

# **Curt's Closet Communication Audit**



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CMST 340: Public Relations Principles

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## **Executive Summary**

Curt's Closet is a small-town nonprofit organization located in Cullman, Alabama. The organization's efforts include working towards a common goal to help families in need and sharing its faith in God as well as striving to better situations and break the cycle of poverty within the community.

This executive summary delves into the organization and what it does, its mission, strengths, weaknesses, opportunities, threats and its future goals. It will also provide information about key publics and funding followed by informational charts throughout the summary about the organization. While the organization has its strengths, there is substantial room for improvement to help the organization grow, not only within the Cullman community, but other communities as well. With its dedication, Curt's Closet has a potential to grow as an organization.

## **History**

On May 7, 2017, Curtis Wilson of Cullman, Alabama, was tragically killed by a drunk driver in a head-on collision; Curt was only 15 years old when he lost his life. Ashley Wilson, mother of Curt and founder of Curt's Closet, took the initiative to turn something incredibly tragic into something good for the community. Curt loved God, his family and the community, and the organization began as a way to honor Curt while giving back to the community that Curt loved and the community that loved him.

In the early stages of Curt's Closet, Ashley Wilson started operations in the living room of her home. It was not until 2018 that Ashley decided to open the organization up to the public out of a small church down Saint Joseph Street in Cullman, Alabama. Curt's Closet operated in the small church for about three years before moving to its current location, now on Third

Avenue, in 2021. The start of Curt's Closet was difficult because it grew tremendously fast.

Gaining an overwhelming amount of support, with Ashley working 60-80 hours a week, it made time a large setback. However, everything started falling into place for Ashley and Curt's Closet and since then, Curt's Closet continues to grow with members and volunteers, along with donations and community involvement increasing with each year that passes.

Curt's Closet recently opened a second warehouse earlier this year in order to aid with how much the organization has grown thus far. Ashley mentions that the growth of the organization is because of God; everything that happened and the growth it brought is from God. The organization has been going strong for about six years and counting, putting a strong emphasis on helping children and families in need while holding onto the faith of God's love and work in everyone's lives.

### **Overview/Mission and Vision**

Curt's Closet aims to help children and families in emergency situations with clothing, shoes, underwear, socks and other basic everyday needs. According to Curt's Closet's website, the organization aims to serve underserved families and children such as children 19 and under, low-income families, families in emergency situations, and foster kids, along with other situations that may place children and families in need of its services. Curt's Closet's mission statement is as follows, "Helping provide students with confidence through community action and God's love," along with the vision that reads, "Curt's Closet equips children and teens with new/gently used items so they can experience a new confidence, gain a sense of self worth, and see their endless potential in God, so they may accomplish anything in life."

When inviting families in, Ashley takes in one family per hour so that the children coming in can feel comfortable, and not run into their classmates or anyone they may know. In



doing so, this helps them feel confident during and at the end of their visit. Curt's Closet receives about 2,500 visitors in a year, and at every visit, children and families shop for 10 items of clothing, six pairs of socks and six pairs of underwear along with backpacks and shoes. In the efforts of seeing the mission and vision of the organization through, Curt's Closet also partners with social workers in the Department of Human Resources (DHR) to make deliveries to foster kids from the warehouse. The organization's mission and vision is key in helping it be successful and effective in its efforts to serve the community.

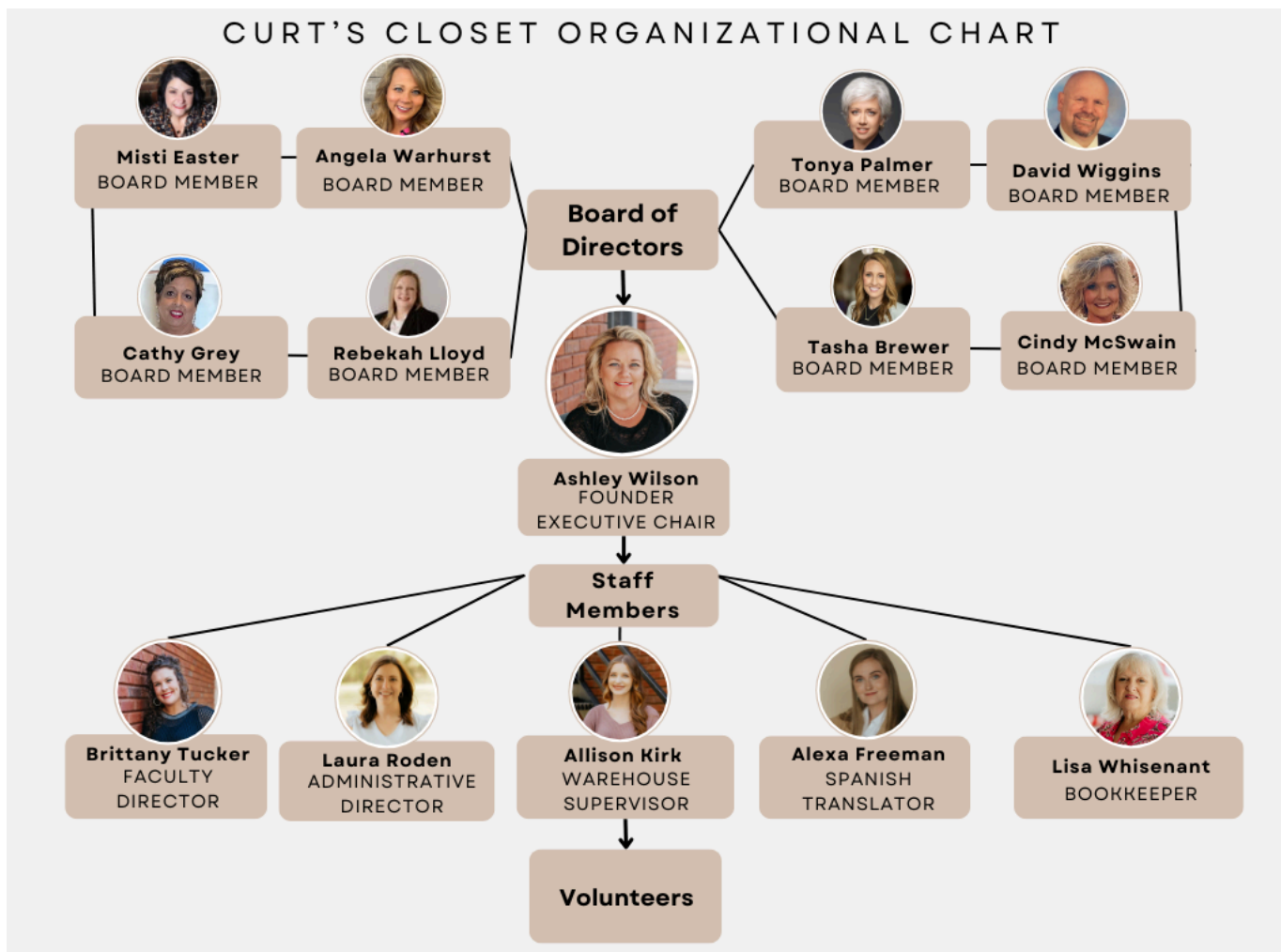
### **Spokesperson, Board Membership, and Staff**

Ashley Wilson is the founder and executive director of Curt's Closet. Ashley is the voice and heart of the organization, with her story touching the lives of many. She draws an emphasis on honoring her son, Curt, while giving back to the community he loved and having faith in God and His work in everyone's lives. However, she cannot spread her story and gain the support of the community in the organization without the help of the members of the board and staff. The members are a part of several walks of life, and they all come together to help the organization thrive and grow.

The board members for Curt's Closet work in diverse fields all around Cullman, and they all come together to help Curt's Closet run efficiently, especially if the organization runs into any issues or if it needs help down the line whether it is with legal issues, financial issues, insurance issues and more. The board of directors include Misti Easter of First Federal Mortgage; Angela Warhurst of Hagmore Realty Groups; Tonya Palmer of Palmer Law Firm; Cathy Grey of The Added Touch by Cullman Cabinet; Rebakah Lloyd of Lloyd Consulting Firm; David Wiggins of Premier Bank of the South; Tesha Brewer of Tesha Brewer-State Farm Insurance; and Cindy McSwain of Sleepy Hollow Farm.

The organization's staff includes Brittany Tucker, faculty director; Lauren Roden, administrative director; Allison Kirk, warehouse supervisor; Alexa Freeman, Spanish translator; and Lisa Whisenant, bookkeeper. Ashley, Brittany and Lauren all work together to direct things happening within the organization as well as things happening outside of it. Allison supervises the donations coming into the warehouse and helps with making sure the condition of the items are on par with what the organization is trying to put out for the children and their families. Alexa is the Spanish translator; she communicates to families who do not speak English so that communication can run smoothly between Hispanic families in need and the organization while also translating news and updates on the organization's social media. Lisa keeps track of all the financial sheets and records all financial transactions along with keeping an eye on the daily invoices and sales. This group of individuals help the organization run as smoothly as possible.

### Organizational Chart



## **Opportunity, Access and Engagement (OAE), Code of Ethics, and Crisis Management Plan**

### Opportunity, Access and Engagement (OAE)

Curt's Closet currently does not have a OAE statement in place, but its access, opportunities and engagement is offered through different strategies as follows: implementing recruitment by actively seeking individuals out with various backgrounds that aids them in ensuring a broad range of perspectives; providing training on unconscious bias, cultural competence and diversity awareness to provide understanding to employees and to appreciate one another's differences; creating channels for employees to voice their concerns and suggestions related to diversity and inclusion, ensuring that they are heard; setting measurable diversity goals and publicly report progress to hold the organization accountable; last, Curt's Closet promotes a workplace culture where all employees feel valued, encouraging collaboration and respect across the organization and how it is ran from day-to-day. Curt's Closet's values on diversity, equity and inclusion are highlighted through these strategies, making the organization as diversified, equal and inclusive as possible.

### Code of Ethics

Curt's Closet does not have a set code of ethics in place at this time. However, in Ashley's interview, she said that when she is recruiting employees and volunteers, she makes sure that these individuals adhere to the organization's goals of making its clients feel secure and confident during their visits at Curt's Closet, as well as the members of the organization following guidelines in conduct, in how the organization should make decisions, and the integrity of the organization and its core values and goals.

### Crisis Management Plan

Currently, Curt's Closet does not have a crisis management plan in place. In the event of a crisis, having a plan is crucial. Ashley says in her interview that although Curt's Closet does not have a crisis management plan, the members of the board jump in and use their various career experiences and expertise to work together through problems that may arise. As for now, Curt's Closet has not run into any major problems, but having this plan will help it later down the line as the organization continues to expand and grow.

### **Key Publics**

Since Curt's Closet is a small-town organization, this means it has to push communication out about the organization as much and as efficiently as possible to keep its key publics informed on services and programs, along with other events the organization wants to communicate to the public. Curt's Closet has several key publics as well as several ways to communicate to them.

The key publics aid the organization in being successful and aid in its growth. The publics include its clients (underserved families and children), donors, board members, staff, volunteers, and local schools and communities. These individuals bring a different aspect to the table in making Curt's Closet's goals possible to provide the determination and dedication to help the children and families in need.

The organization has a number of ways it communicates with each key public. Ashley mentions in her interview that phone calls, emails and social media are its main ways of communicating with the public. Its website is another big communication channel because it holds most information about the organization, including its mission and vision, information about key projects, its location and hours, as well as ways individuals can be involved in the

organization and the different drop off locations for donations. The website is also where individuals can sign up to volunteer and sign up to receive newsletters through email. Other ways of communication Curt's Closet holds would be flyers and word of mouth.

### Communications Grid

	Phone Calls	Email	Social Media (Facebook, Instagram)	Website	Flyers	Newsletter	Word of Mouth
Low-Income Families	X	X	X	X	X	X	X
Emergency Families	X	X	X	X	X	X	X
Foster Kids					X		X
Donors	X	X	X	X	X	X	X
Board Members	X	X	X	X	X	X	X
Staff	X	X	X	X	X	X	X
Volunteers	X	X	X	X	X	X	X
Local Schools and Communities	X	X	X	X	X	X	X
Partner Organizations	X	X	X	X	X	X	X
Non-English Speakers	X	X	X			X	X

## **Services and Programs**

### **Clothing, Shoes and Basic Needs Services**

Curt's Closet provides services in providing children and families with a way to obtain clothing, shoes and other basic needs such as socks, underwear, backpacks and more. Its hours for operation are Tuesday through Friday from 9 a.m. to 5 p.m. Each family that is invited in receives an hour to shop for items they may need. During their visit, children and their families are able to "shop" for 10 items of clothing, six pairs of socks and six pairs of underwear along with backpacks and shoes for free. Curt's Closet provides this service in hopes of helping children and families in need. It helps to provide them with a sense of confidence, and it helps them see the potential they have in overcoming situations in life. One of Curt's Closet's main purposes is to help children and families understand that their situation does not define them. Curt's Closet serves about 2,500 visitors per year.

### **Bless Your Soles**

Bless Your Soles is a back to school shoe drive that occurs in the summer time that helps provide brand new shoes for the kids and families in need before heading back to school from the summer. Curt's Closet partners with local businesses, churches and individuals to work on this summer project, serving about 1,500 kids between July 1 to August 15. Ways that individuals can help with this project is by donating new tennis shoes, donating via PayPal on the organization's website, shopping from the Amazon or Walmart wish list and sending them to Curt's Closet directly, or mail donations to its PO Box. Bless Your Soles highlights the vision in helping kids gain confidence since it focuses on bringing in brand new shoes as opposed to used/gently used shoes.

### Curt's Christmas

Curt's Christmas takes place during the holidays every year. Curt's Closet allows individuals to sponsor kids and families by gathering names and contact information from children and families who are in need, sending out packets to these families and allows the children to make a Christmas wish list as well as asking the guardians to make a list of needed items and then going out and buying the items on the lists. The organization makes it a point to provide the kids and families with items that are new and not old. Last year, the organization served 550 kids. Different ways that individuals can help with Curt's Christmas is hosting toy drives at places of business or churches, donating wrapping paper, bags and tape or buying and donating items from the organization's Amazon Wish List.

### Captain Underpants

Underwear is the most needed item for Curt's Closet throughout the year since new underwear is an important must in basic clothing needs. Captain Underpants is a competition held every February between each Cullman city and county elementary schools in which the organization sees who can bring in the most underwear. Every classroom is provided with a box where students can drop off packs of underwear throughout the week. At the end of week, Curt's Closet goes around to pick up the boxes and count every pack in each box, making one pack worth one point. The classroom that collects the most points wins a cupcake party thrown by the organization. They also have an overall winner from every class within the city and county, and that class wins the big prize of the newest version of the Captain Underpants book and a pizza party at a given location. Last year, the winning class got the chance to go to the Cullman Bowling Alley, and the organization ended up collecting around 1,500 packs of underwear. This

competition is fun, but it gets schools to work towards a great cause and be engaged in community service in a way.

Curt's Closet's services and programs are the key events of the organization and gain the most traction in donations. Curt's Closet relies on its services and programs for the success in donations for the organization, and it helps local schools and communities to be more engaged in helping towards a great cause while having fun doing so.

### **Funding**

Curt's Closet has several different ways in which it receives money for its organization. The organization's funding comes from private donors and local businesses, local grants and fundraising. Curt's Closet's largest portion of funding comes from private donors and local businesses. Its smallest portion of funds come from grants.

For private donors and local businesses, Curt's Closet has the numbers of the donors and businesses that give monthly to "Friends of Curt's Closet", which is a way for individuals to donate different increments of money monthly to the organization. A large number of donors and businesses aim to give towards certain programs/projects for Curt's Closet such as Christmas or back-to-school projects. About 60% of Curt's Closet's funding is through private donors and businesses. In the previous year (2023), Curt's Closet received a total of \$481,166.98 from private donors and local businesses. Funds from the donors and businesses was the bulk of the organization's total income at the end of the year.

Approximately 30% of funds come from the organization's fundraiser held in May of every year. Curt's Closet holds one fundraiser a year: Clothed in Cullman. In May of every year, Curt's Closet hosts a dinner with silent and live auctions, a fundraising game and entertainment. At the event, participants of the silent and live auctions purchase paddles to participate. Along

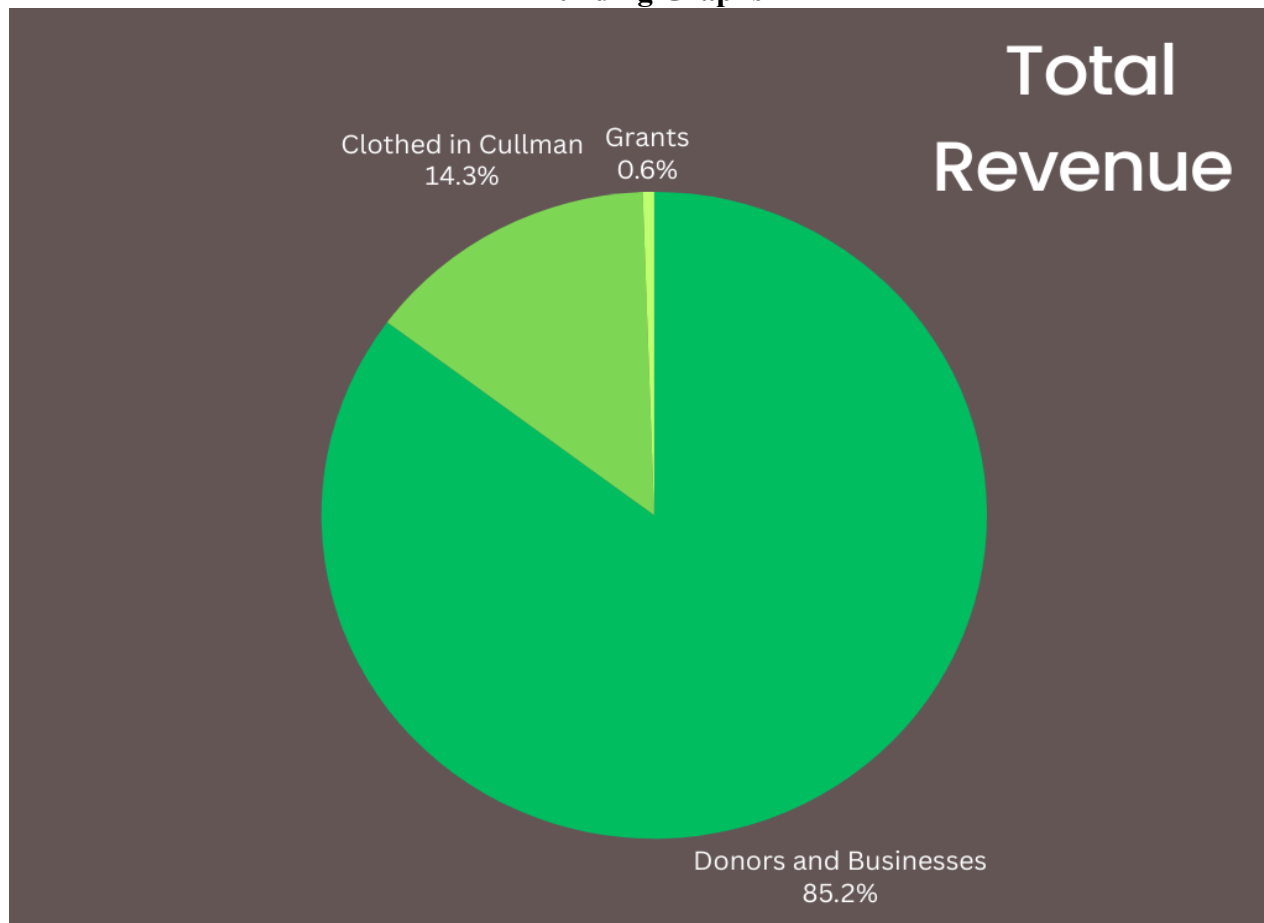


with the auctions, there is a game of Heads or Tails where the last person wins a \$300 in gift card. The fundraiser then introduces Bless Your Soles since the fundraiser occurs right before the summer project takes course. In 2023, Curt's Closet's total revenue from Clothed in Cullman was \$80,618.00.

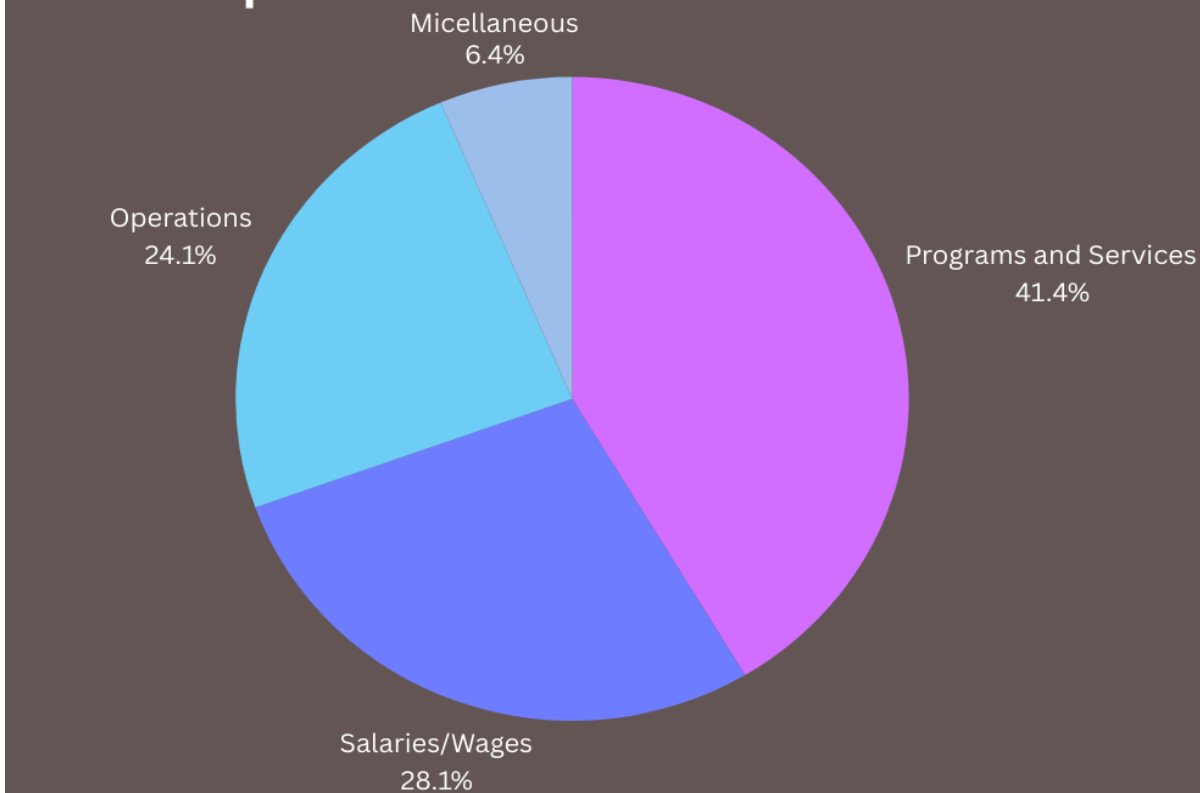
Finally, Curt's Closet does not rely greatly on grants, but it does receive a few. Curt's Closet has started the process of researching the different grants out there, but only applying for simple grants and receiving grants from places such as Walmart, St. John's Church and First Free Will. Other grants it receives are from BlueCross BlueShield and RC&D. Curt's Closet has not yet ventured into larger/government grants at this time. Grants make up 10% of Curt's Closet's funding. In 2023, Curt's Closet received a total of \$3,121.41 in grants.

Curt's Closet's total revenue at the end of the year came out to be \$696,379.84 with its net income being \$96,728.47. Curt's Closet received the majority of its income from donors and businesses. The organization's main expenditures in 2023 were from operations, salaries/wages and programs/services. Its total operating expenses was \$126,230.49 with clothing being the organization's highest expense in the operations category (\$91,015.68), along with other operating expenses such as books and subscriptions, printing and copying, postage and mailing services, food and beverage, pest control, and parades. In 2023, its highest expense was its salaries/wages which was \$168,960.54. Along with other smaller expenses, its total expenditures at the end of the year was \$599,651.37. The funding graphs below show the total revenue and expenditures from the 2023 year.

### Funding Graphs



## Total Expenditures



### SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"> <li>- Close-knit community and support</li> <li>- Christian based</li> <li>- Committed staff/volunteers</li> <li>- Vision</li> <li>- Programs</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>- Lack of funds</li> <li>- Lack of volunteers</li> <li>- No crisis management plan</li> <li>- No code of ethics</li> <li>- No OAE statement</li> </ul>
<b>Opportunities</b> <ul style="list-style-type: none"> <li>- Creating more scholarships</li> <li>- Increasing school engagement</li> <li>- Expanding communication channels</li> <li>- Creating more donation opportunities</li> <li>- Adding more fundraiser events</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>- Communication discrepancies</li> <li>- Funds coming solely from donors</li> <li>- Potential staff/volunteer burnout</li> <li>- One fundraiser a year</li> <li>- Working with minors</li> </ul>

### Strengths

Curt's Closet displays different strengths. One of the largest strengths being that Cullman is a small town, but the community is close-knit. In her interview, Ashley describes Cullman as a family. When her son passed away, numerous people in the community reached out to Ashley. They offered support on the spot from the moment she lost her son to the moment she decided to start Curt's Closet. Another strength is the way the organization emphasizes faith. The support continues to grow for the organization as it ages. Working towards breaking the cycle of poverty while showing the organization's devoutness towards God sets it apart and makes Curt's Closet

stronger as an organization. Curt's Closet's vision strengthens the organization as well, providing a clear and concise vision in helping kids and families in need through giving. The staff and volunteers play a large role in the success of the organization as they continually do everything they can to keep the organization running as smoothly and efficiently as possible. Last but not least, Curt's Closet and its programs strengthen the organization tremendously by offering different ways for the different communities and schools to join in on the cause to fight against poverty and helping kids and families understand that their situations in life do not define them and who they can be or what they can do.

### **Weaknesses**

While Curt's Closet displays many strengths, it has several weaknesses as well. One of its biggest weaknesses is its lack of funds. According to Ashley, this year was the most the organization had ever had to spend for back to school, causing it to dip into its general funds.

Following its lack of funds, the organization lacks volunteers. Ashley mentions that Curt's Closet gets many volunteers during the summer time, but not enough when school starts back. Volunteers are needed to help aid the staff in running daily operations, so without them, the staff struggles and are overworked.

Another weakness is that the organization does not have a crisis management plan in place. This aspect is crucial in maintaining any organization, not only in situations where it has to spend more than it is receiving, but other situations deemed as emergencies as well.

Along with not having a crisis management plan, Curt's Closet does not have a set code of ethics or OAE statement in place. These are crucial for an organization and the publics involved. Having a code of ethics is important for the people who are involved in running the organization because it helps the members uphold specific expectations in honesty, integrity and

professionalism. Not having a OAE statement is a weakness because this helps the organization's publics, mainly the children and families in need, as well as staff and volunteers, feel secure in how trustworthy the organization is in including people of various backgrounds. It also can help demonstrate the organization's values and goals.

### **Opportunities**

Curt's Closet presents potential to grow with its strengths, using them as ways to create different opportunities for others, while creating opportunities for the organization itself.

Scholarships are a great way for the organization to expand since it is a small town, and several students could benefit from scholarships.

Currently, Curt's Closet has the Curtis James Wilson Memorial Legacy Endowed scholarship, but it is only offered to students who are planning to attend Wallace State Community College in students enrolled in an Applied Technology program. Curt's Closet could find a way to incorporate more scholarships on a broader scale and pitch the idea to donors and local businesses for children in low-income family situations or children in the foster system to receive scholarships, as college is an important step in their lives. Curt's Closet could work with the donors or local businesses to draw up an application process in which children the organization serves can have an opportunity to receive a scholarship towards the school they get accepted to with the major of their choice.

Curt's Closet conducts its yearly competition between different elementary schools in February, and the successful outcome of this project would be a good opportunity to incorporate more school related projects. School engagement could help the organization spread more engagement about its cause and would further help the children and families in need. Younger

children love a good challenge, and it teaches them to work hard, care about the community and have fun at the same time.

This can go along with community building as the organization can come up with more projects and programs that could involve the community. For example, they could do more fundraiser events throughout the year such as charity galas where the organization holds raffles or school events with fun games, and it could incorporate some type of donation opportunity in it for the events.

### **Problems/Threats**

Curt's Closet has many strengths and opportunities ahead of it, but its weaknesses could pose problems and threats. One threat for Curt's Closet is that it communicates to its publics mainly through phone calls, emails and social media, but the organization's clients are mainly low-income families. The organization also serves emergency families and foster kids. Although it has not run into issues like this yet, it could pose an issue when some of these families do not have technology means or access to the internet, which results in communication discrepancies between the organization and its main publics. Without ways to communicate to the children and families who do not have access to technology and the internet, they have limited ways of hearing about the next events and projects coming up, or news about the organization. They would also have a hard time knowing about the organization and what it does in general.

Curt's Closet's funds come solely from donors and it holds only one fundraiser a year. Funds are a tremendous part of an organization and for its operations. With funds coming solely from donors, it could cause a threat because there is a lack of financial stability since the funds can be unpredictable based on donor priorities and other factors. The organization would also need to align its activities and goals with donor interests which might not fully reflect what the

mission and vision of the organization is. There is also a risk of burnout on the staff and volunteers when they focus their time into donor management rather than mission-related work. With the funds solely coming from donors, this makes having one fundraiser a year a threat. To avoid the threats of funds coming solely from donors, the organization should focus on finding more ways to fundraise in the event this aspect goes awry.

### **Future and Goals**

Curt's Closet has a large potential to grow and expand. Ashley Wilson believes that Curt's Closet will continue to grow with how much community engagement there is with every program and project it holds. In her interview, she talks about a five to 10 year plan where she envisions the organization expanding and growing with satellite offices around different communities. She also wants to partner with DHR to deliver from these different satellite offices to free up their funds in other areas if they supply clothing needs instead of coming to Curt's Closet's main warehouse when gathering supplies for fosters. Expanding is the organization's biggest goal for the next five to 10 years.

### **Summary**

Curt's Closet opened its doors in 2018 as a way to honor Ashley Wilson's son, Curt Wilson, after tragedy struck in 2017, and since then it has been nothing short of an inspiration. The organization shows a strong commitment in trying to break the cycle of poverty within the community while helping children and their families gain confidence and receive help for situations they did not create for themselves. In the efforts of instilling its mission and vision and reaching local and surrounding communities of Cullman, Alabama, it is driven by its firm belief in God to help children and families in need feel secure and loved while maintaining a strong faith that God works in their lives everyday. Curt's Closet displays a high potential to grow and

expand, through its work. While the organization has a number of weaknesses and threats, it has many strengths that could lead it to new opportunities that could lead the organization to great success. The community surrounding Curt's Closet goes to show how dedicated each individual is in the values and goals of the organization and the effects a nonprofit like itself has on everyone around it.



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<https://www.waff.com/2022/07/14/how-curts-closet-is-sharing-clothing-confidence-care/>

This link provides Anna Mahan of WAFF 48 talking about Curt's Closet to give the organization some media attention.

Mann, W. C. (2018, December 24). *Almost a year in, Curt's Closet impacting lives in a big way.*

The Cullman Tribune.

<https://www.cullmantribune.com/2018/12/24/almost-a-year-in-curts-closet-impacting-lives-in-a-big-way/>

This is an article written by W.C. Mann of The Cullman Tribune giving a status report on Curt's Closet in their early stages.

Tipton, M. (2024, February 28). Curt's Closet Underwear Drive.

<https://hpm.ccboe.org/o/hpk8/article/1481583>

This is the link on Holly Pond Elementary School sharing that they will be participating in Curt's Closet's Captain Underpants underwear drive.

*Walmart- Curt's Closet Back to School.* Walmart.com. (n.d.).

<https://www.walmart.com/registry/RR/a7ce8250-e001-4165-ac98-6309b1bf2f4f>

This is the link to the organization's back to school Walmart registry.

Wilson, Ashley (2024, September 9). *Personal Interview In-Person*.

In this face-to-face interview, Ashley provided information about the overview, history, mission and vision and services and programs, along with other key information of Curt's Closet.

Wilson, Ashley (2024, September 9). *Personal Interview Email*.

In these emails, Ashley worked with her staff to provide additional information about the funding, donors, key publics and DEI statement.

## Appendix A

This is the document proving they are a 501(c)(3) exempt organization.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 08 2018

CURTS CLOSET  
859 COUNTY ROAD 1511  
CULLMAN, AL 35058-0000

Employer Identification Number:  
82-2620511  
DLN:  
26053555002348  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Form 990-PF Required:  
Yes  
Effective Date of Exemption:  
August 23, 2017  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a private foundation within the meaning of Section 509(a).

You're required to file Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation, annually, whether or not you have income or activity during the year. If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PF" in the search bar to view Publication 4221-PF, Compliance Guide for 501(c)(3) Private Foundations, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 1076

## Appendix B

This is a screenshot of their 990 form (first page)

efile GRAPHIC print - DO NOT PROCESS		As Filed Data -		DLN: 93493135156553																																																							
<b>Form 990</b> Department of the Treasury Internal Revenue Service		<b>Return of Organization Exempt From Income Tax</b> Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations) ▶ Do not enter social security numbers on this form as it may be made public. ▶ Go to <a href="http://www.irs.gov/Form990">www.irs.gov/Form990</a> for instructions and the latest information.			OMB No. 1545-0047 <b>2022</b> Open to Public Inspection																																																						
<b>A For the 2022 calendar year, or tax year beginning 01-01-2022, and ending 12-31-2022</b>																																																											
<b>B</b> Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending		<b>C</b> Name of organization CURTS CLOSET  Doing business as  Number and street (or P.O. box if mail is not delivered to street address) Room/suite PO BOX 942  City or town, state or province, country, and ZIP or foreign postal code CULLMAN, AL 35056		<b>D</b> Employer identification number 82-2620511  <b>E</b> Telephone number (256) 735-4557  <b>G</b> Gross receipts \$ 1,194,839																																																							
<b>F</b> Name and address of principal officer: ASHLEY WILSON PO BOX 942 CULLMAN, AL 35056		<b>H(a)</b> Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <b>H(b)</b> Are all subordinates included? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "No," attach a list. See instructions. <b>H(c)</b> Group exemption number ▶																																																									
<b>I</b> Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) ( ) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527																																																											
<b>J</b> Website: ▶ WWW.CURTSCLOSET.ORG																																																											
<b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶				<b>L</b> Year of formation: 2017 <b>M</b> State of legal domicile: AL																																																							
<b>Part I Summary</b>																																																											
<b>1</b> Briefly describe the organization's mission or most significant activities: HELPING PROVIDE STUDENTS WITH CONFIDENCE THROUGH COMMUNITY ACTION AND GOD'S LOVE.																																																											
<b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.																																																											
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width: 80%;"><b>3</b> Number of voting members of the governing body (Part VI, line 1a) . . . . .</td> <td style="width: 5%; text-align: center;"><b>3</b></td> <td style="width: 15%; text-align: right;">7</td> </tr> <tr> <td><b>4</b> Number of independent voting members of the governing body (Part VI, line 1b) . . . . .</td> <td style="text-align: center;"><b>4</b></td> <td style="text-align: right;">5</td> </tr> <tr> <td><b>5</b> Total number of individuals employed in calendar year 2022 (Part V, line 2a) . . . . .</td> <td style="text-align: center;"><b>5</b></td> <td style="text-align: right;">5</td> </tr> <tr> <td><b>6</b> Total number of volunteers (estimate if necessary) . . . . .</td> <td style="text-align: center;"><b>6</b></td> <td style="text-align: right;">155</td> </tr> <tr> <td><b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12 . . . . .</td> <td style="text-align: center;"><b>7a</b></td> <td style="text-align: right;">0</td> </tr> <tr> <td><b>7b</b> Net unrelated business taxable income from Form 990-T, Part I, line 11 . . . . .</td> <td style="text-align: center;"><b>7b</b></td> <td style="text-align: right;"></td> </tr> </table>						<b>3</b> Number of voting members of the governing body (Part VI, line 1a) . . . . .	<b>3</b>	7	<b>4</b> Number of independent voting members of the governing body (Part VI, line 1b) . . . . .	<b>4</b>	5	<b>5</b> Total number of individuals employed in calendar year 2022 (Part V, line 2a) . . . . .	<b>5</b>	5	<b>6</b> Total number of volunteers (estimate if necessary) . . . . .	<b>6</b>	155	<b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12 . . . . .	<b>7a</b>	0	<b>7b</b> Net unrelated business taxable income from Form 990-T, Part I, line 11 . . . . .	<b>7b</b>																																					
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<b>Part II Signature Block</b>																																																											
Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.																																																											
<b>Sign Here</b> Signature of officer HELEN LEWIS TREASURER Type or print name and title		2023-05-11 Date																																																									
<b>Paid Preparer Use Only</b> Print/Type preparer's name Firm's name ▶ FRICKE SWEATMON & CO PC Firm's address ▶ 412 2ND AVE NE CULLMAN, AL 35055		Preparer's signature Date 2023-05-15 Check <input type="checkbox"/> if self-employed PTIN P00366100 Firm's EIN ▶ 63-0853902 Phone no. (256) 739-0955		May the IRS discuss this return with the preparer shown above? (see instructions) . . . . . <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No																																																							
For Paperwork Reduction Act Notice, see the separate instructions. Cat. No. 11282Y Form 990 (2022)																																																											



## Appendix C

This is a copy of their financial records of the previous year.

3:45 PM

01/27/24

Cash Basis

### Curt's Closet Profit & Loss January through December 2023

	Jan - Dec 23
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
AmEx Cash Back	1,298.96
Checking Account Interest	4,185.54
Clothed in Cullman.	
Auction	7,200.00
Donation	28,975.00
Tickets	15,500.00
Clothed in Cullman. - Other	28,943.00
<b>Total Clothed in Cullman.</b>	<b>80,618.00</b>
Consignment	25,391.61
Curt's Christmas Donations	83,300.00
Direct Public Grants	3,121.41
Direct Public Support	
Individ, Business Contributions	481,166.98
Direct Public Support - Other	14,670.98
<b>Total Direct Public Support</b>	<b>495,837.96</b>
Scholarship Fund	122.00
Shoe Drive	2,504.36
<b>Total Income</b>	<b>696,379.84</b>
<b>Expense</b>	
Business Expenses	
Business Membership	650.00
<b>Total Business Expenses</b>	<b>650.00</b>
Captain Underpants	3,104.50
Clothed in Cullman	
Decor	312.46
Food	1,050.00
Invitations	254.00
Music	300.00
Programs	687.52
Silent Auction	1,536.50
Swag Bags	491.57
Venue	12,485.56
Clothed in Cullman - Other	855.41
<b>Total Clothed in Cullman</b>	<b>17,973.02</b>
Contract Services	
Accounting Fees	3,302.54
<b>Total Contract Services</b>	<b>3,302.54</b>
Curt's Christmas	
Food for families	78,750.00
Toys and Gifts	27,962.94
Curt's Christmas - Other	225.00
<b>Total Curt's Christmas</b>	<b>106,937.94</b>
Curt's Classic	
Food and Drink	242.63
<b>Total Curt's Classic</b>	<b>242.63</b>
Curtis J. Wilson Scholarship	117,500.00
Donation	1,725.00
Facilities and Equipment	
Lawn Care	1,460.00
Property Insurance	795.00
Rent	3,949.82
Utilities	9,989.46
Facilities and Equipment - Other	2,328.27
<b>Total Facilities and Equipment</b>	<b>18,522.55</b>
Family donations/gifts	1,509.31
Insurance - Work Comp	3,022.00



3:45 PM  
01/27/24  
Cash Basis



**Curt's Closet**  
**Profit & Loss**  
January through December 2023

	Jan - Dec 23
<b>Operations</b>	
Books, Subscriptions, Reference	614.94
Clothing	91,015.68
Food & Beverage	3,386.12
Parades	1,886.81
Pest Control	4,739.00
Postage, Mailing Service	1,118.20
Printing and Copying	1,915.25
Supplies	21,554.49
<b>Total Operations</b>	<b>126,230.49</b>
<b>Other Types of Expenses</b>	
Advertising Expenses	356.00
Insurance - Liability, D and O	7,088.00
Other Costs	5.00
<b>Total Other Types of Expenses</b>	<b>7,449.00</b>
Paypal Expense	1,031.75
Payroll Expenses	119.00
Salaries & Wages	168,960.54
<b>Taxes</b>	
Car Tags	281.89
ERFICA-MED	1,806.44
ERFICA_SS	7,724.10
Property Tax	4,155.69
Taxes - Other	25.00
<b>Total Taxes</b>	<b>13,993.12</b>
<b>Travel and Meetings</b>	
Conference, Convention, Meeting	4,896.75
Travel	776.99
<b>Total Travel and Meetings</b>	<b>5,673.74</b>
<b>Vehicle</b>	
Gas	868.70
Vehicle - Other	835.54
<b>Total Vehicle</b>	<b>1,704.24</b>
<b>Total Expense</b>	<b>599,651.37</b>
<b>Net Ordinary Income</b>	<b>96,728.47</b>
<b>Net Income</b>	<b>96,728.47</b>

## Appendix D

These are screenshots from their website of their facility and warehouses located on Third Avenue in Cullman, Alabama.




[Curt's Closet](#)
[Home](#)
[Friends of Curt's Closet](#)
[Our Story](#)
[Mission and Vision](#)
[Bless Your Sole](#)
[Donate Items](#)
[Drop Off Locations](#)
[More](#)









We moved to our current location at 1101 3rd Avenue SE Cullman, AL in 2021.

Thanks to the overwhelming support of our community, we are very excited to announce the opening of our new warehouse at Curt's

## New Warehouse Building 2024


[Curt's Closet](#)
[Home](#)
[Friends of Curt's Closet](#)
[Our Story](#)
[Mission and Vision](#)
[Bless Your Sole](#)
[Donate Items](#)
[Drop Off Locations](#)
[More](#)




## Appendix E

This is an image providing information about their Bless Your Sole back-to-school shoe drive.



**Who:** Curt's Closet and **YOU**

**What:** Back to School **New Shoe** Drive

**Where:** Curt's Closet and Local Businesses and Groups

**When:** July 1- August 15

**Why:** So that every student in Cullman starts the school year with a **NEW** pair of shoes.

**FAQ:**

- **What type of shoes do you accept?** We are collecting **Brand New Tennis/Running style shoes** in all sizes for kids under the age of 19.
- **Where do I drop off the shoes?** Curt's Closet (1101 3rd Ave. SE) or any regular Curt's Closet donation location (full list at [curts closet.org](http://curts closet.org))
- **Can my business, religious or civic organization host our own shoe drive?** YES! Go to [Curts closet.org](http://Curts closet.org) to download a tool kit or email us at [curts closet20@gmail.com](mailto:curts closet20@gmail.com)
- **Can I donate funds instead of shoes?** YES! You can send cash or check donations to PO BOX 942 Cullman, AL 35056
- **Do you accept used shoes?** We do regularly accept used, good condition shoes, but for this back to school Bless Your Sole Drive, we are focused on brand new shoes.

## Appendix F

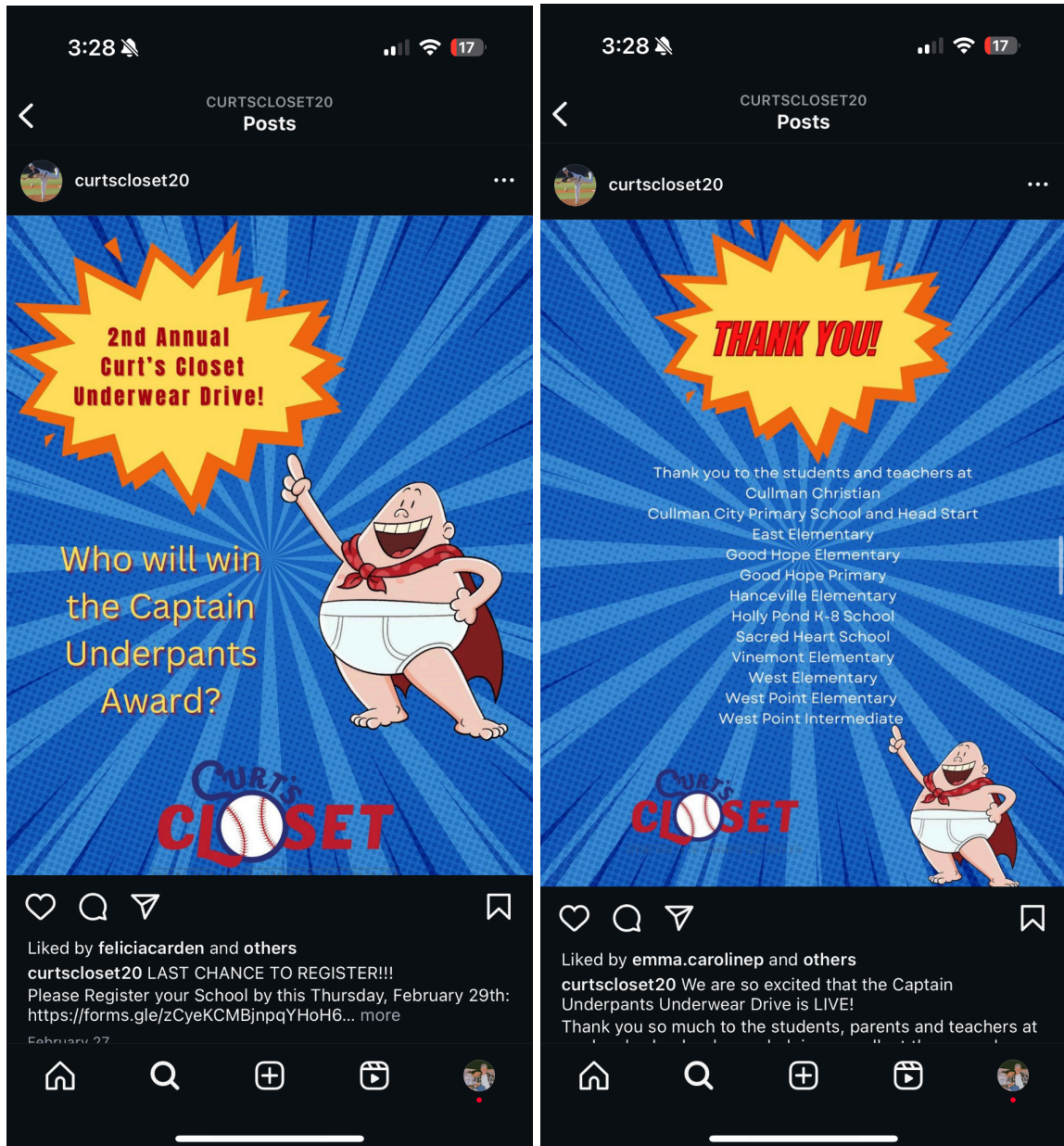
Below is a screenshot from their Instagram post regarding Curt's Christmas applications for this year.





## Appendix G

This shows the schools who participated in their 2nd annual underwear drive competition.



## Appendix H

Screenshot of information on Clothed in Cullman from May this year.

