



# COK SPRING 26 VOLUNTEER NEWSLETTER

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NEARLY  
**270,000**  
school clothing  
items to over  
**20,200**  
**STUDENTS**

## PAM FLEUETTE, COK VICE PRESIDENT, EXECUTIVE COMMITTEE TAKES ON THE ROLE OF PRESIDENT APRIL 1, 2026

CEO/President of Tidemark Federal Credit Union from 2006 until her retirement at the end of 2025, Pam was also VP/Owner of Fleuette Financial Services, a consulting and auditing firm for credit unions, from 1989-2006. From 1979 to 1989, she worked on the regulatory side of the credit union industry. She holds a Bachelor of Business Administration from Temple University. She founded the Tidemark FCU Foundation supporting disadvantaged middle-school-aged children and their families in the County.

Pam resides in The Peninsula, she has one daughter, four stepchildren, and two cats.

## MISSION STATEMENT REFRESH

Our Mission Statement has been refreshed to refine how we tell our COK story. Our COK Board and Marketing/Creative team worked together to come up with a message that helps us tell our "WHY".

COK New Mission Statement:

**OUR MISSION – Clothing Our Kids removes a major barrier to learning – the lack of essential school clothing for students from Head Start through High School. By providing new clothing to children in need, COK helps boost self-esteem, reduce bullying, and improve attendance – giving every child a confident, equal start in their education.**

## COK'S FIRST EVER STUFF THE BUS SPONSORED BY JOLLY TROLLEY AND AMERICAN LEGION

Clothing Our Kids first **STUFF THE BUS** event was a success beyond the numbers. **NEW** clothing collected totaled **2,152 items**. When County residents heard and read about the COK Mission and this event they came out in droves. Incoming COK President Pam Fleuette cheered on the Volunteers; the Special Events Committee led by Monica Anthenelli and Diane Poletti organized the day; Becky Salerno and her group in Dagsboro STUFFED THE SUV; Barb Weidman in Lewes collected clothing from her neighbors; J Crew, Wacoal, Simply Southern, Jockey, Aéropostale, Greg Norman, and Lee/Wrangler Tanger Outlet Stores all sent clothing over. Good marketing helped spread the noble work of the COK Volunteers, resulting in the opportunity to explain the reasoning behind why COK provides students with only new clothes; a local town wanting to do something similar; and we picked up a few new Volunteers.



PLEASE SCAN THE QR CODE TO DONATE.

## MARK YOUR CALENDARS:

# For Our 12<sup>th</sup> Annual Charity Golf Tournament

## Monday, October 19<sup>th</sup>

## Peninsula Golf and Country Club

Some big Sponsors have already committed to help including:

- Ocean Atlantic/Schell Brothers
- Rick and Cindy Beyer
- Modern Imprint
- Mountaire Farms
- Chuck Hall Insurance & Financial
- Val Ellenberger, Compass RE
- Allen Harim
- Arbor Care
- Coach

We are so fortunate to start out of the gate with so many special Sponsors. We urge all Volunteers to help recruit Sponsors for this event responsible for 30% of all clothing purchased.



PLEASE SCAN THE QR CODE TO BE A SPONSOR.

## WELCOME AND THANK YOU TO OUR VALUED VOLUNTEERS

A big welcome aboard to our new VOLUNTEERS who have joined so many of our Committees and are all jumping in to help. We are very happy to have you here!

### THANK YOU TO EVERY VOLUNTEER AT COK

Every day you help make a difference in the lives of so many Sussex County Students. Just go on our website and look at all the testimonials and kudos your support has meant to children. Your skills, ideas and generosity are what make us successful.