

Spring 2012 Community Report



The incredible kids, staff and volunteers from The Vineyard Church's Kids Church collected this enormous pile of clothing, shoes and accessories for the people we serve.

Highlights from the Year Second Chances had a heartwarmingly successful 2011!

Your involvement and support as friends, donors, volunteers and colleagues provided free clothing to so many people in need in our community.

Our Community Report covers just some of the highlights and accomplishments of last year.

We couldn't do any of this without the help of more than 50 incredible volunteers. All of our volunteers are special – they dedicate their time, skills, knowledge and enthusiasm to help people in our community who are struggling. I want to tell

you about some extra special volunteers from 2011.

Volunteer Spotlight

In the seven years since Second Chances was founded, I've discovered that young people are some of the most motivated, empathetic and generous supporters of our work. This gives me hope for a future where philanthropy, volunteerism and looking out for our neighbors are completely enmeshed in the way we live as a community.

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Unsorted bags and bales of clothing waiting for the right season or person.

Each bale weighs about 850 pounds. We recycle and reuse tens of thousands of pounds of clothing each year.

Second Chances actively promotes thoughtful, local giving and green living.

By the Numbers

Each year Second Chances supports hundreds of people as they take the first steps toward a more positive future.

In 2011 Second Chances

- ✔ Provided **300** people with free clothing and gift cards.
- ✔ Supplied each person served with more clothing than in any past years – several outfits in some cases. While we served fewer people total, the depth of need and our corresponding support was much greater than in the past.
- ✔ Donated more than **2,000** pieces of clothing, shoes, accessories and gift cards to the clients of seven local programs and shelters.
- ✔ Received **93,568** pounds of donated apparel. This represents a **34%** increase from 2010!
- ✔ Completed more than **35** corporate and community clothing drives.

Since 2005, Second Chances has clothed more than 2,000 people in need and reused and recycled 320,000 pounds of clothing, shoes and accessories.

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Last year I had the pleasure of connecting with The Vineyard Church of Cambridge's education program and the students in the "Kids Church" Sunday School.

The 4th and 5th graders selected Second Chances as the beneficiary of their Easter community giving activities and asked me to come talk with them about our work and the impact of their volunteerism.

These 4th and 5th graders and their younger classmates were so impressive: interested, concerned, enthusiastic, and committed. They asked great questions, told stories about their own experiences, and listened intently. Their clothing drive was our most successful clothing

drive in seven years, collecting 1,946 pounds of clothing, filling an extra large cargo van all the way to the top plus one more half-full van!

These generous kids and the compassionate Vineyard Church congregation helped Second Chances to provide free clothing, shoes, accessories and gift cards to more than 300 people in need last year. I'm thrilled about this partnership and looking forward to learning from and working with these amazing kids, volunteers and teachers again this year.

Want to host a clothing drive? Visit www.secondchances.org for details, and then email us with your plans at info@secondchances.org.



These Gentle Giants moved our outdoor clothing donation bin to Daney Park in Cambridge near Fresh Pond. Thanks to Patrick (left), Brian (right), and Niles and Larry (of Gentle Giant Moving Company) for being wonderful community partners.



Wonderful volunteers (Kathy - left, Mike - right) and donors braved a rainy fall evening to donate clothing at the Somerville Community Growing Center. We got soaked!

Looking ahead: Big Plans!

The years ahead are going to be big ones for Second Chances and we need your help to be successful.

In 2011, Second Chances operated with a budget of less than \$40,000. We now have an opportunity to grow significantly. But in order to grow, we need to build our community of clothing and financial donors and increase awareness about our work. Fortunately, we have a plan.

We plan to purchase, decorate, and place seven new outdoor clothing donation bins in our communities. This expansion will more than double our donation locations, allowing Second Chances to collect more items from generous donors and to provide even more to people in need. To achieve this growth, we must raise \$12,500.

We also plan to make information about Second Chances more

visible and accessible so that we expand our community of supporters and increase awareness about our work. We will work with designers and writers to enhance our logo, website, and printed materials. We estimate these communications and outreach expenses at \$15,000.

While undertaking these plans, Second Chances will continue to operate as an efficient, small and local program. Each year we will work toward our goal of meeting all the need for free clothing, shoes, and accessories in Somerville and Cambridge. And someday, we hope to expand our work to cover even more of the Greater Boston area.

Do you know of a company or charitable foundation that might be interested in supporting our growth? Want to help fund these initiatives? Call or email, we'd love to talk!



By the Numbers (cont.)

Second Chances engages and involves community members of all ages through a broad variety of activities.

Worked with more than **50** volunteers — ranging in age from 5 to 89. We are so grateful for their work on clothing drives; administrative, professional and marketing support; and other program activities.

Produced and distributed **14** e-newsletters and e-blasts as well as our first-ever Community Report.

Maintained a strong and effective web presence with frequent website updates, blog posts, and Facebook and Twitter updates.

Reached more than **25,000** people through web and social media campaigns last year.

Second Chances continues to reach more people each year in our local community and beyond.

Visit Second Chances at www.secondchances.org



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Help us to conserve resources by signing up for our e-newsletter at www.secondchances.org. Follow us on Facebook and Twitter too!

Upcoming Events

- * Somerville Community Growing Center Clothing Drive (Union Square, Somerville): Wednesday, June 20, 2012 from 5 to 7 p.m.
- * Somerville Community Growing Center Clothing Drive (Union Square, Somerville): Wednesday, September 19, 2012 from 5 to 7 p.m.
- * Paper Shredding, Clothing Drive and more (Watertown): fall 2012 date to be announced soon at www.secondchances.org
- * Volunteer to host an event to support our work! Visit www.secondchances.org for ideas and information.

A Note from our Director

Thank you for your partnership and support, which fosters new beginnings for hundreds of people every year. I am honored to work with **you** to provide Second Chances for all of the amazing people we serve.

With deep gratitude,

A handwritten signature in black ink that reads 'Andrea'.

Andrea Shapiro
Founder and President/CEO
Second Chances