



Community Action's Play It Again Presentation 03/20/2003



Play It Again
11480 SW Choban Ln.
Portland

Founded 1996

Clothing, bedding & personal care items for residents of Washington County

"A Store where you don't need money"



The Philosophy



- Valued customers
- No assumptions
- Customers have choice
- Safeguards prevent abuse
- Breaking of rules is the exception



How The Partnership Works

- Res. Development is responsible for the program
 - Volunteers provide direct service at the site
 - Donors provide the space and pay for utilities
 - The community provides the goods
 - The customers spread the word
- All items are given away, never sold



The Customers



- 1,767 families registered
- 353 families visit each month
- 64% of customers are Latino
- Average family has two children
- Demand is steady year round
- Two visits per month/ 10 items per person
- Most families shop only once



The Volunteers



- Two groups share work load
- Require 6-8 volunteers daily
- Average of 300 hours/month
- 70 years is average age
- Volunteers express concern about: staffing, support, and conflict with customers
- Complaints surfacing

- The program is unique & comprehensive
- 8,000 items of clothing distributed monthly
- Over 70,000 annually



The Donors

- Columbia Sportswear
- Adidas
- Anonymous individual
- Encore West
- Fred Meyer
- Intel
- Nike
- Peterkort Family
- Synopsys
- Target
- Tektronix
- The Community



Community Relations

- Provides meaningful work
- Meets important basic need
- Donors can give directly
- Understandable service
- Perception: "worthy" cause
- Agency receives 25% of in-kind
- Agency presence in a key area of the county



Current Challenges

- Department placement
- Increased demand
- Language barriers
- Volunteer fatigue, attitude & safety
- Inadequate staffing
- Potential loss of site
- Loss of key donor
- Mission drift
- Sustainability

Discussion



- Why do we run the programs we run?
- What is the most appropriate role for us to play?
- What other organizations exist that could support this program?
- Are there volunteer groups that might be interested?