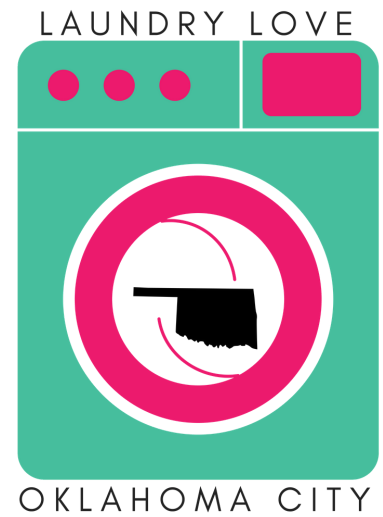




# SOX *of* LOVE

PO BOX 720957 | OKLAHOMA CITY, OK 73172  
405-494-0005 | WWW.SOXOFOLOVE.ORG



## WHY WE SERVE

IN SHORT, WE LOVE PEOPLE AND WE HAVE A HEART OF SERVICE. WE HAVE NOTICED THAT FOR MANY LOW-INCOME AND NO-INCOME HOMES, THE BASIC NEEDS ARE NOT BEING TAKEN CARE OF ON AN ON-GOING BASIS.

SOCKS ARE THE #1 NEEDED, MOST REQUESTED YET LEAST DONATED ITEM. SOCKS ARE ALSO THE CLOTHING ITEM THAT WEARS OUT THE FASTEST. WE HAVE ALSO LEARNED THAT THOSE WHO HAVE RECEIVED OUR SOCKS ARE THROWING THEM AWAY BECAUSE THEY DO NOT HAVE THE ABILITY TO WASH THEIR CLOTHES. CHILDREN ARE MISSING SCHOOL AND ARE BULLIED BECAUSE OF THEIR APPEARANCE. ADULTS HAVE TO CHOOSE WEATHER THEY ARE GOING TO EAT OR WASH THEIR CLOTHES. WE WANT TO GIVE LOVE BY OFFERING THIS SIMPLE BUT VERY NEEDED COMMUNITY OPPORTUNITY.

## PEOPLE WE SERVE

- CHILDREN & TEENS IN FOSTER CARE
- ELDERLY & DISABLED ADULTS
- NEIGHBORS WITHOUT HOMES
- VETERANS
- WOMEN OVERCOMING DOMESTIC ABUSE

## SOX OF LOVE, INC. WHERE WE SERVE

- ENTIRE STATE OF OKLAHOMA
- KENYA, AFRICA
- NEIGHBORING STATES

## WHAT WE PROVIDE

- PROVIDE NEW SOCKS TO INDIVIDUALS, FAMILIES, SCHOOLS, ORGANIZATIONS & AGENCIES WHO SERVE OUR TARGET SERVICE AUDIENCE.
- 3 LOADS OF CLEAN LAUNDRY TO LOW INCOME & NO INCOME PEOPLE ONCE A MONTH IN 3 OKLAHOMA LOCATIONS: NW OKC, SW OKC & DEL CITY. WE HELP 50 FAMILIES PER MONTH AT EACH LOCATION.
- COINS, DETERGENT & DRYER SHEETS
- TOYS AND COLORING SHEETS FOR CHILDREN
- SIMPLE MEAL - WE FEED THE FAMILIES WE SERVE

# 2019 COMMUNITY OUTREACH PLAN

## LAUNDRY LOVE OKC WHERE WE SERVE

- SWISS CLEANERS & LAUNDRY - NW OKC
- LOVE OUR LAUNDRY - DEL CITY
- 44TH STREET LAUNDROMAT - SW OKC

## MONTHLY FINANCIALS

\$1500.00 - QUARTERS FOR WASHING MACHINES  
900.00 - FOOD  
500.00 - ADVERTISING  
300.00 - DETERGENT / DRYER SHEETS  
4167.00 - NEW SOCKS FOR ADULTS&CHILDREN  
150.00 - VOLUNTEER T SHIRTS  
250.00 - POSTAGE  
300.00 - PRINTING / BUSINESS CARDS / POSTCARDS  
167.00 - INSURANCE  
250.00 - TRAVEL & FUEL

## IN-KIND SUPPORT - YEARLY

\$5280.00 - (4) 10X10 STORAGE UNITS

## NEW ANTICIPATED EXPENSES

\$12,000.00 - RENT  
300.00 - UTILITIES  
150.00 - INSURANCE  
10,000.00 - OFFICE SET UP  
15,000.00 - PART TIME ADMIN ASSIST  
28,000.00 - CARGO VAN  
2,000.00 - VAN MAINTENANCE & FUEL

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**MONTHLY FINANCIAL IMPACT: \$8,484**

**YEARLY FINANCIAL IMPACT: \$101,808**

**NEW 2019 COSTS: \$67,450**

**TOTAL 2019 COSTS: \$169,258**

FAMILIES SERVED WITH CLEAN LAUNDRY: 150/MONTH -OR- 600/YEAR  
PEOPLE SERVED PER MONTH WITH CLEAN LAUNDRY: 600/MONTH -OR- 7,200/YEAR

PEOPLE SERVED WITH NEW SOCKS MONTHLY: 4,166  
PEOPLE SERVED WITH NEW SOCKS YEARLY: 49,992

LAUNDRY LOVE OKC VOLUNTEERS: 15 PER LOCATION / 45 TOTAL PER MONTH / 540 YEAR  
LAUNDRY LOVE OKC VOLUNTEERS HOURS: 180 HOURS/MONTH 2,160 HOURS /YEAR  
SOX OF LOVE, INC. VOLUNTEERS HOURS: 350 PEOPLE/YEAR

350 SOX OF LOVE, INC. VOLUNTEERS X 10 HOURS A YEAR = 12,400 X \$12/HOUR = \$30,000  
540 LAUNDRY LOVE OKC VOLUNTEERS X 4 HOURS A YEAR = \$25,920

890 TOTAL VOLUNTEER HOURS VALUE: \$55,920

**2019 ANTICIPATED TOTAL BUDGET: \$169,258**  
**VOLUNTEER VALUE 55,920**

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**TOTAL: \$225,178**

## BE A SOX SPONSOR!

### GOLD ALL EVENT SPONSOR

\$2,500

Your brand logo on all advertisement  
Media Mentions  
Your brand logo on website  
8 tickets to our awards dinner

### SILVER

\$1,000

- Media Mentions
- Your brand logo on website
- 4 tickets to our awards dinner

### BRONZE

\$500

- Your brand logo on website
- 2 tickets to our awards dinner

### INDIVIDUAL PARTNERSHIP

\$50

### CONTACT US TODAY FOR MORE INFORMATION:

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