

## **North Fort Collins Business Association's Coats and Boots Program**

Name of Organization: North Fort Collins Business Association

Name of Program or Project: "Coats and Boots"

Amount of request: \$2,400

Organization's Contact Person: Don Butler ([jhockr5141@gmail.com](mailto:jhockr5141@gmail.com))

Organization's Federal Employer ID (FEIN) number: 73-1715254

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### **Mission of North Fort Collins Business Association**

The North Fort Collins Business Association (NFCBA) members who are business owners and property owners have come together to promote the North Fort Collins Corridor and its business interest through representation, improvement, development, and promotion. Since 2006 and every year since, NFCBA in conjunction with Jax Outdoor Gear, has purchased quality coats and boots with the support of staff in Poudre School District Elementary Schools. Columbia Sportswear has discounted the cost of coats and boots. The coats and boots are distributed to children deemed to be the most impacted by poverty. In 2006, the inaugural year, NFCBA set out to make a difference in the health and well-being of local children. That year, NFCBA collected about \$2,500 and served one school in north Fort Collins. The program has continued to grow. This year the goal is to meet the needs of students in 28 schools.

Coats and Boots (CB) has a simple mission: to provide high quality winter coats and boots to Poudre School District's students living in poverty. This project started at Irish Elementary School fifteen years ago. At about 70% of the population living in poverty, Irish continues to have a high percentage of requests for the winterwear. This school year, Putnam Elementary, at 100%, has the highest percentage of students living in poverty and their requests are substantial.

Since many schools struggle to provide for their kids living in poverty and dealing with homelessness, Coats and Boots provides its services to all PSD schools but does focus on the higher-level poverty schools and La Familia. This project now provides about 1,000 coats, boots, hats, and gloves to deserving students. The families they reach are hard-working and want the best for their children. Most of these students live in the most abject pockets of poverty in the community and the needs are high. Coats and Boots strives to meet this need head on and level the playing field for these kids.

For more than a year now, Covid has negatively impacted many families in our community, so the requests for coats and boots will most likely be greater this year. Many individuals have been out of work and not eligible for unemployment and stimulus money. Coats and Boots will

strive to adequately fill all these additional requests. Furthermore, last year, Coats and Boots was shorted about 100 coats due to Covid related supply issues. Coats and Boots usually fits the coats about a size too large in hopes that children can make their coat last two or more seasons. So, those 100 shorted coats from this past winter will further compound the issue and the numbers of requests will therefore increase further.

Coats and Boots' vision is pure: that all children in Poudre School District will be safe and warm when properly outfitted for our wintry weather and be able to enjoy the pleasures of playing in the snow.

**Program goals:**

The goal is to distribute new coats and boots to 1000 elementary children in the Poudre School District in the Fall of 2021. All the Funding goes to purchase coats and boots that are distributed using volunteers. The budgeted cost per child is \$63 for a coat and a pair of boots. To accomplish this year's goal \$63,000. needs to be raised.

**How the \$1,000 from Rotary District 5440 will be used:**

The district's \$1,000 will be augmented with \$1,400 from the Rotary Club of Fort Collins Breakfast for a total of \$2,400. At a cost of \$63 per child for a coat and boots the total funding will provide clothing for 38 children in the Poudre School District (plus \$6.00 for partial support to round to a whole number of \$2,400).

**How will the NFCBA advise supporters of any financial support provided by the Rotary Club of Fort Collins Breakfast and Rotary District 5440?**

Through press releases and announcements at public meetings.

**How will the Rotary Club of Fort Collins be involved?**

A Coats and Boots representative will make a presentation to the Rotary Club of Fort Collins Breakfast. Breakfast club Rotarians will help deliver coats and boots to the schools. Community Service Committee members will educate club members about the Coats and Boots program.