



State of the Closet

February 1, 2016

STATE OF THE CLOSET - 2016



MISSION

The primary mission of the Ken-Ton Closet is to directly improve the quality of life for children in need 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. The need may be socioeconomic or urgent (fire or emergency foster placement).

FACTS

- **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
- **Phone Number:** 716.218.9589
- **Facebook:** www.facebook.com/KenTonCloset
- Number of school supply requests in 2015: 174
- Number of children directly served at the Closet in 2015: 503
- **Total** Number of children receiving services in 2015: **605**
 - Includes those receiving school supplies only
- Average Family Size Served: 2.76
- Total Families Served: 182
- Number of employees: 0
- 100% volunteer run
- Hours of Operation:
 - Tuesday 10 am – 1 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

Board of Directors/Officers

BOD:

Jill O'Malley
Matt O'Malley
Sheila Csicseri
Anna Sabo
Colleen Donovan
Charlene Love
Jennfier Szuztakowski

Officers/Personnel:

President: Jill O'Malley
1st Vice President: Matt O'Malley
2nd Vice President: Sheila Csicseri
Secretary: Colleen Donovan
Treasurer: Charlene Love

Executive Director: Jill O'Malley
Assistant Director: Anna Sabo

STATE OF THE CLOSET - 2016



PRESENTATION MATERIAL:

2015:

- Began registration (of adults).
 - Also collect: children's age, school and gender
 - Users must live in Village of Kenmore/Town of Tonawanda to receive services
- Added GoFundMe and Amazon Smile to fundraising efforts
- Became 501(c)(3) in February
- Have increased number of regular volunteers
- Received in-kind donations:
 - Town allows us to use space in the Sheridan Parkside building
 - Volunteer t-shirts from Nickel City Shirts
 - Blinds, Coats for Kids, racks, transportation from Colvin Cleaners
 - Ken-Ton UFSD: books
- Hosted West Meets East Event
 - Moved the Closet to Franklin Middle for the day
 - Served 33 families, 100 kids
- School Supplies:
 - Began ordering program online
 - Provided school supplies to kids in every school within Ken-Ton



By the end of 2015: **174 children** received school supplies

- **New logo** designed by Tracy Gibas
- Reached **900 likes** on Facebook
- **Became a donor designated agency through United Way**
- Formalized business
 - Approved bylaws
 - Appointed board
 - Approved officers
- **Keepers of the Shelves** program started: free take home library (started with books from Jefferson elementary)
- **Spread the Love** program
 - Peanut butter and jelly collected for the Ken-Ton Family Support Center's food cupboard
 - Community Partners: Town of Tonawanda Youth, Parks & Rec, Village of Kenmore, Fit Physique, Church of the Nativity, Ken-Ton Meals on Wheels, Mike's Subs and Bumblebees Consignment Shop
- **Website** launched (www.kentoncloset.org)

STATE OF THE CLOSET - 2016



- Number of children who visited the Closet: **503**
- Number of “other” children: **102**
 - Emergency supplies (fire, foster placement)
 - Counselor/Social Worker visits
 - School supplies only (did not visit the Closet)

Total children served by the Closet in 2015: **605**

- **Anna Sabo** named as Assistant Director
- Increased hours and number of volunteers
- Began collaborating with service organizations and Church of the Nativity
- Translated documents into Arabic
- Working on new bin design
- Seeking grants

2016

- Seeking corporate and foundation grants
- **Total funding goal: \$11,000**
- **Direct public support goal: \$6,000**
 - Money/Check
 - GoFundMe (<https://www.gofundme.com/kentoncloset2016>)
 - PayPal
 - Amazon Prime
 - Kidcents program (Rite-Aid)
- **Indirect Public Support (United Way) goal: \$5,000**
- **Grants**
 - Oishei Foundation: \$10,000 (Software, digital age)
 - Lowe's: \$5,000 (Bins)
 - First Niagara: \$1,750 (projector, screen)
 - Needs: General Program Support

Total
Funding
Goal:
\$11,000

STATE OF THE CLOSET - 2016



- **Goals for 2016:**
 - Offer regular opportunities for student hours
 - Begin to solicit corporations for assistance
 - Continue to apply for grants
 - Increase the number of volunteers/number of hours open
 - Possible internship (HS/College)
 - “Outside of the Box” partnerships (ex: Riv Theater, Thrift opportunity)

1. Our 2016 Clothing Program goal: To increase the number of children visiting the Closet to 700

- Increase outreach: presentations, half-sheet flyers
- Enhance selection
 - Bins
 - Yard sale flyers
- Work collaboratively with community
- Develop in-school program
- Increase funding of socks/underwear to \$200/month

2. Our 2016 School Supply Program goal: To meet the needs of the growing program by supplying 250 individuals with needed items.

- Conduct inventory to streamline needs
- Apply United Way funds to program
- Solicit public for needed items
- Work with Family Support Center and other District support staff to identify children in need

3. Our 2016 Toiletry program goal: To consistently provide patrons with toiletries and expand program to middle schools

- Bulk purchasing
- Increased need for storage
- MS goal: 10 pre-packaged toiletry kits per month to each middle school



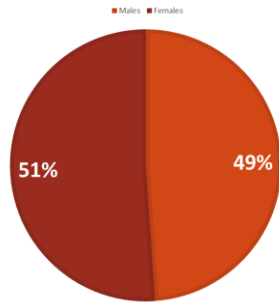
Our deepest gratitude to the [TOWN OF TONAWANDA](#) and our community partners for your continued support and belief in this program!

STATE OF THE CLOSET - 2016

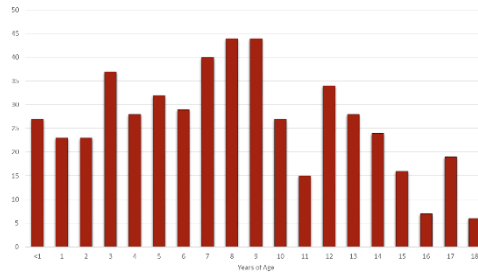


Closet Data:

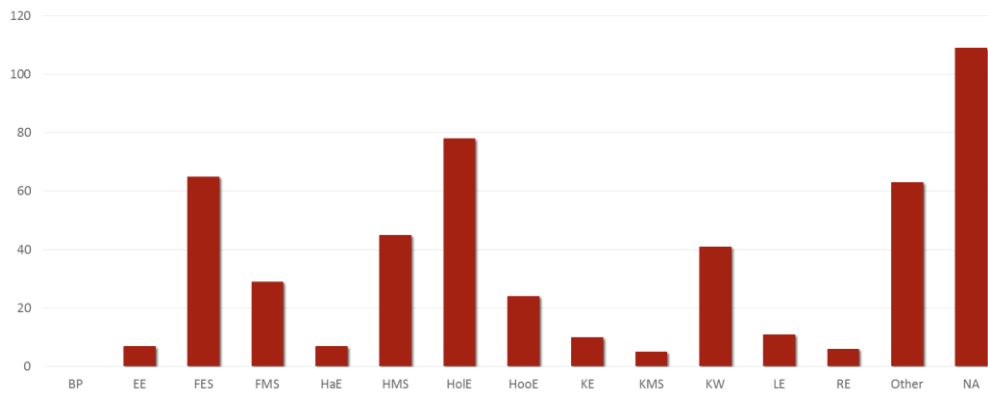
CLOSET VISITS BY GENDER



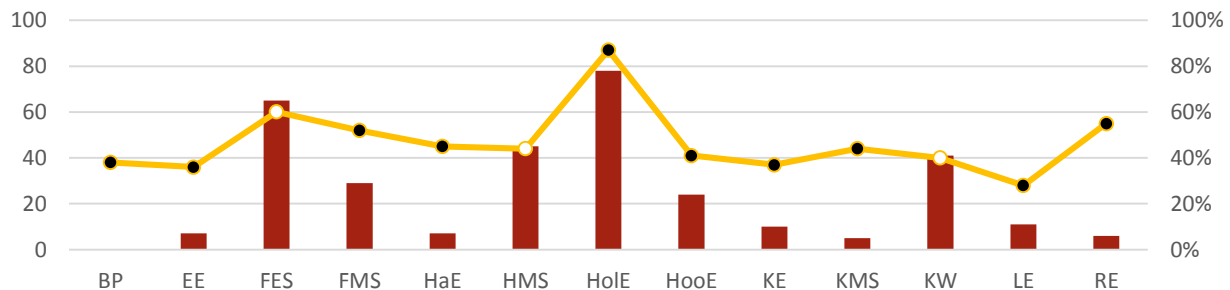
CLOSET VISITS BY AGE



CLOSET VISITS BY SCHOOL



CLOSET VISITS VS. FREE/REDUCED LUNCH...

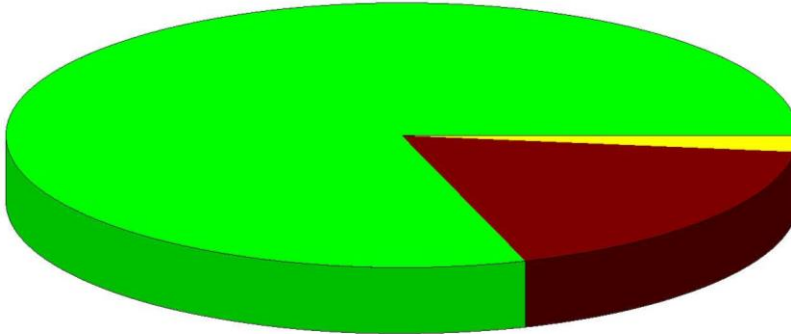


STATE OF THE CLOSET - 2016



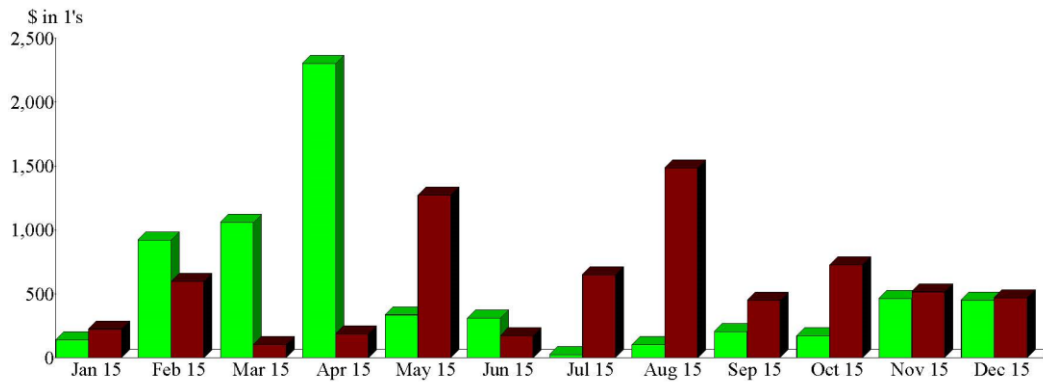
Expense Summary
January through December 2015

Program	80.10%
Management/General	18.01
Fundraising	1.89
Total	\$6,833.69



Income and Expense by Month
January through December 2015

Income
Expense



STATE OF THE CLOSET - 2016

