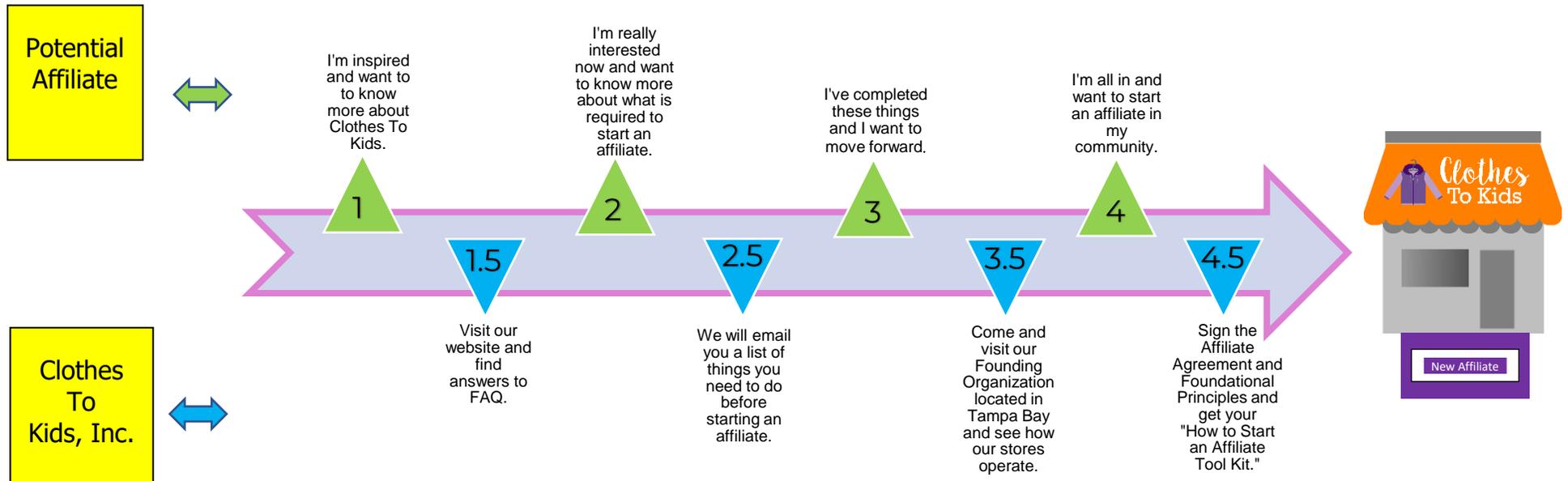




Affiliate Process





Frequently Asked Questions

What is a Clothes To Kids Affiliate?

- A community based store that services a specific area with help from Clothes To Kids, Inc.
- A store that provides new and quality used clothing to low-income or in crisis school-age children, free of charge.
- A store that coordinates all aspects of the shopping experience in its local area in addition to fundraising, building a charitable financial infrastructure, acquiring clothing donations, coordinating community outreach, staffing and governance.

Who are Affiliates?

- A group of passionate, concerned citizens within a community who believe that clothing a child can change a life and that having appropriate clothing helps students improve their self-esteem and focus on their studies.
- Citizens who research the community's needs and resources to evaluate the potential success of the Clothes To Kids, Inc. model in their community.
- Affiliates operate within the framework of the Clothes To Kids, Inc. Affiliate Agreement and Foundational Principles but remain an independent nonprofit organizations with their own 501(c)(3).

What makes Clothes To Kids successful?

- We stay focused on our mission. We provide clothing free of charge and we do it well.
- Our stores are located in areas where there is a need for clothing and where there is plenty of donor potential.
- We maintain our core values of Respect, Compassion, Self-Esteem and Service.

What makes Clothes To Kids different?

- We are a **store**. Families and kids shop in our fun, friendly, cheerful stores for styles they choose and love while keeping their dignity.
- People love us. We are a grassroots volunteer driven nonprofit that depends on community for support.

What are the first steps in starting an Affiliate?

- Determine if there is a need in your community.
- Gather financial support.
- Find the right people to help.
- Start collecting clothing.
- HAVE A BIG HEART WITH LOTS OF ENERGY!

What are the desired demographics to look for in the community where the Affiliate will be located?

- Your affiliate store needs to be in the right location where:
 - At least 40% of school-age children are eligible for the Federal free and reduced-price lunch program.
 - There are plenty of potential donors and volunteers in your community.

How much money do I need to get started and how do I get the financing?

- We have found that it takes approximately \$200,000 for start-up and first year expenses. This includes an initial fee payable to Clothes To Kids, Inc. This fee varies depending on the level of support needed. ***Of course, the more donors you can identify to donate supplies and services, the lower that budget becomes.***
- Financing will come from your team developing relationships with generous donors, family foundations in your area, grants and events.

What is a 501(c)(3)? Do I need one to start an Affiliate?

- A 501(c)(3) is a nonprofit designation for tax-exempt status.
- Yes, every Clothes To Kids Affiliate must apply for their **own** 501(c)(3).

What is the timeline to get an Affiliate up and running?

- It will take at least one year to get everything organized to open the doors of your Clothes To Kids Affiliate store.
- Clothes To Kids, Inc. will provide a suggested 12-Month Timeline.

How many, if any, paid positions are needed to operate a Clothes To Kids Affiliate?

- Initially it is not necessary to have any paid employees, however you must have a large group of passionate, dedicated volunteers to run the store, raise money, and educate your community about Clothes To Kids.
- The suggested \$200,000 budget includes a part-time Shopping Manager and a part-time Merchandising Manager.

Is there a fee to start an Affiliate and what does it include?

- Yes, there is a one-time start-up fee paid to Clothes To Kids, Inc. This includes but not limited to:
 - Clothes To Kids, Inc. Brand Manual
 - Clothes To Kids, Inc. Standard Operating Procedures Template
 - Shopping Database
 - How to start a Clothes To Kids Tool Kit
 - Affiliate Quick Reference Handbook
 - Instructional Manual
 - Electronic Files
 - Marketing Collateral Material
 - Support from the Clothes To Kids, Inc. Affiliate Coordinator
 - If desired, a site visit from the Affiliate Coordinator to help with training.