

Rotary Club Nearly Triples Donations For Winter Coat Drive Supporting Urbandale Students

Building on the momentum of a successful 2014 winter coat drive, Rotary Club of Northwest Des Moines distributes almost three times as many coats this year to help Urbandale students in need

URBANDALE, Iowa – November 12, 2015 – Driven by a collective passion and purpose that places service above self, the [Rotary Club of Northwest Des Moines](#) proudly announces the distribution of 337 winter coats to help keep [Urbandale Community School District](#) (UCSD) students in need warm this winter. While last year’s winter coat drive was a success with 133 coats being distributed, the substantial increase in winter coats being distributed this year will have an even greater and more far-reaching impact in the lives of UCSD students. Rotary members donated funds to purchase the winter coats and collaborated with UCSD Facilitators of Family Outreach (FFO) to determine the gender and sizes needed to help support students in elementary, middle and high school.



NW DM Rotary 2015 Winter Coat Drive: Christy Stroope, UCSD FFO; Helen Turner, Rotarian; Jessica Marks, UCSD FFO; Mary Polson, Rotarian; Dr. Keri Schlueter, UCSD Coordinator of Student Services; Michele Hamilton, UCSD Coordinator of Student, Family and Community Services; Brenda Auxier-Mailey, Rotarian.

“Service Above Self is the Rotary motto and providing warm winter coats to every UCSD student in need is one of the ways we bring this motto to life in order to make a positive difference in the lives of our youth and continually serve our community,” said Brenda Auxier-Mailey, President Elect Northwest Des Moines Rotary.



NW DM Rotary 2015 Winter Coat Drive: Rotarian Ed Arnold and CeCe Arnold.

The generous donations by the Rotary Club of Northwest Des Moines were part of a larger vision of the [Rotary District 6000](#). Each Rotary Club within District 6000 raised money to supply coats to students within their own communities. In total, Rotary District 6000 raised enough money to purchase and donate 9,176 winter coats for students in need throughout Iowa.

The UCSD provides a multitude of services and programs designed to better support the needs of students. In 2009, UHS students with intellectual disabilities and the [Urbandale Chapter of Best Buddies](#) brought to life a district-wide program called [The Clothing Closet](#). The Clothing Closet is a student-run, non-profit business that accepts clothing donations in order to provide clothing free of charge to those in need. With the help of teachers and associates, students manage The Clothing Closet by accepting donations, laundering clothing received, responding to order requests, managing inventory and interacting with customers. The Clothing Closet has been so successful that it has outgrown its space at the high school and has expanded to a satellite location next door to [The Urbandale Food Pantry](#).



NW DM Rotary 2015 Winter Coat Drive: Mark McAndrews and sons, Jenifer Mercer-Klimowski, Chuck Corwin, Brenda Auxier-Mailey and Bill Corwin.

“I was in awe when I saw the number of coats being donated by the Rotary this year,” said Dr. Keri Schlueter, UCSD Coordinator of Student Services. “We are so fortunate to have a variety of community partnerships that help provide basic needs for our students. The Rotary has a long standing tradition of supporting the students, families, and staff of Urbandale Schools. We are so appreciative of their generosity.”

Teaching All—Reaching All is the mission of the UCSD and serves as a guide for how educators engage and support students. The District believes in the inherent value and potential of every single student and not only adapts methods of instruction to better meet the unique needs of each student, but also builds caring relationships with students to understand if their basic needs are being met and implements solutions to provide necessary items. UCSD greatly appreciates the collaboration and partnership with the Rotary Club of Northwest Des Moines, and is grateful for the generous donation of 337 winter coats for students in need. For many students, receiving a new coat is not only about the basic need to keep warm throughout the winter months, but serves as a fundamental affirmation that they are being seen, heard and valued.

About Rotary

Rotary International is an organization of business and professional leaders who provide humanitarian service and help to build goodwill and peace in the world. There are 1.2 million Rotary members in 34,000 Rotary clubs in more than 200 countries and geographical areas. Rotary clubs have been serving communities worldwide for more than a century. The first Rotary club was founded in Chicago in 1905. To learn more about the Rotary Club of Northwest Des Moines, visit <http://portal.clubrunner.ca/1664>

About Urbandale Community School District

The Urbandale Community School District includes portions of Des Moines and Urbandale, Iowa. The district serves over 3,900 students in six elementary schools, one middle school and one comprehensive high school. The Urbandale district supports an increasingly diverse student population where 51 languages are spoken. Building on the existing foundation of excellence in education, Urbandale is transforming education throughout the district. By implementing innovative [Quality/Continual Improvement](#) strategies that create learning environments that more fully engage, challenge and motivate students, Urbandale is taking transformation from theory into practice. Urbandale prepares students for becoming lifelong learners and is a school district that brings learning to life for everyone. To learn more, visit: UrbandaleSchools.com and follow on Twitter [@UrbandaleSchool](#).

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