

CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date 9/1/2022

Contact Information

Organization Name: Max's Kicks for Kids
Address: 19 W Hunter Creek Lane, West Grove PA 19390
Phone: 484-571-7640
Website: maxskicksforkids.org
Year Incorporated: 2019
FEIN: 84-2419289

ED/CEO Name: Lynn Engle
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Board Chair Name: Tom Engle
Board Chair Approval (check here): x
Primary Contact Name: Tom Engle
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Organization Information:

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare
 Education
 Health Human Services Religion

Mission: *The mission of Max's Kicks for Kids is to support families in and around Chester County, PA by providing new, name brand shoes for children and youth. Our vision is a community where every child goes to school in a comfortable, well-fitting pair of shoes they can be proud of and confident in.*

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): *Chester County and surrounding areas*

Describe Population Served & Annual Number of People Served: *MK4K serves families facing poverty and homelessness. We provide shoes to 300-500 children/youth per year.*

Annual Budget \$21,962	0 # of Full-Time Equivalent Paid Staff
97 % of budget for program expenses	3 # of Board Volunteers
3 % of budget for administrative expenses	0 # of Active Non-Board Volunteers
0 % of budget for fundraising expenses	90 # of Volunteer Hours
100 % total	

Top 3-5 funding sources:

At this point, all of our funding comes from individual donors (primarily friends and family).

Is this grant proposal for: Capacity Building or General Operating x ?

Grant Amount Requested from the Community Foundation: \$ 2,000

Proposal Summary: *In order to keep up with increased demand for shoes from our partner organizations, we need to increase our funding. We currently provide about 300 pairs of new shoes to children and youth being served by organizations including Friends Association, Mighty Writers, CYWA, KACS, Camp Dreamcatcher, Valley Youth Services. As these organizations provide services to more families, they have asked us for more shoes.*

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

Nonprofit's history

Max's Kicks for Kids was founded in 2019, in honor and memory of Max Engle. Max was a Chester County Probation Officer until his death in 2018. Max was the first male probation officer in the county's Women's Re-entry and Programming (WRAP) initiative. In this role, he worked with at-risk women who were on parole or probation. He helped these women rebuild and restart their lives, and by helping them, he helped their families. After his death, we heard from many people about the impact Max had on their life. We, Max's family, started MK4K as a way to continue that impact. We chose sneakers for two reasons. First, Max was a sneaker fanatic. Second, as a middle school teacher, Max's mother witnessed the all too real effects of peer-pressure. Middle school, and school in general, can be a difficult place to fit in. As shoes are one of the most visible signs of poverty, the "wrong" shoes can be a source of shame and discomfort.

In 2019 we partnered with Friends Association for Care & Protection of Children, in West Chester, to provide shoes to children living in their shelters. We donated 42 pairs that year. In 2020 and 2021 we expanded to include Kennett Area Community Service, Mighty Writers El Futuro, Coatesville Youth & Women's Initiative, Grand Family Connections, Camp Dream Catcher, and Valley Youth Services, donating 300 pairs of shoes to these organizations each year. In 2022, we will donate 540 pairs of shoes to these organizations. This increase is attributed to the increase in the number of families being served by the organizations we support.

Goals: *Our goal is to be able to meet the increased need in our partner organizations. Friends Association, KACS, and CYWA have each asked us to provide 35 additional pairs of shoes for their clients, over what we provided the last two years.*

Key achievements & distinctiveness: *Since its founding, MK4K has provided over 1000 children and youth with new shoes. We have given 300 struggling families one less thing to worry about, along with the opportunity to see their kids smile.*

Max's Kicks for Kids is different from other organizations providing shoes for kids in two ways. First, we provide brand new shoes. Second, all the shoes we provide are brand name (Adidas, Nike, Puma, UnderArmour). We strive to give kids the same shoes their peers have, shoes they can be proud of and excited to wear. (Although we buy name-brand shoes, we have been able to keep our average price for shoes at \$40, with careful shopping and use of coupons/reward points.)

Funding request

Description of key initiatives: *Max's Kicks for Kids' sole initiative is providing new shoes to children and youth in need, in Chester County PA and the surrounding areas. We partner with local community-service organizations, to provide shoes for children and youth being served by those organizations.*

Specific needs & issues to be addressed: *The primary issues MK4K addresses are poverty, self-esteem and education. According to the US Census Bureau, in 2020, 5.6% of Chester County children ages 5-17 were living in families in poverty. Shoes are one of the most visible signs of that poverty. Peer-pressure can contribute to low self-esteem. Studies have shown self-esteem to be a predictor of academic engagement and achievement.*

Why it is important to fund this now: *The current economic situation and increased inflation, make it more important than ever to provide shoes to these families. Many of our partner organizations are serving more families than in the past. At back to school time last year, CYWA had 14 children in their shelter; this year they had almost 50. As more families face more poverty and homelessness, shoes become harder for them to afford. We have relied, up to this point, on individual donations to fund our efforts. As the demand grows, we need to supplement those donations through other sources.*

How impact & results will be demonstrated: *Our success can be quantified by the number of shoes we are able to provide. A more important indicator, though, is the response from children and their families when they receive new shoes.*

- *A young man at Camp DreamCatcher received a pair of size 16 Puma sneakers. He said to his counselor, "No one can ever find shoes to fit me!" As he transitioned to his next camp activity that day, she asked if he wanted her to hold the shoes for him. He said no; he wanted to keep them with him. She told us "He felt really cared for."*
- *A young man in one of Valley Youth Services' shelters said getting his new sneakers was "like the Christmas I didn't get."*
- *GrandFamily Connections tells us about grandparents with tears in their eyes when they received new shoes for the children in their care.*

