

NewThreads of Hope 2010 Annual Report



*New Clothes for
New Opportunities*

CONTENTS

Our Mission	1
President's Message	2
2010 Highlights	3
Lives Touched	4
Product Donations	5
Volunteers	6
Distribution Partners	7
Financials	11
Our Leadership	13



Alverno College



Boys & Girls Club



Justice 2000



Council for the Spanish Speaking



NewThreads of Hope

offers support and a renewed sense of hope by providing brand-new clothing and household items to the needy, the ill, children, and seniors, so that they may live more self-sufficient, dignified and independent lives.



Our Mission

Letter from the President

Dear Friends,

Twenty-ten proved to be a watershed year for NewThreads of Hope. We marked our 20th year of reaching out to those in need at the very time when their need for new clothing and household support was the greatest since 1990, when we began our outreach.

In response to the increased demand for our assistance, NewThreads determined to redouble our efforts to serve more of our neighbors in 2010. As a sign of our renewed commitment to serve, we changed our name from CorpCare Distributions. We moved our operation to a new more efficient warehouse, upgraded our inventory system, launched a new interactive website, expanded our network of non-profit partners and clothing banks, solicited more companies for products, and attracted more volunteers. Our efforts bore success as we were able to increase our assistance to provide new clothes for new opportunities for our neighbors in need.



Sincerely,

Dennis J. Brand
President
NewThreads of Hope

2010 Highlights

In response to the increased demand for clothing and household assistance, NewThreads redoubled efforts to serve more of our neighbors:

- **Completed 20 years of outreach to people in need.**
- **Changed our name from CorpCare Distribution to NewThreads of Hope.**
- **Moved to a new 22,000 ft² warehouse and office complex.**
- **Implemented a new inventory tracking system.**
- **Launched a new website: www.newthreads.org and went live on Facebook and Twitter.**
- **Added 10 new merchandise donors.**
- **Received over 6,500 hours of volunteer service.**
- **Distributed 183,750 articles of clothing and household items valued at \$3,675,000.**
- **Began the establishment of a network of affiliated clothing closets to serve the Milwaukee and Waukesha areas.**



Lives Touched

“Tell those that make all this possible, Thank you, thank you very much.”

Single Mom
Racine, Wisconsin



Janelle is a 40-year-old mother of two from Madison who has been struggling to get off of public assistance. Mary Ann from Janesville is a 25-year-old single mother of two children, ages five and one, who has been on AFD, Food Stamps, and medical assistance for the past five years. Howard lives in Appleton with his five children. The family is homeless and the mother is in a correctional halfway house for drug treatment. Janelle, Mary Ann, and Howard have each gone through job training and are eager to support their families and make a new life for themselves.

They know that first impressions count. And so does NewThreads of Hope. That is why the back-to-work clothing NewThreads receives from manufacturers and retailers is so valuable. It builds self-esteem and self-confidence, which translates into success. Janelle is now working as a health care assistant. Mary Ann was hired as a clerical records assistant, and Howard is confident that his latest interview will turn into a job offer. Their children are proud of them, and they feel good about themselves for the first time in a long time. New clothes for new opportunities!



Product Donations

NewThreads is grateful to both local and national manufacturers and retailers that have donated their surplus products to us – apparel, footwear, baby cribs, toys, books, bed, bath, and household items and so many other brand-new products. We would like to acknowledge for their generosity the following companies:

Crazy 8

Milwaukee, WI

Collective Brands, LDC

Louisville, KY

Gymboree

Milwaukee, WI

Harley-Davidson Motor Company

Milwaukee, WI

Heckert Shoes

Appleton, WI

Janie & Jack

Milwaukee, WI

Juvenile Products Manufacturers Association (JPMA)

Mt. Laurel, NJ

K.I.D.S. (Kids in Distressed Situations)

New York, NY

Kim Brand Enterprises

Glendale, WI

Lands' End

Dodgeville, WI

Milwaukee Bucks Basketball Team

Milwaukee, WI

Tadpoles

Delafield, WI

Toys R Us

Wayne, NJ

Volunteers



"It takes so little effort to help those who need so much. We are grateful for the opportunity to serve an organization dedicated to such a worthy cause."

Jerry and Jane Fritsch
Grace Lutheran Church
Menomonee Falls, Wisconsin

Volunteers are the life blood of our mission. They assist our full-time staff of three to:

- Sort clothing
- Remove hang tags & labels
- Re-package donations for distribution

Volunteers also assist with inventory management, website and newsletters.

In 2010, there were over 6,500 volunteer hours contributed by:

- Business Community
- College and High School Students
- Retirees
- Fraternal Associations
- Community Volunteers
- Faith-based Groups

Caring For Children



With a considerable portion of our inventory consisting of children's merchandise, NewThreads is in a position to offer significant assistance by making the dream of brand new and season appropriate clothes a reality for the poorest children in our community. At NewThreads, our "caring for children" services include providing school clothing and backpacks in our "Back to School" programs, clothing support for adoption and foster care families, and distributions to infant and child welfare programs.

Our Distribution Partners:

Boys & Girls Club

Children's Service Society

Christ Child Society, Milwaukee Chapter

COA Youth and Family Centers, Inc.

Concordia University School Community Outreach

House of Love Youth Homes, Inc.

Immanuel Lutheran Church Brookfield Quilters

Immanuel Lutheran Church Daycare

Kids in Distressed Situations

Lutheran Social Services

Messmer Catholic Schools

Milwaukee Public Schools

MPS - First Nations

Penfield Children's Center

Place of Refuge for Women in Crisis Pregnancies

Richey Elementary School

Sam's Hope Literacy Foundation

South Wisconsin District, LCMS Elementary Schools

YMCA

Re-Engaging in Society



NewThreads helps men and women re-engage in society by providing professional attire and work clothing to employment and job-training programs, and by supplying clothing and bedding to criminal justice initiatives and recovery and substance abuse programs.

Our Distribution Partners:

Alverno College

Community Advocates

Compel Them Outreach, Inc.

Joy House

Justice 2000

Lissy's Place

Milwaukee Rescue Mission

My Home Your Home

Our Space

The Salvation Army Emergency Lodge

The Women's Center

Guest House Men's Emergency Shelter

Hebron House

Hope House of Milwaukee, Inc.

Supporting Independent Living



Every person deserves to be treated with dignity and respect. NewThreads supports independent living for seniors and those living with mental illness, transitional services for the homeless, and assistance for the chronically ill by making available the basics in apparel, home goods, and bed and bath items.

Our Distribution Partners:

American Indian Task Force
AMVETS
Appalachian Outreach Ministry
Benediction Lutheran Church
Bethany Lutheran Church Outreach Ministry
Blessed Teresa of Calcutta Parish
Congregation of the Great Spirit
Cooperating Congregations of Waukesha
Council for the Spanish Speaking
Ebenezer Lutheran Church Clothes Closet
Emmaus Lutheran Church
Fairview Lutheran Church Clothes Closet
Grace Lutheran Church
Indian Council for the Elderly
House of Peace
Incarnation Lutheran Church
La Causa
Mission of Christ Lutheran Church
Mount Moriah Baptist Church
New Beginnings Christian Church
Risen Savior Lutheran Church Community Outreach
Saint Francis House
Saint Joseph's Church
Salem Lutheran Church Eastside Ministries
Sherman Park Lutheran Church Outreach Ministry
Siggenauk
SOS Center for People in Need
Spirit Guided Giving
St. Peter Immanuel Lutheran Church Quilters
Two Tunics

Immigration & Emergency Needs



Each year, NewThreads responds to emergency needs, including support for disaster relief, immigrant and refugee support, and international aid. Lutheran Social Services, for example, distributes clothing we receive from Lands End to refugees in Wisconsin and Upper Michigan. As the population of immigrants from warm weather climates increases in southeastern Wisconsin, NewThreads hears countless stories from families for whom winter clothes, boots, and coats is often an unexpected and unaffordable expense.

Our Distribution Partners:

Benediction Lutheran Church French Speaking African Immigrant Ministry

Benediction Lutheran Church Hmong Immigrant Ministry

Bethany Lutheran Church African Immigrant Ministry

Hope Lutheran Hmong Ministry

Immanuel Lutheran Church Burmese Immigrant Ministry

Immanuel Lutheran Church Jamaican Outreach

Immanuel Lutheran Church Mexican Ministry

Madres Solteras

Nuestros Pequenos Hermanos

Slavic Gospel Association

South Wisconsin District - LCMS Dominican Republic & Haiti Outreach

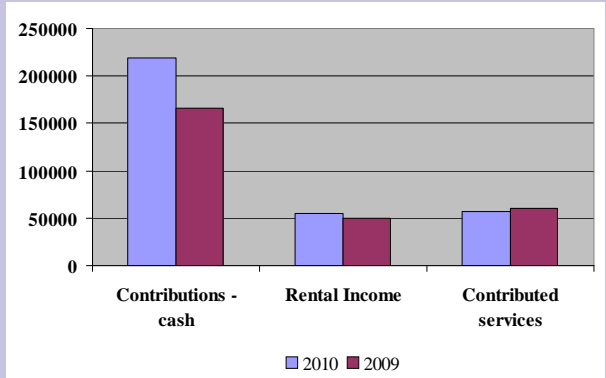
Financial Highlights

Operational Support

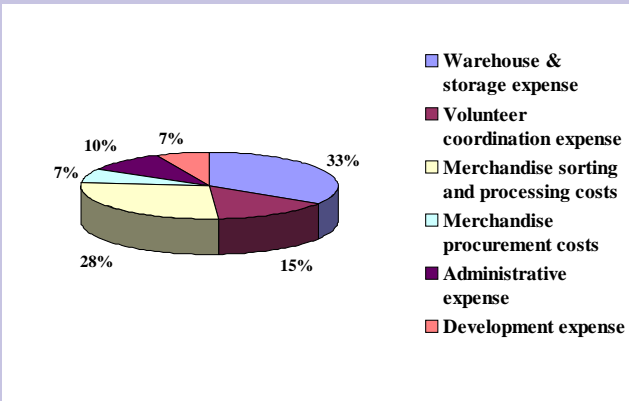
With our nation’s economy still struggling from a deep recession, 2010 was a challenging year. Donor resources were stretched while need for services increased.

It was with this backdrop that NewThreads reached out to its donors and asked for additional support so that assistance could still be offered to those struggling in this very difficult time. Some donors were forced to cut back or were unable to help at all. Others stepped forward and increased their contributions, and NewThreads was also

pleased to welcome a number of new donors. Thanks to the support of our generous contributors, NewThreads was able to increase its total financial support in 2010 by over 20%!



Merchandise Distribution Allocations

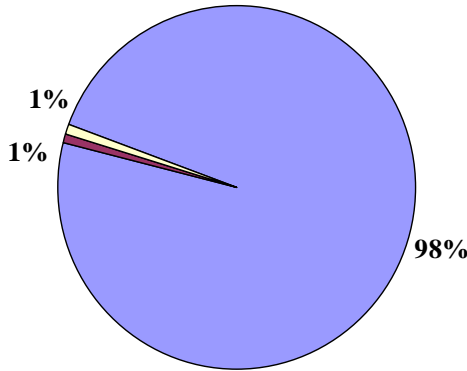


During 2010, NewThreads distributed over 150,000 items of brand new clothing, books, bed & bath and other soft goods to those in need. Over half of this merchandise was directed to caring for the needs of children and 21% was used in support

of independent living. About 14% of the merchandise was directed to help men and women re-engage in society through work programs and other initiatives. The remaining 10% of NewThread’s merchandise was directed to emergency needs (both domestic and foreign) and refugee support.

Financial Highlights

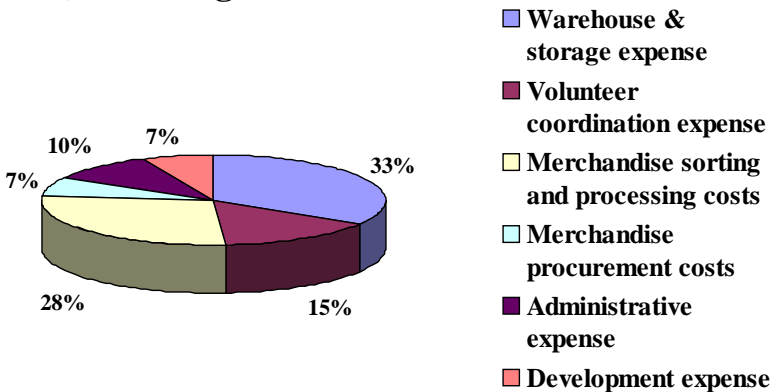
2010 Functional Expenditures Including Merchandise Distributed



■ Program Services
 ■ Management and administration
 ■ Fund Raising

Including merchandise distributed to those in need, NewThreads directed 98% of its resources toward program related costs and distributions in 2010 with only 2% being spent on administrative and fund raising costs.

2010 Expenditures (Excluding Merchandise Distributed)



Warehouse costs comprise nearly 35% of non-merchandise operating costs while another 43% are spent on volunteer and inventory processing costs. NewThreads relies heavily on volunteers to keep its operational costs to a minimum.

Our Leadership



"I believe that the fulfillment of the mission for New Threads of Hope provides a large number of disadvantaged people with not only new clothing, but more importantly lets them know that people in our community do care about them and want to help them help themselves."

Les Weil

Directors

Dennis J. Brand, President

NewThreads of Hope

Patrick J. Byrne, Vice President

Erica P. John Fund

Erica P. John, Director

Erica P. John Fund

Ronald E. Schmeling, President

Schmeling Consulting Group

Br. Bob Smith, OFM, Cap., President

Messmer Catholic Schools

Rev. Jerome Spencer, Pastor

New Beginnings Christian Church

Les Weil

Community Volunteer

Staff

Dennis J. Brand, President

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Judy Gruenwald, Merchandise Coordinator

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Franz Klagmann, Warehouse Supervisor

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Volunteer Leadership

Patrick J. Byrne, Treasurer

pjjbyrne1@gmail.com

Ron Schmeling, Two Tunics Coordinator

rschmeling1@wi.rr.com