



“The Boy He Used to Be”

Old Newsboys’ Goodfellow Fund of Detroit
Supporting Underprivileged Children Since 1914
Detroit, Hamtramck, Harper Woods, Highland Park & River Rouge

“NO KIDDIE WITHOUT A CHRISTMAS”

Detroit’s most vulnerable residents are its children. Many are mired in poverty. There is little comfort or joy in their daily lives.

Christmas can be an especially sad and lonely time for these children. They can lose hope. They can feel “forgotten.”

This is not acceptable.

Together with the Detroit Police Department, the Detroit Public Schools Community District, neighborhood-based organizations, and community-minded individuals like you, we are committed to ensuring that no child is forgotten.

For over 100 years, our primary mission has been simple, clear and unchanged: “No kiddie without a Christmas.”

After Thanksgiving, we provide disadvantaged Detroit-area children with a holiday package. It is not just filled with clothes, books, toys and dolls. It is packed and filled with joy. It is filled with the hope that we have made a difference in the life of a child -- even if only for a moment on Christmas day.

We could not have fulfilled this mission without your generous support and contributions. We ask you now to continue your journey with us and to grow your legacy of ensuring that each child is given hope -- at Christmas and throughout the year.

DETROIT GOODFELLOWS AT THE HOLIDAY

This year, the Detroit Goodfellows will provide a holiday gift package to over 30,000 children between the ages of 4 and 13 who live with low-income families. The schools as well as governmental and other community-based organizations will identify these children for us to make sure that none are forgotten. The police along with Goodfellow members volunteer their time to help assemble and distribute packages to the children’s families.

Each gift package has at least 22 items. Among other items, each includes warm clothes, a hat, gloves, books, toys, candy, games and a dental health kit. We assemble 20 different categories of gift packages to ensure that each child receives age- and gender-appropriate gifts.

The retail cost of a package is between \$80 – \$100, per child, for items which they will need throughout the year.

“You helped my family when I was 7 years old. You remembered us when my sister was 1 year, my brother 4. We lost our Dad on December 7th when I was 7. We all remember because of your kindness.” - Marjorie

In addition to a package, 9,000 girls aged 4 through 9 will receive a doll which has been dressed by one of our hundreds of volunteers. Many volunteers sew the outfits for their dolls themselves – all at their own expense.

Currently, 2 out of 3 Detroit-area school children receive a holiday package from the Detroit Goodfellows. Their families tell our volunteers time-and-time again that their children would not have gotten anything for Christmas if it had not been for the Goodfellows. There is nothing more heartwarming than to see the smile on each child's and parent's face when they pick up their holiday package. Indeed, over the past century, with help from people like you, we have put a smile on the face of roughly 4 million kids at Christmas. And it does not end there!

DETROIT GOODFELLOWS THROUGHOUT THE YEAR

Over the years, our impact has grown beyond holiday gift-giving into year-round programs which attempt to address other unmet needs our community partners have identified. These programs can make a huge difference in the quality of each child's life in a variety of very important ways:

- Summer Camp. We provide hundreds of children with the opportunity to attend summer camp at a variety of non-profit day and overnight camps. These camps offer specialty training in areas such as technology, sports, firefighting and law enforcement. These camps help to build a relationship of trust between our youthful campers and community authority figures including police, teachers and clergy. There are so many more campership opportunities we would like to explore and fund.
- Dental Program. For nearly 40 years, we have partnered with the University of Detroit-Mercy Dental School to provide routine and emergency oral health care for children who are in need. These services are provided through mobile dental clinics which serve schools and camps in our service cities each year. Not only does this address a child's overall health, it enhances their educational performance and self-esteem.
- Shoe Program. Partnering with local vendors like Mr. Alans and Meijer's, the Goodfellows have provided vouchers for the cost of shoes and boots to individual school children who have been identified to us by our local school and neighborhood police partners. Over the past few years alone, roughly 1,000 children have benefitted from this program. Our hope is to provide shoes to every child served by our Christmas gift package program.

-Scholarships to Wayne State University's School of Journalism. We provide two scholarships each year to this fine program as a tribute to Mike McCormick, a Detroit News staffer who put together the annual Goodfellow Edition for many years.

In these ways and others, the Goodfellows organization is unique among other metropolitan child-based charities. We do more than just pack and provide a holiday gift for needy children. Our programs send the message to Detroit's children and their families that we -- the schools, the police, neighborhood clubs, and the churches, all of us -- care for and are there for the children. They will not be forgotten at Christmas. They will not be forgotten at any time throughout the year. We are all in this together.



DETROIT GOODFELLOWS' TRADITION AND LEGACY

The Detroit Goodfellows is a 105-year old organization of men and women who believe in Detroit's children. Our members and volunteers are teachers, public safety officers, business and civic leaders, celebrities, doctors, professional athletes former package recipients, and everyday people working together to make a difference in the lives of Detroit's children.

The Old Newsboys' Goodfellow Fund was founded in 1914 by James J. Brady. In his office, there was a cartoon of "The Boy He Used to Be" from the December 10, 1914 issue of the *Detroit News*. The drawing starkly depicted a successful businessman wearing a bowler walking together with the spirit-image of a newsboy dressed in tattered clothing. They were taking Christmas packages to the poor. Having been a newsboy raised in a humble household himself, the graphic hit home with Brady. He rallied former newsboys to sell newspapers for donations on the streets of Detroit on the Monday after Thanksgiving. Those donations became the Goodfellows Fund. Ever since the first Sales Day on December 21, 1914, the Goodfellows' simple mission of "No Kiddie without a Christmas" has remained steadfast and certain.

Of the roughly 4 million Detroit-area children who have received a Goodfellows package, many have since succeeded in public and private life and give back to the Goodfellows. Among the many notable business and civic leaders who once received Goodfellow packages are:

- Ike McKinnon, Deputy Mayor of Detroit
- Damon Keith, Federal Judge
- Pete Waldmeir, Detroit News Columnist
- Ed McNamara, Wayne County Executive
- Martha Reeves, Entertainer
- Hoot McNerny, Business Leader
- Coleman Young, Mayor

"The Christmas package I received as a child from the Goodfellows made me feel special because it was just for me. It was filled with things I could have only hoped to have for Christmas." Pete Waldmeir, Detroit News columnist

bag on Sales Day, year-after-year. These are the people who have been the backbone of this organization since 1914. These are the people who Detroit's children thank in their hearts every year -- even though they may not know their names.

"I as a young child was a recipient of the Goodfellow Box. Without them our Christmas would have been very lean. I remember getting dolls, underwear, long stockings and a slip or ticket for new shoes. My Dad was laid off from Ford Motor Co and we sure did not have much." - Lois

Many of us recognize the names of these individuals. But we may not immediately recognize or recall the names of the thousands of Goodfellow donors and volunteers: who have written letters requesting donations; or, who have written checks or sponsored Goodfellow programs; or, who have dropped coins into a Goodfellows

bag on Sales Day, year-after-year. These are the people who have been the backbone of this organization since 1914. These are the people who Detroit's children thank in their hearts every year -- even though they may not know their names.





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“Forgotten”

THE NEED IS GREAT

The situation is difficult for all Detroit-area children, regardless of the name of their school district or the time of the year.

In Detroit alone, 57.3% of children under the age of 18 live in poverty. Sadly, Detroit leads the nation in children living in poverty per the National Center for Children in Poverty.

The situation is no better for the children living in other communities which surround Detroit, including Hamtramck, Harper Woods, Highland Park, and River Rouge, cities also served by the Detroit Goodfellows.

These children live in households where difficult choices must be made between paying for the necessities of life like food, utilities and housing, or purchasing Christmas gifts and buying new shoes or seeking dental care. Even the thought of paying to attend a summer camp is inconceivable.

Because funding for government programs benefitting low-income families has been drastically reduced, nonprofits have had to step-up their community efforts. Nonprofits like the Goodfellows have had to broaden the scope of their services as well as their outreach for donors as the need continues to outpace available resources.

While Goodfellow volunteers have primarily focused on their mission of providing holiday gift packages, we believe that we can -- and should -- do more for our children. While the situation of our children is difficult, it can be changed. But we cannot do so without the generosity of donors like you.

WE ARE PREPARING FOR THE FUTURE

Looking forward, we face several challenges in order to continue to fulfill our mission.

While the need for holiday packages is growing, our membership and donor base is aging. The traditional Annual Newspaper Sales Day cannot be relied upon as our signature fundraiser since media delivery has changed from a printed to an electronic format. And the most significant challenge we face is the continual increase in our purchasing costs to assemble a high-quality gift package. Indeed, while each holiday package once included a voucher for a pair of shoes, over the years we have had to eliminate the vouchers from the packages altogether as cost prohibitive.

We are addressing these challenges in several ways, but we need your assistance:

- We are upgrading our website and other social media to increase our exposure within the charitable community, including current and potential donors. This will also help in our campaign to attract Millennials to our membership.
- Throughout our history, Goodfellow members have participated in a vigorous year-end letter writing campaign to raise funds to help meet our goals. We have developed a computerized donor database to track and solicit gifts in keeping with best fundraising practices. We will need funding for future software upgrades and advanced training.
- Our Annual Tribute Breakfast honors individuals who have provided service to the Detroit Metro area through his or her professional or private life that has made a significant impact on the area. This event raises approximately 10% of our annual fund-raising goals each year. We have a Development Committee with seasoned fundraising professionals so that we can meaningfully reach out to major corporate as well as individual donors with the hope of retaining and attracting new and significant sustaining relationships.
- We have a long-established endowment fund with the Community Foundation for Southeast Michigan which has grown to over \$2 million. This is a good start but, with the elimination of Michigan tax credits, we must re-commit ourselves to promoting and growing our fund with renewed purpose and vigor. Our immediate goal is to reach \$3 million over the next five years through our renewed planned giving campaign, and other gift options.
- Not surprisingly, the cost of our holiday packages has continued to grow each year. Some of these increased costs have been the result of commodity shortages, such as cotton and denim; the price for our dolls has almost doubled due to import restrictions; the cost of transporting, warehousing and packaging goods has increased annually. Through strong historical relationships and a sophisticated purchasing plan, we have cut the cost of a package from \$80-\$100 (retail) to \$40/per child. But we need to do more to hold down our package costs while providing high quality gifts. We are looking for corporate sponsorships to offset some of our big-ticket package items as well as other programs such as shoe vouchers, dental care and camperships.

While we have been successful in the past, we recognize that we need to plan to ensure that our mission continues for another 100 years.

That is why we are asking you to join us in ensuring that there is “No Kiddie without a Christmas” and that no child is forgotten -- at Christmas or throughout the year.

HOW CAN YOU HELP?

All gifts of whatever amount are welcome, and all gifts are appreciated. There are numerous ways in which you can help. In addition to a financial contribution, you may wish to donate or underwrite one or more package items or programs such as:

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| <input type="checkbox"/> 9,000 iconic dolls, cost \$49,500 | <input type="checkbox"/> Emergency dental care for one child averages \$200 (per child) |
| <input type="checkbox"/> 30,000 winter hats, cost \$63,000 | <input type="checkbox"/> Sponsorship tables at the annual breakfast, cost \$5,000-\$10,000 |
| <input type="checkbox"/> 30,000 pairs of sweatpants, cost \$188,000 | <input type="checkbox"/> One ticket to the annual breakfast, cost \$150 |
| <input type="checkbox"/> 30,000 sweatshirts, cost \$147,000 | <input type="checkbox"/> A Goodfellows newspaper sold on Sales Day: “Any price you care to pay!” |
| <input type="checkbox"/> 140,000 age-appropriate books, cost \$90,000 | |
| <input type="checkbox"/> 1,000 shoe vouchers, cost \$20,000 | |
| <input type="checkbox"/> Campership for one child averages \$50 | |

For those who wish to make a major financial gift alone, we have several giving-level options which can sustain your legacy of caring for years to come. We can help donors to make sure that their legacy never ends through planned giving and memorial contributions as well.

THE CHILDREN THANK YOU

Your contribution will help us to maintain the high quality of our packages and programs, both today and into the future. With your help, we can serve even more children than we do today.

Everyone can do something. Doing nothing only ignores the reality of our City's most vulnerable residents: The children. Our future!

Thank you for reviewing our information. Thank you for considering support of the Old Newsboys Goodfellows Fund of Detroit. We thank you, and, most importantly, the children of Detroit thank you.



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