



# 2016 Annual Report



## A Message From The Board President →



Wow! What a year it has been. Every day we are grateful for how this program has grown with the love and support of our Ken-Ton community but it is especially amazing when you have the chance to review the whole year over the course of a few weeks. In working on this Annual Report, it was difficult to choose from the data and pictures, especially the ones of our donations and our student volunteers. Every contribution has meant something to us and every person who has shared time with us is important.

Our program grew by 17% this year; together we helped 708 kids in Ken-Ton get clothing, school supplies, toiletries and some other basic needs. As we look at a District-wide Free and Reduced Lunch Rate (FRL) of 45%, we know we are not reaching all of the children that need assistance. In 2017, we will focus our efforts on increasing collaboration with the adults that come into contact with at-risk minors, adding 2 new programs to assist children and seek alternative funding to keep our program sustainable for many years. Many of our largest donations this year came from people who knew nothing about the Closet at the start of 2016. We recognize the importance of spreading the word about what we do to reach donors and patrons, alike.

It is astounding what the Closet has accomplished this year, especially when you consider we have no paid staff. Our weekly volunteers are the ones who make the Closet hum and we are so grateful for them every day. This year we had a chance to celebrate together as a group – I could not ask for a finer batch of people to work with. They all love the Closet as much as I do, and I really do love each and every one of them.

On behalf of the Board of Directors, I would also like to personally thank Town Supervisor Joe Emminger and the Town Board for allowing us to use space in the Sheridan Parkside Building. Your encouragement is invaluable and we appreciate your continued support as we serve our youngest, neediest residents.

Thank you everyone for sharing in this journey with us. We are excited for 2017!

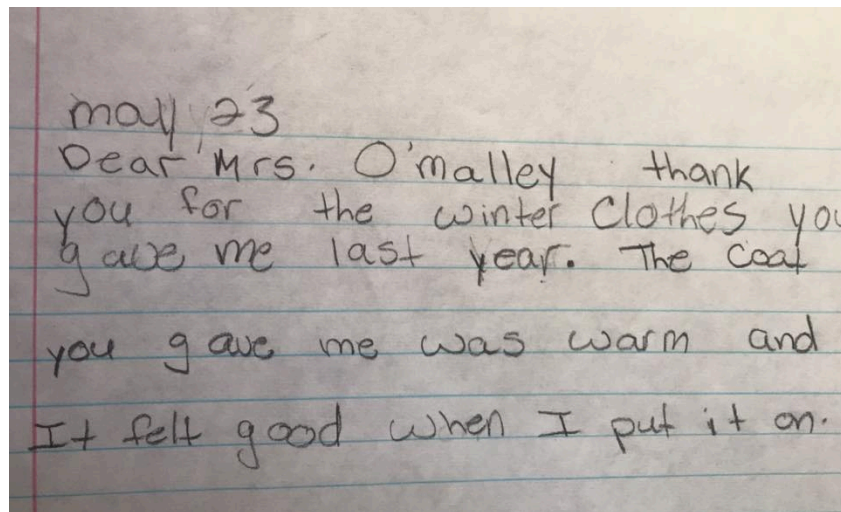
Yours In Service

A handwritten signature in blue ink that reads "Jill Y. O'Malley". The signature is fluid and cursive, written over the printed name.

Jill Y. O'Malley  
Board President  
Ken-Ton Closet

## Our Mission →

**OUR MISSION IS TO DIRECTLY IMPROVE THE  
QUALITY OF LIFE FOR NEEDY CHILDREN  
LIVING IN THE VILLAGE OF KENMORE/TOWN  
OF TONAWANDA BY PROVIDING THEM WITH  
ITEMS OF DAILY LIVING SUCH AS CLOTHING,  
SCHOOL SUPPLIES, TOILETRIES, AND OTHER  
MATERIALS AT NO COST.**



# Our Growth

This year the Closet made tremendous progress in our goal of reaching more in our Ken-Ton community. We served **103** more children than 2015 (that's a **17% increase!**), added **new collection sites**, had **new bin enclosures** built and received **grants** to grow our program. We



have over **1,300 likes** on our Facebook page (up about 400 from last year) and we started a **Twitter** account this year. The number of **regular volunteers** increased as did our number of **student volunteers**. We teamed up with some new partners (LCS, Inc, Sunrise Exchange Club, Mike's Subs, Kenmore Teachers Federal Credit Union, Knox Presbyterian, Tonawanda Free Methodist Church, Lutheran Parishes of the Tonawandas, Erie Community College, Riviera Theatre, Concord Crest Golf Course, Kid to Kid Consignment, Once Upon A Child Consignment, C4CME, Ken-Ton Chamber of Commerce, 3M, Oishei Foundation, Network For Good, Praxair, Girls On The Run, Chipotle, DTCC Recycling, and New York Institute of Massage) .

We got a new traveling collection barrel and we started looking into working with the Food Bank of WNY to help get food to kiddos over the weekend. The Closet was humbly named to receive donations in lieu of flowers for our supporter Duane Russell that passed away.



*Above: Collection bins added at Kenmore West High School and Edison Elementary. Eagle Scout Ryan McDonald of Boy Scout Troop 104 built bin enclosures at our Town Collection sites. This project was supported in part by the East Hill Foundation. Right: The Closet helped students in each of our Ken-Ton UFSD schools. The school community responded by hosting many drives and collections on our behalf. Above: sock and underwear drive for the Closet at Edison Elementary*

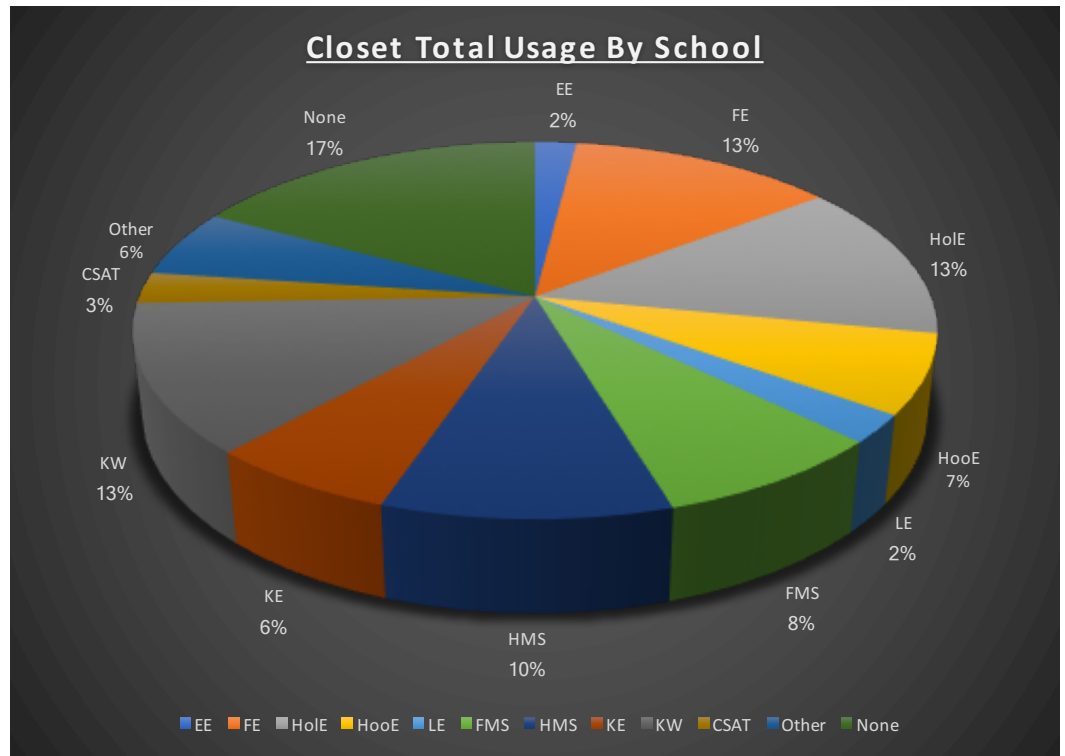
# Our Impact →

Through the generous support of our donors, we were able to make a real difference in the lives of **708** Ken-Ton children in 2016! We served **157 families** on-site at the Closet with an average family size of **2.9 children**.

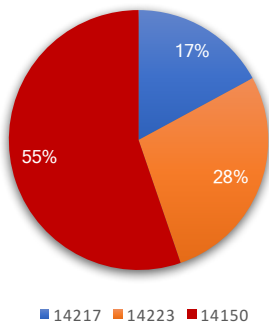
## Total Closet

**Usage** (including actual Closet on-site visits to receive clothing and toiletries, school supply program, and school personnel intervention (nurse supply bags/clothing requests, counselors/social worker pick-up, teachers, principals and other adult appeals on behalf

of children) for Edison Elementary (**EE**), Franklin Elementary (**FE**), Holmes Elementary (**HoIE**), Hoover Elementary (**HooE**), Lindbergh Elementary (**LE**), Franklin Middle (**FMS**), Hoover Middle (**HMS**), Kenmore East (**KE**), Kenmore West (**KW**), Charter School for Applied Technologies (**CSAT**), **Other** (which may include vocational programs or special education placements) and **None** (children less than school age or home schooled).

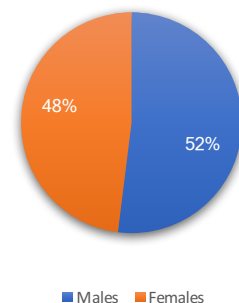


## Closet Visits by Zip Code



In order to use the Closet, the children must live in the Village of Kenmore or the Town of Tonawanda. The Closet's greatest reach was in the **14150 zip code** where we are located. Gender usage is fairly equal at **48% female** and **52% male**.

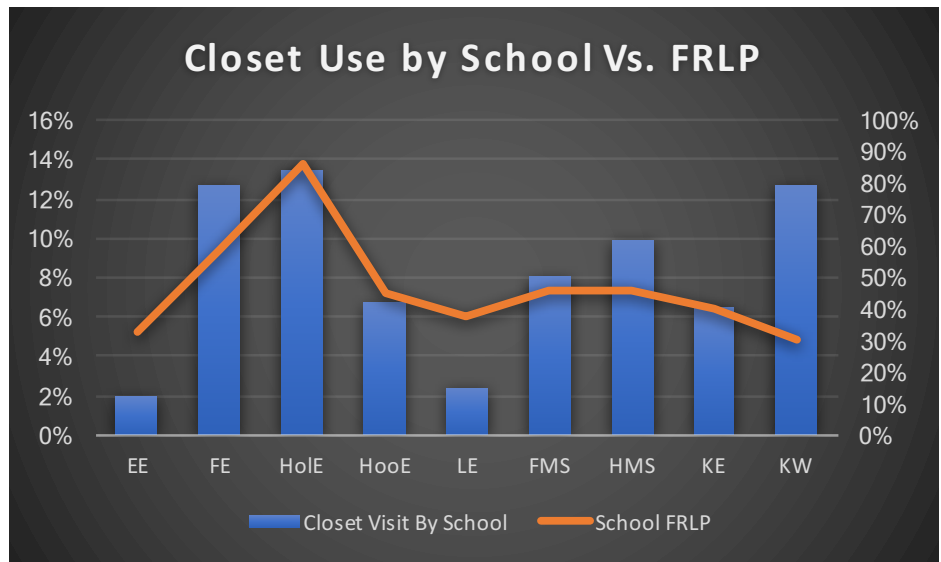
## Closet Visit by Gender



# Our Impact →

The Kenmore-Tonawanda UFSD has a **45% Free or Reduced Lunch Rate (FRLP)** for the entire District with the range being **38% to 85%** within the schools. The Closet will work to bridge the gap between schools that have FRLP greater than the percentage of actual Closet use. To accomplish this, we will examine methods to remove barriers to access

such as improving methods of informing families about our available programs, increasing opportunities for acquiring needed items with schools and assess ways to overcome transportation issues.



We also **expanded** existing programs such as **socks and underwear** (We now include toddler and adult size for our high school students and increased the number of underwear provided to elementary nurses as requested), **grew** our **school supply program** (we served **250** children compared to **174** in 2015), and thanks to a generous donation from Franklin Elementary, our **toiletry program** now

supplies **school nurses** with small kits for middle and high school students to answer immediate hygiene needs.

*Right: Many community partners rallied to support the expansion of the Closet programs throughout 2016. Here, Town Councilman Bill Conrad presents President/Executive Director Jill O'Malley with a check to enhance the sock and underwear program.*



# Our People →

Our grassroots effort is fueled 100% by **Volunteer Power** and we **L♥VE our Volunteers!**

Because we have no personnel costs, we can reinvest our monetary donations directly into the program. In addition to our regular volunteers, we had help from many students and community members for special projects. The support has been tremendous and we could not provide for the children of Ken-Ton without our friends. Our volunteers participate in many local events to spread the word about the Closet and learn more about the needs of our neighborhoods.



*Upper Left: Regular Closet Volunteers at a Saturday Open House. Upper Right: Community comes together to fill 250 school supply orders. Bottom left: Students from Kenmore East, Kenmore West and Williamsville East for a student volunteer night. The Closet sponsors approximately 4 events a year for students to earn community service hours (for National Honor Society, International Baccalaureate Program and other obligations) in addition to self-initiated projects. Bottom right: Assistant Director Anna Sabo and volunteer Peggy Stressing unload electronics at the eRecycling event sponsored by Senator Panepinto.*



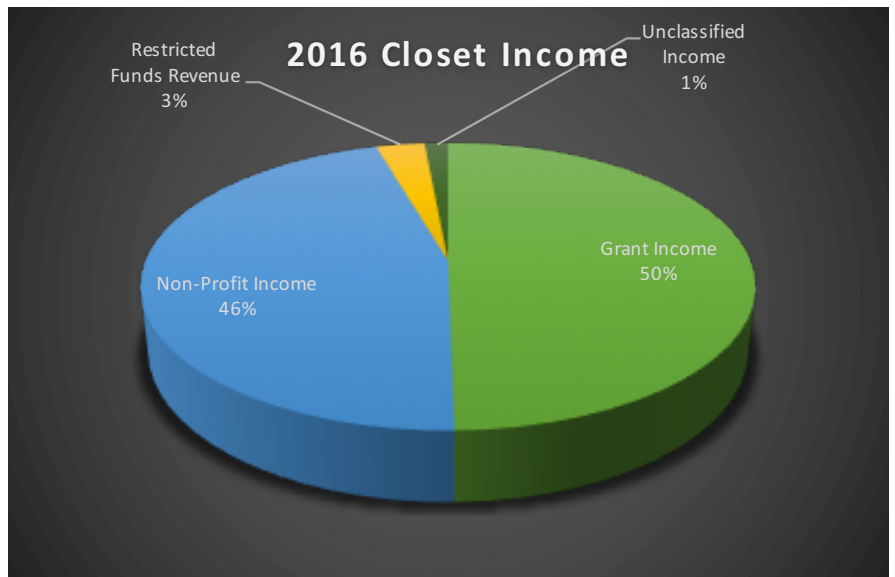
# Our Finances: Income →

In our 2016 budget, we predicted:

- **Income:** 14,000 (with \$2,000 carryover) = **\$16,000**
- **Expense:** **\$16,000**

**INCOME:** As you can see, our income far exceeded our expectations for 2016 despite not reaching our GoFundMe drive goal of \$6000. This was due mostly to grant awards and unexpected large gift donations as well as staff dress down days at each of the schools. We were careful to allocate grant funding to project specific needs and one time purchases that we would not normally be able to afford (some of which will be completed in 2017). We are being mindful to slowly grow our program offerings in order to remain sustainable in future years when grant funding may not be available. We had new income category this year ("Unclassified Income") which included money earned from Dash's receipts, DTCC Recycling and Amazon Smile earnings. Our major grantors (\$500 or more donated) included:

- **3M (Community Outreach Grant)**
- **Church of the Nativity**
- **Councilman Bill Conrad**
- **East Hill Foundation (Signage, bin enclosure and seating grant)**
- **Educators Totally Committed**
- **Gielowski, Federice & Caligiuri**
- **Kenmore Quilters Guild**
- **Praxair (Dress down day)**
- **Senator Panepinto with Sunnking (eRecycling Event)**
- **Tonawanda Free Methodist Church (School Supplies)**



Grant Income	\$ 16,375.72
Non-Profit Income	\$ 15,080.01
Revenue	\$ 1,000.00
Unclassified Income	\$ 481.46
<b>TOTAL INCOME</b>	<b>\$ 32,937.19</b>

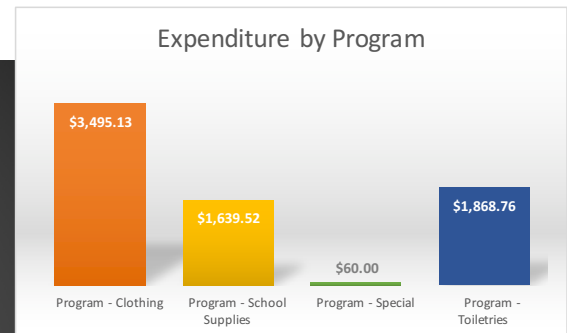
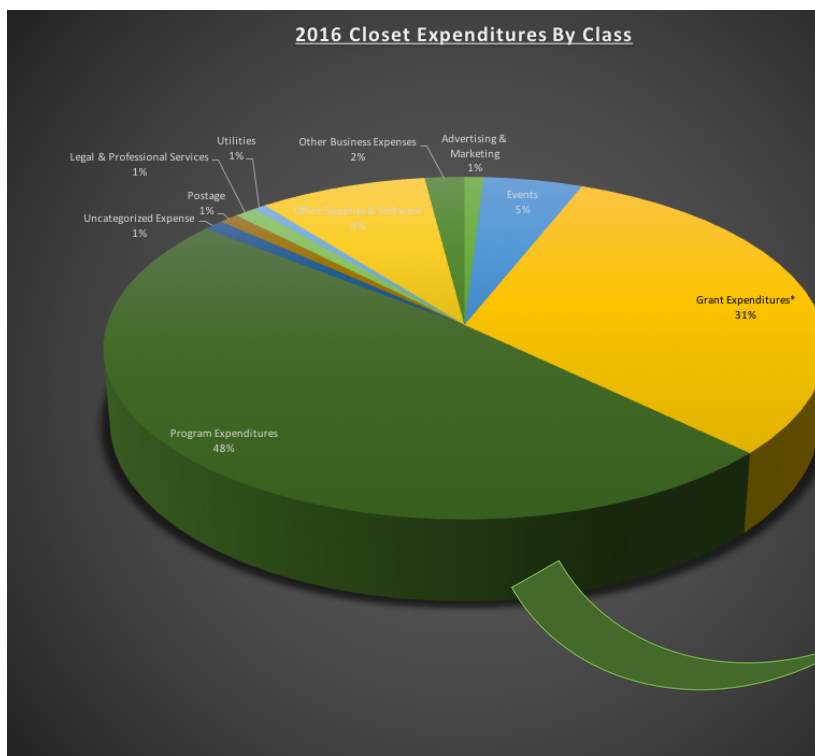
# Our Finances: Expenditures →

**EXPENDITURES:** Our proposed program expenditures for 2016 were \$16,000; we were able to meet our program needs and expand offerings while remaining under budget. This was due in part to tremendous support through direct product donation. We were careful to ask for items we specifically needed; many individuals and groups gifted us requested school supplies and toiletries which greatly reduced our obligation to spend money in these areas. We allocate \$200 a month on sock and underwear purchases for the Closet which was significantly supplemented by donations. By year end we were able to provide sizes for all clients and did not have to turn any children away.

<b>Advertising &amp; Marketing</b>	<b>\$ 141.67</b>
<b>Events</b>	<b>\$ 736.77</b>
<b>Grant Expenditures*</b>	<b>\$ 4,531.71</b>
<b>Program Expenditures</b>	<b>\$ 7,063.41</b>
<b>Uncategorized Expense</b>	<b>\$ 151.16</b>
<b>Postage</b>	<b>\$ 143.00</b>
<b>Services</b>	<b>\$ 160.00</b>
<b>Utilities</b>	<b>\$ 93.08</b>
<b>Office Supplies &amp; Software</b>	<b>\$ 1,247.73</b>
<b>Other Business Expenses</b>	<b>\$ 295.17</b>
<b>EXPENDITURES</b>	<b>\$14,563.70</b>

It should be noted that because we are **100% volunteer run, we do not have any personnel costs.** Also, because of the **continued generous space donation from the Town of Tonawanda**, we are able to utilize 3 rooms in the Sheridan Parkside Building which means our overhead is very small. Almost all of our Grant Expenditures (\$4,531.71) were program related with some

equipment purchases, however, because of our 2016 accounting method, it appears as a separate line item. In 2017, we will categorize Program Expenditures and Grant Expenditures by Program Class so we can better differentiate *total* expenditures based on clothing, school supplies and toiletries.



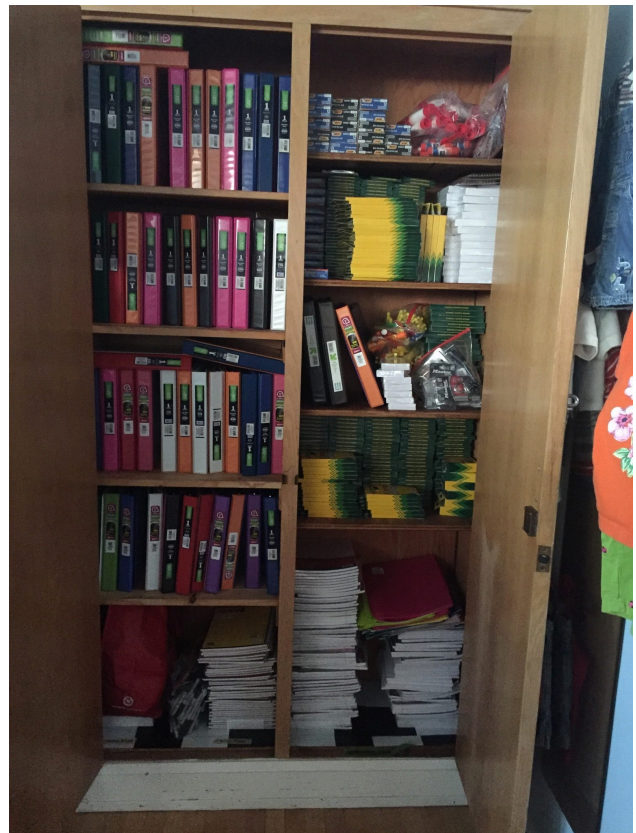
# Our Finances: Year End and Beyond →

STATEMENT OF FINANCIAL POSITION			
	2015		2016
Revenue and Support	\$	6,456.00	\$ 32,937.00
Expenses	\$	6,833.00	\$ 14,564.00
Yearly Net Assets	\$	(377.00)	\$ 18,373.00

Nearly all (90% or \$16,493) of the 2016 year-end assets are tied to specific grant projects and cannot be used for general program expenditures. This leaves us with approximately **\$1,880** in usable, unrestricted funds for our program. In order to ensure continued success, we will continue to promote our **Annual Drive fundraiser** through GoFundMe, direct monetary donation and SpringItOn (our goal is \$6000), ask for **Dash's receipts**, request bottle/can donations to **DTCC Recycling**, and encourage community members to use **Amazon Smile** when shopping. We will also ask for specific product donation to save money on purchasing these items from our budget such as those on our [2017 Wish List](#).

**Income:** We expect to continue to write grants and explore other revenue options. We have already received a grant from the Kenmore Rotary Foundation to purchase lockable storage and produce a video. In addition, Erie County Legislators Kevin Hardwick and Peter Savage (both represent parts of Ken-Ton) have allocated \$8,000 in funding for the Closet in 2017. This money will be used to bring the internet to the Closet; this will allow us to upgrade our website and explore digitizing client data. In addition, this award will be used to install a video surveillance system.

**Expenses:** The Closet has also purchased General Liability Insurance, as well as Directors and Officers Insurance. Although the cost is large, we feel this will allow us to consider collaborative projects with the Kenmore-Tonawanda U.F.S.D. District and consider offering intern positions. We also expect to launch two new programs which are mostly covered by grants but will have some cost considerations that were not budgeted for in previous years. We would also like to start a small reserve this year to ensure continuity of programming into 2018.



# Our Vision

Because of the seeds we have planted, we expect that 2017 will be a fantastic year for the Closet!

## OUR 2017 GOALS:

**1. Serve 800 total children.** We know our usage will eventually taper off, however, we expect to grow again this new year. We will accomplish this by improving our website to reach more people, increasing the number of in-house presentations and examining ways to spread the word about our program.

**2. Enhance the school supply program.** In 2017 we will increase the number of students who have access to the school supply program by 100 students for a total of 350 students aided. To do this and to reach our neediest of students, we will be working with school counselors and social workers to identify students that require assistance in getting supplies

**3. Increase specific donations.** By asking for items we specifically need, it increases the amount of money we have to fund special programs. This year, we will release our list of school supplies that we need and ask individuals/groups to pledge to buy certain items. This will also ensure we have enough supplies for our expanded program far before school supply season.

**4. We will continue to find alternate sources of funding.** Thanks to Erie County Legislators Kevin Hardwick and Peter Savage, the Closet will receive funding (\$8000) and we have received a grant from the Kenmore Rotary Foundation (\$2900). We will seek grants that will fund our regular programs (clothing, toiletries and school supplies) and pursue opportunities to offset our minimal operating costs.

### **5. We will start 2 new programs:**

- **Bra Program.** Every young lady should have appropriately fitting undergarments. Although we sporadically receive bras, this program will allow us to purchase bras in many different sizes to have them available at the Closet. Girls will receive 1 – 2 new bras per year depending on funding. This program is being supported by the Oishei Foundation Basic Human Needs Grant.
- **Clean Clothes Program.** We are working with Kenmore-Tonawanda Union Free School District to introduce an innovative laundry program for our at-risk students. In programs around the nation where on-site laundry services have been offered, there has been a dramatic decrease in absenteeism. We know the student's best chance for academic success begins with being in school for first instruction. We have received funding for 2 commercial washers and 2 commercial dryers. We have begun preliminary discussions with the District and hope to have our pilot program in place before the end of the year.

# Our Gratitude →

We know no matter how hard we try, we will not be able to thank every single person that contributes – trust us, it's not because we don't want to! First, we have collection sites all throughout the Town and we never know who drops items off at those locations. Second, we now have so many group donations (workplace, church, community service group, etc.) that we never know who our individual contributors are but believe us, we appreciate each and every item. We have angels that just anonymously leave bags of toiletries, socks and underwear while our volunteers are helping families. We don't know your name, but we are so grateful for your support! Whether you're new or have been with us from the start, we love you here; thank you for counting us worthy and thank you for counting our Ken-Ton Kids worthy!

Then we have our long-standing group supporters – and trust us, we would not be where we are without them. So many people throughout Kenmore-Tonawanda U.F.S.D. have helped us whether its signing up for our United Way Campaign, hosting a collection event, recommending us for a Dress Down fundraiser or just collaborating in ways we could never imagine. But most importantly, you bring the kiddos to us. You are the ones in direct contact with who we can help...thank you for taking the extra step to bringing us together with our students in need. *It is always about them.* We could not do this without you.

We could spend 100 pages outlining the ways our community partners have come to our assistance, yet nobody asks for recognition. Every person that belongs to these organizations is making a difference in our community. Imagine some child you will never know is wearing socks without holes and has a winter coat. A child you will never know but one that lives in your community. Thank you for thinking of us, thank you for thinking about them.

## Our Board of Directors:

**Jill O'Malley, President/Executive Director**

**Matt O'Malley, First Vice President**

**Sheila Csicseri, 2<sup>nd</sup> Vice President**

**Colleen Donovan, Secretary**

**Charlene Love, Treasurer**

**Anna Sabo, Member/Assistant Director**

**Jennifer Szustakowski, Member**

**Our Regular Volunteers:** These are the people that sort through donations, hang dresses, take care of families and show up for our special events!

- Anna Sabo
- Mary Ellen Lutz
- Kris Payne
- Peggy Stresing
- Peggy O'Neill
- Karen Burr
- Paul Sabo
- Cathy McLeod
- Patti Shoemaker
- Linda Donner
- Amy Luparello
- Ruth Coleman
- Annette Cook
- Judy Flateau

**Our Partners:** In addition to our regular and student volunteers, we have many supporters in our community. Thank you!

3M	Gennie Vitko	Legislator Kevin Hardwick
716 Salon	Gielowski, Federice & Caligiuri	Legislator Peter Savage
Adrienne Huber	Girl Scouts of WNY, Ken-Ton	Lisa Brown
Aiden O'Malley	Service Unit	Lois Marshall
Alexus Scott	Girls On The Run	Lutheran Parishes of the
Alpha Delta Kappa Sorority	Grand Island CSD School	Tonawandas
(Lambda Chapter)	Related Professionals	Lynn Marie Panna-Valentine
Amanda Pasquale	Hair Works Salon	Lynn Whitworth
Angela Stockman	Hausrath Family	Marilyn Twardowski
Ann Parelli	Hirschbeck Family	Mary Patterson
Baby Ella	Holly Nowak	Mary Rogers
Beta Alpha Service Sorority	Jade Wilkins	Matthew Sheehan
Bob Bolt	Janet Guarino	McDonald Family
Boy Scout Troop 104	Janine McDonald	Mike's Subs
Brett & Julie Moore	Jennifer Hayes	Natalie Cook
C.H.A.T. of WNY	Jennifer Kunkel	Network For Good
C4CME	Jennifer Scarozza	New York Institute of Massage
Charlene Leising	Jerome Uschold	Oishei Foundation
Chimento Family	Jill Pritchard	Once Upon A Child
Chipotle	Jim Pritchard	Consignment,
Chris Bordeleau	Johanna Vaccaro MacDonald	Patty Busch
Christine DiMaggio	Judy Flateau	Paul Billoni
Church of the Nativity Women's	Kara Pezzino	Praxair
Guild	Karen & Mike Fritsch	Riviera Theatre
Church of the Nativity/United	Kate Sacco	Robert & Marie Schifferli
Church of Christ	Kelly Loss	Rolly Pollies of Western NY
Colleen Duffy	Ken-Ton Bee	Russell Family
Colvin Cleaners	Ken-Ton Chamber of Commerce	Ryan McDonald
Concord Crest Golf Course	Ken-Ton Kiwanis	Senator Marc Panepinto
Councilman Bill Conrad	Ken-Ton YMCA	Sherry Day
Crime Resistance Board	Kenmore Quilter's Guild	St. John's School
CVS	Kenmore Rotary Club	Stephanie Dio
Dan Wiles	Kenmore Sun	Stephanie Hurley
Darlene Foser	Kenmore Teachers Association	Steve Ash
Dash's	Kenmore Teachers Federal	Stinner Family
Davidson Family	Credit Union	Sunnking Recycling
Dawn Mirand	Kenmore Volunteer Fire	Supervisor Joe Emminger
Deb Carey	Department	Suzette O'Brien
Diane Kruck	Kenmore West Community Club	Szustakowski Family
DTCC Recycling	Kenmore West IB Students	Tanya Leddon
East Hill Foundation	Kenmore-Tonawanda UFSD	Tonawanda Free Methodist
Educators Totally Committed	Transportation Department	Church
Elizabeth Federice	Kenmore-Tonawanda Union	Town of Tonawanda Board
Emma Smalley	Free School District	Town of Tonawanda
Eric Nagel	Kerry Leddon	Department of Youth Parks &
Erica Casselman	Kevin Day	Rec
Erie Community College	Kevin O'Malley	Town of Tonawanda Police
Erie-Niagara Sunrise Exchange	Kid to Kid Consignment	United Way
Club	Knox Presbyterian	Village Mayor Patrick Mang
Ermer Family	Kopera Family	Wendy Felt
Filbert Family	Laura Deschamps	Wendy Yiengst
Fit Physique	LCS, Inc	

# About Us →

- **Founded:** January 2013
- **Incorporated:** December 2014
- **501(c)(3) non-profit designation from the IRS:** February 2015
- **Physical Address:** 169 Sheridan Parkside Drive, Tonawanda NY 14150
- **Mailing Address:** P.O. Box 343, Tonawanda NY 14223
- **Web Address:** [www.kentoncloset.org](http://www.kentoncloset.org)
- **Phone Number:** 716.218.9589
- **Facebook:** [www.facebook.com/KenTonCloset](https://www.facebook.com/KenTonCloset)
- **Twitter:** KenTonCloset
- **Number of school supply orders in 2016:** 250
- **Total Number of children receiving services in 2015:** 708
- **Average Family Size Served:** 2.9
- **Total Families Served:** 158
- **Number of employees:** 0
- **100% volunteer run**
- **Hours of Operation:**
  - Tuesday 10 am – 4 pm
  - Thursday 1 -3:30 pm
  - 2nd Thursday of every month 6 – 8 pm
- **Public Collection Sites:**
  - Municipal Building (2919 Delaware Ave, Kenmore)
  - Aquatic Center (1 Pool Plaza, Tonawanda)
  - Church of the Nativity (1530 Colvin, Tonawanda)
  - Philip Sheridan Building (3200 Elmwood, Tonawanda)
  - Fit Physique (2827 Delaware Ave, Kenmore)
  - Town of Tonawanda Department of Youth, Parks and Rec (299 Decatur Rd, Tonawanda)
  - The Closet @ Sheridan Parkside (169 Sheridan Parkside Drive, Tonawanda)
  - Brighton Place Center (999 Brighton Road, Tonawanda)

