



# kids in need *Connection*

NOVEMBER 2009



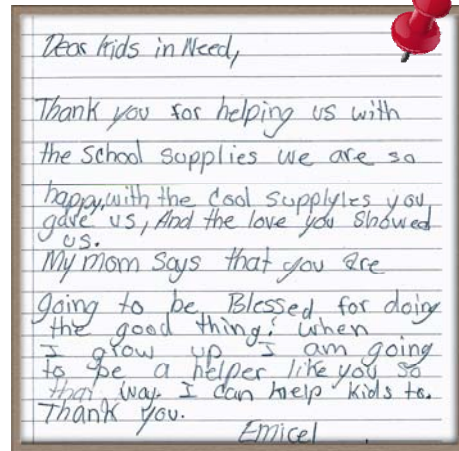
The Kids In Need Foundation is a Four Star Charity

## Thankful Year Round

It's that old November question again... "What Are You Thankful For?" Perhaps this year some will ponder their answer longer.

One thing is for sure...kids are thankful for your support! The Kids In Need Foundation receives dozens of thank you letters and cards from kids across the country that have received much needed school supplies through your kindness and generosity.

The bonus points? Not only are they receiving the tools they need to participate in the classroom, but they are learning a valuable lesson from you. Awareness. Service. Thoughtfulness. Legacies. Community. Giving. Lending a helping hand.



The Kids In Need Foundation is thankful year round for each and every donor, ambassador, and volunteer.

Without YOU, we would not be able to provide school supplies to kids like Emicel who wrote, **"When I grow up I am going to be a helper like you".**



### Join Us!



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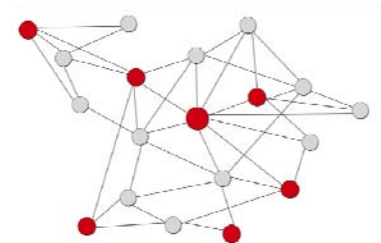
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## Power of 10 Challenge...Are You Connected?

I'll guess you know **10** people. And let's say you tell those **10** people about the mission of the Kids In Need Foundation. And they tell **10** friends. Their friends tell **10** neighbors. Who mention it to **10** co-workers. Your one voice has now turned into **10,000**.



That's the **Power of 10**.

Inspired to find out just how far your voice can be heard? Take a look in your address book. How many people do you *really* know?

If you had an opportunity to shape the future workforce, the very backbone of our economy...with just your voice...would you seize it? Stay tuned!

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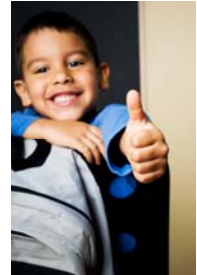
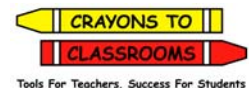
Please note our new domain name!

## More Supplies for Kids through Two New Centers

The KINF Board of Directors recently voted to add two resource centers to the KINF National Network.

Crayons to Classrooms is located in Dayton, OH, and School Tools is in McAllen, TX.

The additional Centers will expand the reach of the Network, which currently serves more than 1.6 million students through 23 locations across the country.



*Celebrating Ruth!  
(L-R) Debbie Redding  
Sampson, Mary Wablo, Ruth  
Libby, Tom Libby.*

## She's One of Maine's "Women to Watch"

Ruth Libby of network location Ruth's Reusable Resources in Portland, Maine, was recently honored by *Mainebiz* as one of six "Women to Watch." Darren Haper, KINF resource center specialist, attended the event.

Libby started her "teacher free store" from her home's basement 16 years ago.

Today, the organization is housed in a 27,000-square-foot warehouse and serves 207 schools. More than 70,000 stu-

dents benefit from the Ruth's Reusable Resources store annually.



## Notebooks...or Supper?

Now there is a scary thought. What if you were making that decision? Day after day, deciding between putting food on the table, keeping your house warm, or sending your child to school with supplies.

Knowing their future rides on their success in school ...what would you do?

What if you were that child, excited about school, but without the supplies you needed to do your work? Would you still be excited? Day after day?

Some folks say...is that really happening? Is there anything we can do to change things?

**YES.**

The second semester is right around the corner. Your help **can** make all the difference. Kids that believe in themselves and succeed in school now will become your future employees.

Visit [www.kinf.org](http://www.kinf.org) to make a year-end product donation. You can also join the Holiday Fund Drive. Make the second semester COUNT!

# Thank You 2009 Education Celebration Gala Sponsors



## Ron Clark Inspires Crowd at Gala

It may have been chilly outside in Minneapolis but inside The Depot...things were cooking!

Attendees enjoyed a cocktail hour connecting and networking with other professionals in the school and office products industry.

Lorraine Delpercio, Amy

Hudgin, Jeff Ungerer, and Amanda Winston were honored as 2009 Teachers of the Year.

The evening went from cooking to on fire when guest speaker Ron Clark took the stage. Ron, teacher and founder of the Ron Clark Academy in Atlanta, GA, engages students in learning and ex-

cites kids about school. His philosophy focuses on high goal setting and dreaming BIG.

Ron's detailed accounts of teaching kids in tough situations produced laughter, tears, and inspiration. Telling his story as he bounced from table to table helped, too!



Catch the new KINF video, Kids Dream Big! [www.youtube.com/kidsinneedfoundation](http://www.youtube.com/kidsinneedfoundation).

## Cause Marketing Lunch was a Hit!



*Believing that the meaning of success is the ability to help others, Innex, Inc., a major distributor of videogame peripherals and accessories donates a percentage of its sales revenue to KINF.*

A special addition to this year's Gala was the Cause Marketing Luncheon. Held prior to the evening's Gala, the Luncheon provided additional opportunities for networking while discussing cause

marketing trends and practices. David Hessekiel, president of Cause Marketing Forum, led the discussion. Gala attendees were invited to participate in the Luncheon for free.

KINF received much positive feedback on the addition of the luncheon and the timeliness of topic. Watch for 2010 details soon!!

**Check It Out!**

**To help achieve our mission, Kids In Need supports a licensing program. Find out more by calling Craig at 201-791-3055 .**



## Target Bullseye Gives Update

Resource Centers have been able to purchase the following core items through KINF thanks to the Target Bullseye Gives initiative.

73,181 pencils  
25,717 pens  
22,576 notebooks  
15,662 crayon packs  
9,953 filler paper packs  
4,878 folders  
4,655 marker packs  
3,754 glue sticks

And that's just the beginning of the list..

## Major Donors, Major Impact

### Special thanks to our 2009 Major Donors!

3M Stationery Prod Div	The Hershey Co.	Senator Promotional Group
3M Foundation	Jo-Ann Fabric & Craft Stores	Smead Manufacturing Co
ACCO Brands	Mars	Staples, Inc.
Acme United Corp	MWV	Staples Foundation for Learning
Ann Tayloy/LOFT	MWV Foundation	Sunny Delight Beverages Co.
Blumenthal Lansing Co	Newell Rubbermaid	Target
Cenveo, Inc.	NORCOM	Time Factory Publishing
Corporate Express	Office Depot Foundation	United Stationers
Dixon Ticonderoga Co.	OfficeMax, Inc.	Walmart
ECRM	Payne Publishers, Inc.	Zebra Pen Corp.
Energizer	Pilot Pen Corporation	
Fibre-Craft Materials	Quill Corporation	
Fiskars Brands, Inc.	S.P. Richards Co.	
Fred Meyer Fund		
Gartner Studios		

## Filling Backpacks and Dreams in Illinois

Five hundred homeless elementary and middle school students in School District U-46, Illinois' second largest school district serving Elgin and 11 communities, recently received backpacks stuffed with supplies they need to participate in classroom activities.

“When the Kids In Need Foundation heard about this need in Elgin, we reached out to companies that are known to support our Foundation and care about educating the youth of Amer-

ica,” said Dave Smith, executive director of the Kids In Need Foundation. “Newell Rubbermaid, OfficeMax, and Sanford responded immediately with offers to help us equip these kids, who are already dealing with great stress about their housing situation. We hope these backpacks lift one burden from their shoulders and from the shoulders of their parents.”

“We were thrilled to work with Kids In Need and to give

children in dire circumstances a little relief by providing school supplies to help them succeed in school,” said Carolynn Brooks Chief Diversity Officer for OfficeMax. “Education and teachers are our core cause focus at OfficeMax. By providing the necessary classroom tools we feel that we are giving all children an opportunity and a chance to learn, grow and succeed.”

In addition, KINF received a portion of the cost of the backpacks as a donation.

## As Easy As Pie...and Jeans, and iPods...

The next time you are banking, shopping, searching, or bidding, you can also be supporting KINF!

Just select KINF as your charity of choice at these sites, and you're on your way. Ordering baked goods for a vendor? Check. Working on that teenager's wish list? Check. Winning that autographed Tiger Woods photo? Covered. You can even take your support to the bank...literally! How cool is that?!?!



Yahoo-based search engine that generates a donation per Web search.



*A little sugar goes a long way.*

An online bake sale where you can designate 15% of your purchase to be donated to KINF.



Ebay and Paypal users choose to divert a portion of their monies to KINF



Designating KINF as your charity of choice, GoodShop donates up to 30% of your online purchases to KINF.



Our partnership with We-Care.com allows us to receive a donation when you shop at more than 800 participating merchants.



Liberty will contribute 1% of your total signature-based purchases to your charity of choice .

Thank you for the school supplies that you provided for our school patterson-Kennedy. I really appreciate it because we need school supplies to learne more. Also my mom says "thar.kyou" too. When I grow up thanks to you I will be somebody and away's think of you guys!

Dear Kids in Need,  
I want to thank you for all the school supplies you gave us. Everyone in our school is very thankful that you gave us those supplies. I just want to say thank you because sometimes my dad doesn't have the money to buy me new school supplies so my dad is also thankful.

Dear friends,  
Thanks you for giving us school supplies! We are very thankful and we appreciate all your help! I LOVE you very much. The school supplies are wonderful. You are my favorite.



# 2009 Monetary, In-Kind, and Product Donors

To all companies and individuals who have made financial, product, and in-kind donations in 2009: You have brightened the future for the **1.6 million children** served by the Kids In Need Foundation.

Thank you!

3M - Stationery Products Division	Blumenthal Lansing Company	Dennis Daniels Company	Company
3M Foundation	Booz Allen Hamilton	Dial Corporation	Harry D. Koenig & Co.
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Arts Attack Publications	Corporate Express	Francisco Cornejo	Jim Murphy
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To receive your Kids In Need Connection by E-mail, contact Jen Lehman at [jenl@kinf.org](mailto:jenl@kinf.org)

## Kids Dream Big.

Join us to help them make the most of their skills and opportunities!



You have made a connectivity with learning for us and for others. Thanks you'll be in our acceptances speeches and letters for Harvard, Princeton, and Yale.

Sincerely,  
7<sup>th</sup> gr. Cathedral School

### Booz Allen Hamilton—A Proud Supporter of the Kids In Need Foundation

KINF thanks Booz Allen Hamilton's Dayton Ohio office for its ongoing support—helping us continue in our mission to provide free school supplies to students in need. Booz Allen's Dayton, Ohio, employees have supported KINF through onsite volunteer opportunities and the collection of school supplies. In addition, the firm has engaged in a strategic *pro bono* project on KINF's behalf—to formalize organizational goals and to evaluate program metrics to further strengthen KINF."



*No teacher, student, school, resource center, or donor is ever charged for the supplies received through donations made to The Kids In Need Foundation.*

### Kids In Need National Network Of Resource Centers



In 2008, product donations to the Kids In Need Foundation saved more than 6200 pallets from landfills and placed them into the hands of economically disadvantaged students across the country. To find out how you can help kids succeed while increasing your environmental stewardship, contact Jennifer Lehman at 937-296-1230 x 305 or [jenl@kinf.org](mailto:jenl@kinf.org).

