

Donation of Moozie Kindness Program Kits to Hurricane Helene Relief Effort in East Tennessee **Prepared by Vic Legerton and Trish Cronin, October 27, 2024, revised December 13, 2024**

Background

A key 2024 CKN goal has been to expand outreach of Operation Moozie to provide cheer and kindness resources to children facing challenges (e.g. medical, other trauma). So we recently were looking to help those families/schools in E TN who were most hurt by the devastating Hurricane Helene.

Following receipt of a notice from Governor's Early Literacy Foundation (GELF) about an effort to support a relief effort in regions of East Tennessee that were severely affected by Hurricane Helene on September 27th, Trish and Vic researched and learned that CKN materials would be an appropriate and appreciated contribution to schools and families.

Beth Huber, Collective Impact Specialist at STRONG Accountable Care Community in Johnson City was identified as the coordinator and contact person.

Beth was immediately responsive and enthusiastic upon hearing we were willing to donate Moozie kits for impacted students. She noted that Strong ACC was in the process of creating packages for school counselors to help support children upon returning to school after at least a month delay and thought Moozie kits would be perfect in this context. Some schools may open the week of October 28th but at least one school has had to further delay reopening until Nov 6!

She indicated that the schools which were shut down because of significant or total damage by the hurricane are:

- Hampton Elementary (Hampton TN – Carter County Schools)
- Love Chapel Elementary (Erwin, TN – Unicoi County Schools)
- Temple Hill Elementary (Erwin, TN – Unicoi County Schools)
- South Central Elementary (Chuckey, TN – Washington County Schools)
- Lamar Elementary (Jonesborough, TN – Washington County Schools)
- Mountain City Elementary (Mountain City, TN – Johnson County Schools)
- Doe Elementary (Mountain City, TN – Johnson County Schools)

Beth Huber reported by email on November 13th - "Please forgive my delayed response to your generosity! We are bit bogged down with donations but appreciate every single one! The donation from Children's Kindness Network is unique and special. I did deliver a few kits to Johnson County (Mountain City) last week. That school system/community has been hit so hard. They JUST went back to school last Wednesday. They had 60 students lose their homes! I am returning next week to bring more materials and check-in with the school administration.

“We do have a plan for the remainder of the kits that we are super excited about! A local Girl Scouts troop has been wanting to help. Next Tuesday, I am bringing the bags and puppets to their troop meeting. We are discussing the various efforts our organization has made to support the children and then will discuss the Kindness Kits! The Girl Scouts will be stuffing the bags with the puppets. Additionally, they will make cards with their own drawings and words of encouragement:). We thought this would be special. After this, we will begin delivering the bags to the different schools.

“I will make sure to take pictures of the Girl Scouts and share with you:). Also, I will give you an update on how the kits are being used.”

Funding for the 50 NE TN kits (at estimated \$1,045 price) is central (the main message and appeal) to this giving season’s CKN donation campaign/communications.

CKN Donation

CKN donated 50 Moozie Kindness Program kits to the schools. Each Kit contains 1 each of the following: Lime green drawstring backpack, ***Moozie’s Kind Adventure***, ***Moozie’s Orchestra Adventure***, ***Moozie’s Magic Coloring Book***, plush Moozie hand puppet, promo postcard, cover letter to teachers, parents and caregivers

Financial report

The donated kits have a value (suggested retail price) of \$3,392.00.

Replacement cost at Spring 2024 price quotes is \$1,044.50.

Shipping 4 boxes via UPS cost \$147.99 (after reduction by 30% from standard UPS pricing).

Recommendations

1. That we communicate with the office of each elementary school when we learn that the schools have reopened and welcomed students back into the classroom.
2. That we email notice of the annual essay and art contest to each school each year when the documents are available.
3. Follow up, perhaps after winter break, to learn to what extent kits helped and how they use contents. Also indicate that we would love to have pictures. This could be a major focus for a short update/donor pitch.
4. It may not be timely this year, but we should notify these schools in future years of the annual It’s Easy to Be Kind Campaign. Maybe they could get students to sing the song and record, and submit to be part of something positive and bigger. Or they might even just organize a random act of kindness by all and record their experiences.