



# Sweet Charities Flea Market



Where your gently used goodies  
become someone else's treasures  
And we make a difference  
in the lives of others at the same time.

## lands Off! Freedom from Fear Campaign



Proceeds to benefit non-profit  
agencies dedicated to



**Empowering Women to  
STOP the Violence**  
Sunday, September 12<sup>th</sup>, 2004

## The Sweet Success of Sweet Charities

“Let’s Put On A Show! Sometimes I feel like Judy Garland when she teamed up with Mickey Rooney in 1940’s musicals,” said MorningStar Cultural Arts Creative Director Carol Greenberg. “When they needed money for a cause, they borrowed a barn and planned an event.”

MorningStar did just that Sunday, September 12<sup>th</sup>, when they borrowed an unused warehouse to hold the **Sweet Charities Flea Market**, but there was no singing involved, just a lot of hard work.

MorningStar sponsored this event to benefit non-profit organizations dedicated to empowering women to stop the violence

against them. The idea was formed at the beginning of the summer to put together a creative team to film a public service announcement for television with the simple message that violence—especially violence against women and children—is unacceptable. After Carol and board member Ron Higgins spoke with Jay Self of the Savannah Film Commission, they decided that they would have to find a way of raising a lot of money before they applied for a matching grant in order to realize this goal.

The first fundraising attempt was **Sweet Charities**, a flea market idea which allowed any agency dealing with clients or programs impacting the empowerment of women, to set up a booth and participate. The agencies paid only \$25 to exhibit which went towards security, electricity and set-up, but kept all their own proceeds to funnel into their own projects. Individual vendors were also invited, and they were asked to give a donation back to MorningStar to use on the *Hands OFF! Freedom from Fear Film Campaign*.

In mid-August, Tom Rushing donated the use of his old Electrical Company building on N. E. 36<sup>th</sup> Street for the event and with only three weeks to go before the Jewish New Year, Rosh Hashana, MorningStar friends and donors cleaned up the location, donated materials, , sent out public service announcements, handed out flyers and priced and sorted materials to be sold. Volunteers came from five social service organizations as well as MorningStar and Congregation Mickve Israel Sisterhood. Francis Wilson, a director of the STAR Aging program at Gateway Community Services, and a CMI sisterhood member also sold kosher hot dogs and sodas. The caliber of the donations-- often brand-new and name brand clothes, shoes and toys, stylish jewelry as well as antique books, vintage music and housewares—surprised the volunteers. Donated cell phones were not sold, but immediately donated to Safe Shelter. They rewire the phones to dial 911 and give them to women for whom they have safety concerns.

Even though the proceeds were modest due to a small buyer turnout, the event provided a good foundation on which to build a future event. It was an exhausting day, but the volunteers felt good about the effort and so by the end of the 8-hour day were asking to do this again in the spring. If you have an idea for a location, or missed the event and would like to make a tax- deductible donation to MorningStar or to MorningStar’s Hands OFF! Campaign, please call 912-927-9922.