are vital to our success and ability to provide new shoes and clothes to the kids who need our help.

Scott Simon
Chair

Valerie McCormack
Executive Director

Another Hole in One for Cleveland's Kids

15th Annual ARAMARK/SC4K Golf Outing is a Success

The 2013 ARAMARK/SC4K Golf Classic on June 17th was a success, raising \$45,000 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. Plus, new this year, golfers enjoyed a very special lunch on the course provided by chef Rocco Whalen of Fahrenheit from his famous food truck, ShortRib1. Items up for bid in this year's auction included Cleveland Browns tickets, a football signed by Joe Thomas, an iPad 3, a single-cup coffee brewer and coffee for a year, tickets to popular concerts and attractions and suite packages for the Lake Erie Monsters and Cleveland Cavaliers.

The winning team from Photography by Tony received new drivers for their outstanding play. SC4K Board member Kevin Kearney of ARAMARK thanked the event sponsors and participants at dinner. Other board members in

attendance included Terry Bishop (Dominion) Gerry Broski, Allan Krulak (Forest City Enterprises), Jim Mason, Patrick McCarthy (First Merit Bank), Bob Raaf, and Dennis Rose (Hahn Loeser).

SC4K is grateful to ARAMARK and all of the vendors and SC4K donors who returned as sponsors this year for choosing to support one of the best golf outings in town! ARAMARK has been a tremendous contributor to SC4K, raising over \$650,000 in net proceeds since 1998.



2013 Heart & Sole Luncheon

Honors Jerry L. Kelsheimer, Fifth Third Bank

The Annual Heart & Sole Luncheon will take place on Monday, October 28th from 11:30 a.m. – 1:30 p.m. in the Renaissance Hotel's Grand Ballroom. This year's Allan C. Krulak Golden Shoe Honoree is longtime SC4K supporter, Jerry L. Kelsheimer, President & CEO, Fifth Third Bank, Northeastern Ohio for his commitment to improving the lives of children and families in Greater Cleveland.

The Heart & Sole Luncheon is SC4K's most important fundraiser of the year and largest source of operating income. More than 600 corporate, civic and community leaders are expected to attend. SC4K Board Chair, Scott Simon will emcee the event and the program with Event Co-Chairs Terry Bishop, Allan C. Krulak and Laura Passerallo. The annual Morrie Sayre Award for Outstanding Volunteerism will also be given out to a surprise recipient.



In addition to honoring Jerry Kelsheimer with the Allan C. Krulak Golden Shoe Award, this year's luncheon will recognize long time SC4K board member Terry Bishop, Dominion, as a Life Director for the organization. Terry is retiring at year end and relocating to Florida. Terry has been a true champion for SC4K and incredibly involved in all aspects of the organization. She has supported SC4K both personally and professionally through the Dominion Foundation. Terry is an active board member, Executive Committee member, Co-Chair of the Product and Services Committee, Stuff the Bus sponsor and champion, Co-Chair of the Heart & Sole Luncheon, and the 2010 Morrie Sayre Outstanding Volunteer winner.

Corporate tables are available at \$3,000 for a table of 10 and individual ticket prices start at \$130.00. Sponsorship levels include: \$10,000 Golden Shoe and \$5,000 Corporate Benefactor. Each level includes priority seating and special recognition at event. Contact Monica Lloyd at 216.881.7463, ext. 6 to reserve your seat or table today. Online registration is also available at www.sc4k.org/heart.



Golf Classic Sponsors

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- Oriana House, Inc.
- Orlando Baking Company
- Sirna and Sons Company
- Sushi 86 Inc.

Party Like a Big Kahuna:

8th Annual Luau on the Lake

For the 8th year, SC4K's Associate Board hosted their annual Luau on the Lake at Whiskey Island. This year's event, held on Saturday, July 20th was a huge success with more than 700 people in attendance. Although it rained all morning, by the time our 325+ Big Kahuna VIPs arrived at 3:30 the skies were

clear and it was a perfect summer day complete with a fabulous Lake Erie sunset! Guests enjoyed an island buffet catered by ARAMARK, adult beverages, raffles, sand volleyball, corn hole and a variety of other lawn games including several life sized Jenga Games. The limbo contest was once again a huge hit with the top three taking home the coveted winner's plaques.

Petit's Garden Center donated beautiful centerpieces to complete the tropical look and Allan Fee of Q104FM's Fee's Kompany Morning Show served as this year's MC. The event raised net revenues of \$26,000 for SC4K. Photos from the event can be found online at SC4K <http://www.facebook.com/ShoesAndClothesForKids>. You can also find many photos via Instagram and Facebook with the hash tag #SC4KLuau13. 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. Amanda Hicken: Clue Into Cle (@adhicken), Jen Rome: Why CLE? (@WhyCle), Julie Katz: Wearing Mascara (@wearingmascara), Charlene Coughlin: Life in the CLE (@cacoughlin) were among the folks who promoted the event on their blogs. You can follow SC4K on Twitter @sc4k.

The volunteer planning committee was once again led by SC4K Associate Board Members, Brendan Doyle and Kelly Romano. 2013 Sponsors included: Aable Rental Company, ARAMARK, Deloitte & Touche LLP, First Class Limos, Forest City Enterprises, Frantz Ward LLP, Horseshoe Casino, Hyland Software, Barefoot Wines, Budweiser, Kona Brewing, Lake County Captains, Rosetta and Smirnoff Cocktails. Special thanks to Liz Nici, of Gusto Designs, for donating her time and talent to design the event's marketing materials and to Consolidated Graphics for donating the printing for over 10,000 postcards. Other supporters included Budweiser who donated printing of posters and distributed them on our behalf and Dannon Yogurt and Branded Solutions who donated t-shirts for our volunteers and ticketing promotions.

The Luau on the Lake is a tremendous group effort and we thank everyone involved in making this our best fundraising year ever! Plans are already underway for the 9th Annual Luau on the Lake which will be held in July 2014.



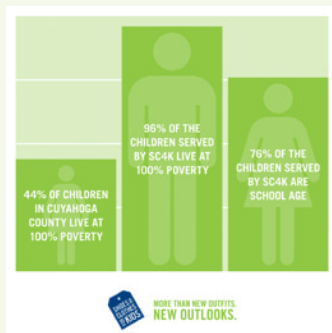
Luau Co-Chair, Kelly Romano with Chef Rocco Whalen and Q104's Allan Fee



PROGRAM NEWS and COMMUNITY DONATIONS

Back to School Promotional Campaign

As part of the 2013 Cleveland Browns Back to School Campaign, SC4K partnered with Melamed Riley Advertising for the 8th 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. Finally, Melamed Riley Advertising refreshed the infographic they produced for the organization in 2012 demonstrating the power of the SC4K program by the numbers.



More Stuff the Bus

This year's 8th Stuff the Bus sponsored by Dominion was met with inclement weather but that didn't halt the collection efforts of many area companies including Chagrin Falls High School, Cuyahoga County Board of Developmental Disabilities, Dominion, GE Lighting, Mayfield City School Retired Educators, Melamed Riley, National General Insurance and New Clevelanders. These companies, along with the Zoological Society Member companies that asked their employees to bring items and monetary donations to the Zoo Friends Nights, helped us collect over \$5,000 and plenty of school supplies to help kids go back to school with the essentials they need to succeed.



Dinner in the Dark

Held monthly, Dinner in the Dark is a unique culinary concept that brings together six chefs to cook together, often for the first time, at rotating locations all to benefit charity. The participating chefs and the menu for the evening is

not revealed until the guests arrive, keeping them "in the dark." The event's host chef selects the charity. Earlier this year, the event was held at Quicken Loans arena and host chefs from ARAMARK selected SC4K, along with the Cavaliers Youth Fund, as the event's recipient resulting in a \$2,000 donation to SC4K.

Jo-Ann Fabric and Craft Stores

SC4K was proud to once again be among the 27 community organizations selected by Jo-Ann Fabric and Craft Stores as part of their National Volunteer Week. A group of Jo-Ann Fabric and Craft Store employees spent the day in the SC4K warehouse sorting and packing brand new clothing items to be distributed to our 35 Partner agencies. Overall Jo-Ann employees donated 3,500 hours in Ohio, Alabama and California in support of areas where their Distribution Centers are located. In addition to donating their time, Jo-Ann Fabric and Craft Stores provided SC4K with a \$500.00 check.

Nurenberg, Paris, Heller & McCarthy: Socks Matter

Nurenberg, Paris, Heller & McCarthy selected SC4K as their charity of choice during the month of August as part of their "Community Matters" program. In addition to providing \$2.00 for every new "like" they received on Facebook during the month of August, the firm ran an internal campaign called "Socks Matters" which put a creative spin on dress down Fridays. Employees were offered the opportunity to wear jeans to work in exchange for a donation of two pairs of socks. They even constructed an apple receptacle to collect them to remind folks how important having socks are to children in need returning to school. The firm of 44 people collected over 350 pairs of brand new socks through this program!



Key Bank: Neighbors Make the Difference Day

Now in its 23rd year, Key Bank's Neighbors Make the Difference Day is an annual event where 8,000 Key employees do community service projects nationwide totaling more than a half a million hours. One of the sites selected in Northeast Ohio was SC4K where a team of local Key personnel, including Chairman and CEO, Beth Mooney, sorted and packed brand new children's clothing items in our warehouse. With a staff of three full-time employees, volunteer packing groups are critical to our program. If you are interested in learning more about volunteer opportunities in our warehouse, please contact Monica Lloyd at mlloyd@sc4k.org

CSHRM Golf Outing

The Cleveland Society of HR Managers (CSHRM) held its last charity event to benefit SC4K on July 29, 2013 at Signature of Solon. Their sold out golf outing raised over \$15,000 for SC4K! Late last year, CSHRM selected SC4K to benefit from its charitable giving back events throughout the 2012-13 year. These events included their Annual Holiday Silent Auction held at Pura Vida on 11/29/12, their Annual Northern Ohio HR Conference held at the IX-Center on 7/29/13 and the golf outing. In addition to the funds generated from these programs, SC4K was introduced to a whole new set of companies and individuals in the area who have supported the organization in other ways including attending our Luau on the Lake, holding sock and underwear drives in their offices, and more! We were very honored to have been selected.



Swisher Suite

Cleveland Indians' First Baseman Nick Swisher and his wife Joanna provided 10 SC4K recipients an evening to remember by donating a suite at Progressive Field on August 6th. The children who ranged from 3rd to 9th grade receive services from SC4K Distribution Partner, Famicos Foundation – Ward 10. The children, along with their chaperones, were also treated to a buffet of buffalo chicken macaroni cheese, BBQ wings, porkbelly sliders, hot dogs, chopped salad, popcorn, cracker jacks, peanuts, cookies, brownies, and assorted soft drinks and bottled water all courtesy of the Swishers!



Special Thanks to Our Packing Groups

- | | |
|---|---------------------------------------|
| AT&T Pioneers | Jo-Ann Fabric and Craft Stores |
| Benesch, Friedlander, Coplan & Aronoff LLP | KeyBank |
| Charter One Bank | New Clevelanders |
| Cleveland Browns Players | New Directions |
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| J Teens from Mandel Jewish Community Center | Villa Angela - St. Joseph High School |

In addition to our Fool's Frolic, Golf Classic and Luau on the Lake sponsors listed in the previous pages, SC4K would like to extend its gratitude to the following supporters for their very generous donations made from March 1, 2013 through August 16, 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.

Memorials

In Memory of Anton Baur
Mr. Gerry Broski
In Memory of Dr. Garnet Best
Mr. & Mrs. Franklin Musick
In Memory of Jerry Burko
Ms. Illene Rosewater
In Memory of Edward Eigner
Mr. Allan C. Krulak
In Memory of Miriam Fisher
Mr. Gerry Broski
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In Memory of Joanne Laughner
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Mr. Donald Sayre & Ms. Nancy Wurzel
In Memory Seth Chase Taft
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In Honor of Joel Gottesman
Mr. Kevin Cohen
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Ms. Jessica Wilson
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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 8th 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 project team planned and executed another successful happy hour at McCarthy's Downtown. The Happy Hour served as the official Luau on the Lake kickoff party and all attendees were given a limited edition neon pink 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, a bottle of Margaritas, and a limo ride courtesy of First Class Limos. Associate Board member Jillian Driscoll (pictured left) was the lucky winner of that package. The Happy Hour



group is currently hard at work planning our next Happy Hour. Log on to www.sc4k.org for more information.

Our sports project team completed its third "Skeesoon" of a Skee Ball league at the Dive Bar and is currently looking into other group sporting activities. Since launching late last year, our sock and underwear team has had much success. This year, they have had 8 companies, organizations and schools, including Swiger Coil, Wells Fargo, the Cleveland Indians, Cleveland Heights Community Center, Cleveland Society of HR Managers, the Optimist Club of Stronville High School and New Clevelanders, host drives and collect over 1,200 items. If you are interested in hosting a drive, please contact the sc4k offices at 216.881.7463, ext. 6.

Visit www.sc4k.org to stay up-to-date on The Associate Board's activities or to get involved!

SC4K Board Chair, Scott Simon and Luau Co-Chair Brendan Doyle at the Luau Kickoff Happy Hour



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
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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 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
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