



The White Cane Foundation

2021

**ANNUAL
REPORT**

Letter from Executive Director

We are just finishing up our third year at The White Cane Foundation. Where does the time go? In 2019 we began our journey to bring a new outfit and tennis shoes to the Community Learning Center elementary school kiddos. To date, we have served over 500 of our “bundle of joy” packages to the four schools we are currently at; Belmont, Lakeview, Norwood Park, and Clinton.

This is just the beginning for us and it wouldn't have happened without the huge support that we have received from the Lincoln Community. Thank you, thank you hardly seems enough. Thank you for your donations, thank you for your volunteerism, and finally, thank you for your hearts! You are a part of our growth. Here are some top accomplishments that have been made in 2021.

1. We added Norwood Park and Clinton to our growing list of schools served.
2. We hired our first staff member, Samantha Jacobi.
3. Our “Give to Lincoln Day” totaled over \$35,000.
4. We completed our first fundraising event which included a bottle of complimentary wine.
5. We have two inventory spaces, one at Nebraska Book Company and one at Cornhusker Bank.

We have had incredible support from our corporate sponsors: Great Western Bank, Lincoln Rotary Club #14 Foundation, Duncan Aviation, Wood Bros Realty Foundation for Giving, The Schmieding Foundation, Union Bank & Trust, Ameritas, Fiserv, Lincoln Industries, Habersfeld, and Pinnacle Bank.

This kind of growth doesn't happen overnight, nor does it happen with only a handful of people. It happens when people come together with a common mission. The children we are serving are feeling the love as they get to pick out their new outfits. As the years go by, I would imagine that most will forget what these new clothes looked like. I do know, however, that when they think back to this experience, they will remember how they felt. That is what we can do today.

We want you to know about the excitement that we see in the faces of these children as they walk in the door. When they walk out the door, their heads are held a little bit higher and they leave with more confidence in their step. That is priceless. In the words of one little girl we met last week, **“these are the prettiest clothes I've ever seen.”**

Kind Regards,
Kelly Lauer, Executive Director

About the White Cane Foundation

The White Cane Foundation was established in 2019 after an inspiring trip to St. Louis where we witnessed the power of supplying basic needs to school children in high-poverty populations. We looked at Lincoln and were surprised to find the level of need in our schools. Lincoln hides its poverty well, and kids are the first to suffer. The White Cane Foundation was imagined with these needs in mind. To be of service to those kids in need and allow them to take advantage of the wonderful opportunities education provides.



How the White Cane Foundation Works

- We partner with schools where the majority of students live at or below the poverty line.
- A school liaison is selected to help identify students in need and submit weekly orders to The White Cane Foundation.
- Volunteers fill orders and make weekly deliveries to specific schools.
- Volunteers meet one-on-one with students in The White Cane Foundation “store”, a designed space in every school that helps to preserve each child’s privacy and dignity and also contains items for emergency situations.
- Students each receive a new pair of pants and a top, tennis shoes, socks, underwear, hygiene items, and a coat if needed.
- They are encouraged, loved on, and transformed. The pride shows in their eyes as they walk out the door. Our goal is to be a part of every CLC Elementary School in Lincoln.

Mission Statement

The White Cane Foundation is here to provide students with basic needs through a consistent presence. An emphasis will be placed on maintaining the dignity and respect of the individual. Students are empowered to go out in the world with confidence and independence to become their very best self.

Core Values

Act with dignity, grace, and compassion.
Be present.
Bring the joy.
Be open and accepting of others.

Vision Statement

To be the light for every student with a need.

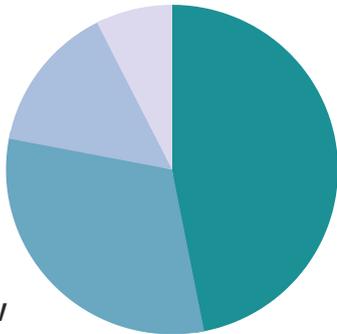
Outcomes and Impact

241 Packages Delivered

Clinton

7.5%

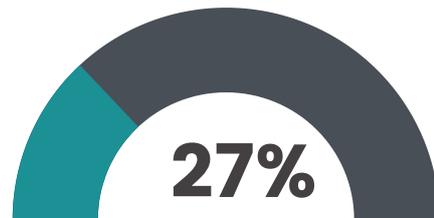
Norwood Park
14.5%



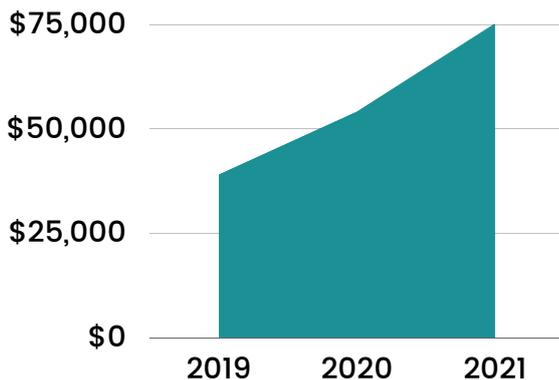
Belmont
46.9%

Lakeview
31.1%

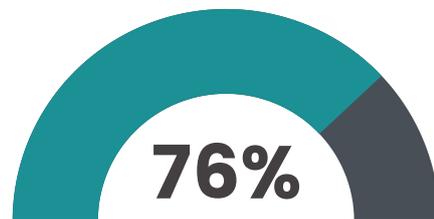
27% Improved attendance
after receiving a White Cane
package



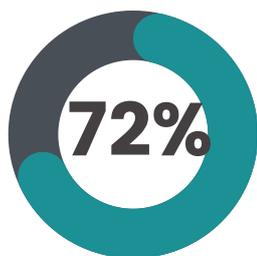
\$75,000 raised in 2021



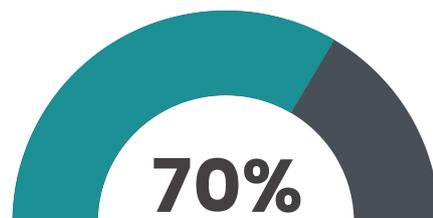
76% appear happier after
receiving a White Cane
package



72% of teachers have referred
at least 1 student to receive a
White Cane package



70% appear more confident
after receiving a White Cane
package



Each White Cane package includes all new items: one pair of pants, one top, two pairs of socks, two pairs of underwear, one pair of shoes, a jacket or coat, and sundry items.

The White Cane Foundation Award Recipients



2021 Lover of the Light Award
Stacy Gutschenritter



2021 Volunteer of the Year
Jenny Schroeder



2021 Staff Member of the Year
Samantha Jacobi

The White Cane Foundation Board and Staff

Board Members

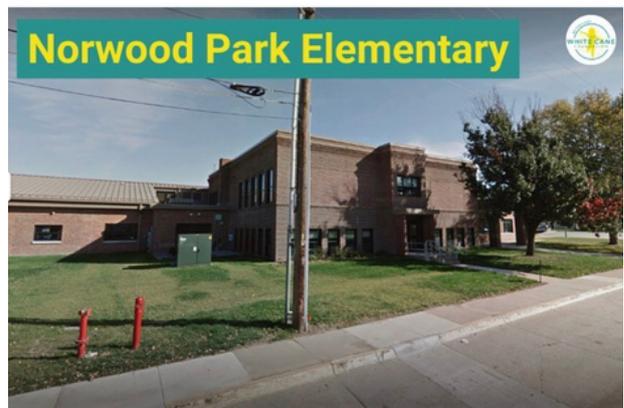
David Lauer D.C., Board President - Chiropractor, Havelock Chiropractic
Kara Bunde-Dunn M. Ed - EVP of Sales & Marketing, Slingshot
Doreen Frieauf CPA, Board Treasurer - Doreen K. Frieauf CPA, P.C.
Stacy Gutschenritter - Vice President, Union Bank
Quentin Brown - Executive Director, Educare Lincoln
Deb Gokie - Senior Director, The Arthritis Foundation
Gary Kebbel - Professor, University Of Nebraska Lincoln
Crystal Wichita - Chief Operating Officer, Cornhusker Bank
Paige Gade - Associate Attorney, Koley Jessen P.C., L.L.O
Katie Rhone SPHR - VP of HERO Development, KARE
Jenny Schroeder - Vice President of Product and Innovation, PrismRBS
Kim Rosenthal - Principal, Belmont Elementary School

Staff Members

Kelly Lauer, Executive Director
Samantha Jacobi, Volunteer/Inventory Coordinator
Zach Scamehorn, Social Media Manager

A Year in Review

We added Clinton and Norwood Park Elementary Schools



We had a successful Give To Lincoln Day Campaign and launched our first donation custom wine bottle fundraiser event



We were often featured in the news and had lots of volunteers help us sort inventory, count inventory and deliver packages to students

White Cane Foundation adds Lakeview Elementary

BY DENNIS BUCKLEY for the Neighborhood Extra
Jan 22, 2021 Updated Feb 1, 2021



A New Partnership with the University of Nebraska Students

Buoy

Buoy - An Agency for Nonprofits

Through a partnership with the Buoy Program at the University of Nebraska Lincoln, students spent the fall of 2021 working on some fun projects for The White Cane Foundation. The students were able to redesign our company brochure, training materials, and a new "about us" video that is featured on our website homepage.

WE NEED YOU

Volunteer

Sort, stock, assemble, and deliver "Bundle of Joy" packages.

Donate

Visit TheWhiteCaneFoundation.org and give today.

Give In-Kind

Provide toothpaste, toothbrushes, body wash, shampoo, conditioner, bar soap and/or unopened hotel hygiene products.

Sponsor

Invite your employer to sponsor a drive or adopt a school.

Shop

Select The White Cane Foundation on smile.amazon.com and they will give 0.5% of all your purchases to us.

Leave a Legacy

Include The White Cane Foundation in your estate plans.

ELEMENTARY SCHOOLS

Belmont

Partner as of August, 2019

Lakeview

Partner as of August, 2020

Norwood Park

Partner as of August, 2021

Clinton

Partner as of August, 2021



TheWhiteCaneFoundation.org



BE THE LIGHT FOR KIDS

Through The White Cane Foundation

Our newly designed brochure created by the UNL Buoy Program students. Check out the video they made on the homepage of our website.



Empowering young students to go out in the world with confidence and independence.

The White Cane Foundation provides new clothing and hygiene kits so kids can become their best self.

Join us in being the light for even more kids in need.



BE THE LIGHT FOR KIDS

We partner with the Community Learning Center within schools to help students in need whose families live at or below the poverty line.

Our volunteers provide each student with a 1:1 shopping experience at their school when they get to pick out new clothes.

Along with a new outfit, each student gets a "Bundle of Joy" package that includes socks, underwear and a hygiene kit.

After each visit, we evaluate the outcomes of the experience for the student and their families.

You can be the light by making even more Bundles of Joy possible! Go to TheWhiteCaneFoundation.org to donate or become a volunteer today!

This gives my children pure excitement. It makes them feel loved, appreciated, and supported.
- Belmont Mother of Two

Corporate Sponsors

Warehouse Space and In-kind Donations



Empowerment Partners



Compassionate Partner



The Schmieding Foundation, Inc.

Joyful Partners



“

You have no idea how much you actually help kids learn instead of being focused on their appearance. You have such a big heart and we appreciate how much the kids and their education matter to you.

Elementary Teacher

”



“

A student wasn't attending school because his clothes were too big. This literally made a difference between attending school or staying home.

Elementary Teacher

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To learn more about The White Cane Foundation visit us at www.thewhitecanefoundation.org