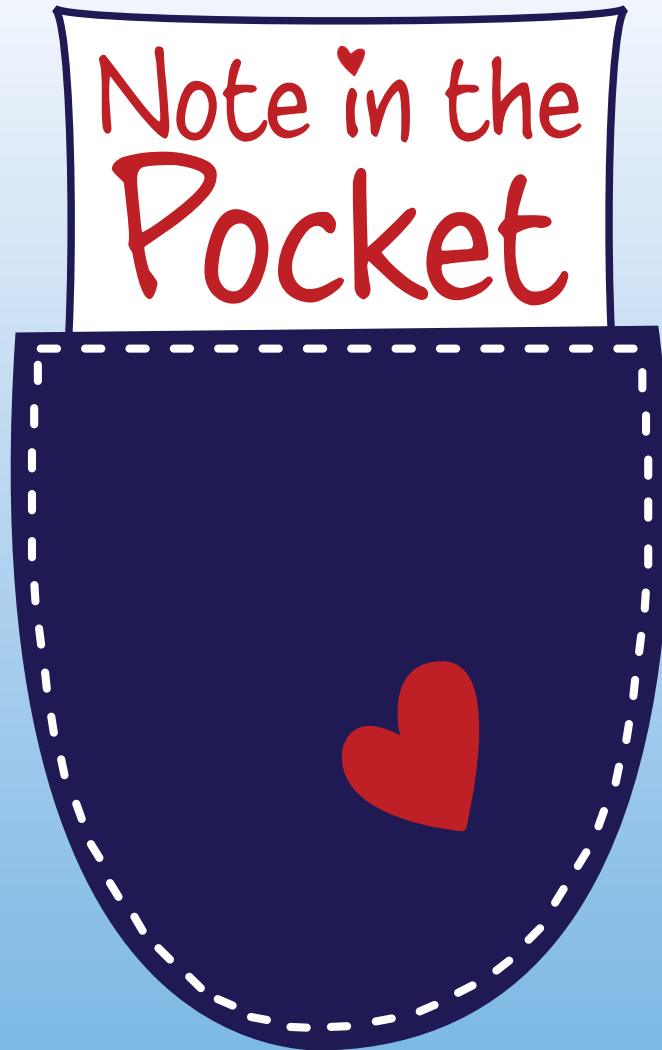


ANNUAL REPORT  
**2017**



## Dear Caring Partner,

If you are receiving this letter, then you are a friend, supporter, and benefactor of Note in the Pocket. I have had the honor of serving as Chairman of the Board since before its inception in 2012. As I enter the last year of my term, with almost seven years of involvement with Note in the Pocket, we look back at the filing of this annual report with great pride. The results contained herein and the growth that we have been able to achieve is entirely due to your participation, involvement and support. Without you, we cannot do what we have been able to do or achieve what we have been able to achieve. Although the need still remains greater, the progress we have made is incredibly encouraging.

Note in the Pocket provides clothing to impoverished and homeless schoolchildren in Wake County with dignity and love. We believe it is unacceptable that children are limited in their educational and social development because they do not have appropriate clothes for school. To each of you who have joined us in our mission: thank you!

The 2017/2018 Report for Wake County Public School System shows more than 50,000 (over 31%) of Wake County children qualify for free or reduced priced lunch through federal programs. Wake County is the largest school system in North Carolina and the 15th largest in the United States. Social service agencies and charitable organizations in Wake County work their hardest to make sure these children have what they need to succeed in school and in life, but they can't do everything.

We make sure that locally donated clothing goes to the children and families in our community who need it most. These are the children we serve.



We have been a 501(c)3 since 2013; within the last four years, Note in the Pocket provided clothing packages for 13,173 individuals, mostly children, throughout all 12 cities and towns in Wake County. We exceeded our goal of an additional 500 individuals each year and delivered 292,099 donated items of high quality clothing and shoes, valued at \$2,094,040. We have been successful because of wonderful volunteers, staff, referral partners, and donors.

Some of our 2017 highlights include:

- Our 4th Annual Socks and Undie 5K Rundie event was a great opportunity to enjoy time with our referral partners, volunteers, donors, and community supporters. We raised more than \$50,000 to support our mission.
- The Children's Society had its first full year of moving our mission forward and providing funding needed to build our capacity. We began the year with 42 members and finished the year with 81 members.
- The Teen Board and Teen Ambassador programs helped us share our mission through 23 teens from 15 different schools in five different municipalities. These teens were selected to serve as liaisons to their communities.
- To accommodate our continued growth, at the end of 2017, we also acquired additional adjacent space that expanded our Volunteer Center work and storage space to a 7,200 sq ft facility.
- The Board of Directors engaged an outside consultant to complete a program assessment to develop a strategic plan for the future of Note in the Pocket.



Our future plans include increasing our community support through item-specific, high quality, school-appropriate clothing donations, and additional volunteer manpower and funding to support the operation and growth of our program in an effort to continue to reach an additional 500 individuals each year. We are also working toward building clothing distribution centers to help increase our impact numbers locally, while developing a clothing distribution model that can eventually be replicated in other counties across North Carolina, and perhaps one day, nationally.

I have often said and will continue to say that when you give a child an education, you give a child an opportunity to succeed. What Note in the Pocket does, through our partners, is identify children in need and give them that opportunity. Thank you for giving a child a chance. We appreciate your continued support and look forward to working with you in the upcoming year when we can file another tremendous report and reflect on the good that we have achieved. I am,

John H. Ruocchio  
Chairman of the Board



*"Thank you so very much for the wonderful spring and summer clothes, shoes, socks, pajamas, rain jackets, and even underwear for my son and daughter! My son and daughter were thrilled to get new clothes and shoes – an entire wardrobe – that fit!"*



## Expenses

78% Program  
12% Administrative  
10% Fundraising

**\*Program expenses**—expenses directly related to carrying out your nonprofit’s mission, that result in goods or services being provided. Example: clothing to the indigent.

**\*Administrative expenses**—expenses for your nonprofit’s overall operations and management. Example: office management, auditing, and other centralized services.

**\*Fundraising expenses**—including costs for publicizing and conducting fundraising campaigns, maintaining donor mailing lists, conducting special fundraising events, and any other activities that involve soliciting contributions.

## Income

Grant Awards = 26

	2016	2017
Fundraising Events	\$56,500	\$89,108
Donations	\$88,200	\$97,860
Grants	\$51,100	\$76,745
Other Income	\$21,719	\$34,386

## Donated Inventory

Donated inventory 118,204 lbs  
Items of clothing delivered 89,564

## Volunteers

Hours worked 9,430  
Individuals 1,528

***"Volunteering with Note in the Pocket through the MVP program made it so easy for our employees to donate their time. Our volunteers were able to spend more time sorting through donated items, since no travel was required. It was a rewarding and motivating experience, and we plan to volunteer through the MVP program in the future!"***

*Lori Keeney, Credit Suisse*

Credit Suisse was one of 148 group events during 2017. This was an increase of 29 events from 2016.

Note in the Pocket served 3,667 children through the following registered agencies that have identified the need but prior to our organization, did not have a consistent resource for providing adequate clothing. No other option offered a complete season's wardrobe including a delivery component.

- The Caring Place
- Family Promise of Wake County
- First In Families, NC
- Healing Transitions
- InterAct
- North Raleigh Ministries
- Raleigh Rescue Mission
- Salvation Army Wake County/Project Catch
- Step Up Ministries
- Passage Home
- Families Together
- Wake County Public School Social Workers



*"The people at NITP have made us feel welcome from the very first day. When they found out mom could sew clothes that needed slight repairs, they started setting aside clothing for her. We absolutely love what NITP is all about and tell everyone we come in contact with, so they can donate clothing, time or funds to help."  
-Volunteer since 2014*



## Wake County Public School System Breakdown

Elementary Schools  
99% received clothing from NITP

Middle Schools  
95% received clothing from NITP

High Schools  
83% received clothing from NITP

## Teen Board and Teen Ambassador Programs

4 Others Foundation sponsored our 2017/2018 youth-based programs to develop community awareness, engage donors, increase community partnerships, and to nurture a heart for service in each participant.

To do this we carefully selected 27 passionate and articulate youth representatives from 15 different schools from five municipalities. Mentors provided them with insight about the functions and demands of running a nonprofit organization, helped them develop and hone their leadership skills, and provided guidance and support in their efforts to plan, develop, and implement projects, which improve the lives of children throughout Wake County.

*"I had a homeless student who stopped attending school because he didn't have any clothes to wear. The clothes from Note in the Pocket will get him back in school."*

*Wake County Public School Social Worker*

*"I believe what we do has a 'major impact' on the individual lives of children. I'm glad I found you."*

*-Dr. John Pfefferle*



**PHILANTHROPIST \$10,000+**

BB&T Shine a Light Contest  
Falls Lake Insurance  
Kevin & Lee Gordon  
Interactive Intelligence Foundation  
Searstone & LSA Management, Inc.

**BENEFACTORS \$5,000+**

4 Others Foundation  
Cardinal Gibbons High School  
Crossroads Fellowship  
Gipson Family Foundation  
Planet Fitness  
The Reiland Family  
SciQuest, Inc. Charitable Fund of Triangle Community Foundation  
Sigma Chi Fraternity at UNC Chapel Hill  
Sterling Capital Management  
Wells Fargo





**PATRONS \$2,500+**

Lynn & Victor Canez  
Cary Kildaire Rotary Club  
Credit Suisse  
Duke Energy Foundation  
Duke University - Doing Good in the Neighborhood  
Golden Corral Charitable Fund of Triangle Community Foundation  
Steve Hartman  
Hillman Real Estate  
Ravenscroft School, Inc.  
Saint Paul's Episcopal Church  
Linda & Tom Shell  
WNCN CBS News/Nexstar Broadcasting Inc.  
Walmart Corporation

**GUARDIANS \$1,000+**

Anonymous (2)  
BASF Corp  
Linda & Paul Bedo  
Beth & Scott Billman  
Blue Diamond Capital  
Bottle Revolution  
Brasfield & Gorrie  
Susan & Rick Carroll  
Citrix Systems  
Close HR Connections  
Coastal Federal Credit Union  
Peg Coleman  
Colliers International RDU  
Dr. & Mrs. Mike Comstock  
Donna Crocetti & Dan Lever  
The DeBender Family  
Duke Orthopaedics of Raleigh  
Mary Ann & Mark Enzweiler



*"It used to be so hard to find clothes to help these kids. Note in the Pocket is great! I delivered clothes to a teenage girl and she loved everything! We appreciate what you do."*

*-Wake County  
Public School  
Social Worker*



**GUARDIANS \$1,000+ (cont.)**

Olivia Fried & Alan Hymowitz  
Brandi Ford

Foundation of the Carolinas  
InnoVector Tech

Lakeisha & Stephen Fusi  
The Gring Family

Jennifer & Jesse Hickerson  
Donna & John Hollenbach

Gina Howard

Doreen & Chris Kelly

Kathy & Brian Kozak

Linda Craft & Team Realtors

Vonda & Ian Livingston

The McMichael Family Foundation

Jackie McCoy

The Moran Family

Nationwide Dan Thompson

Teresa & Michael Paul

John Pfefferle, DDS

Barbara & Philip Ritchie

Saint Francis of Assisi Church

Megan & Neill Sherron

Amy & Mark Slaga

Snyder-Hankins Custom Homes

Sold by Starkey Real Estate

Lynn Springfield

Jill & Jon Strickland

Susan Pruskin Consulting

The John Riley Group

Town of Cary

Triangle Builders Guild, LLC

Triangle Parent Navigator

Ashley Walker

## 2017 Board of Directors

John H. Ruocchio - Chairman  
Doreen C. Kelly - Vice Chair  
Jon Strickland - Treasurer  
Dana Green - Secretary  
Dallas Bonavita - Executive Director (non-voting)  
Dan Cahill  
Ann Close  
Jason Curtis  
Stephen Fusi  
Jennifer Hickerson  
Christie Moser  
Susan Pruskin  
Megan West Sherron  
Jill Walters

<http://www.noteinthepocket.org/about-us/board-of-directors/>



## **Volunteer Center**

5100 Lacy Avenue  
Raleigh, NC 27609

## **Mailing Address**

9650 Strickland Road, Ste 103-168  
Raleigh, NC 27615

919.714.9403

[info@noteinthepocket.org](mailto:info@noteinthepocket.org)

[www.noteinthepocket.org](http://www.noteinthepocket.org)

