



SHOPA School, Home, & Office Products Association



Kids In Need *UPDATE*

A Program Of The SHOPA Foundation

SHOPA Foundation For Educational Excellence 2001 Annual Report



In 2001, the SHOPA Foundation reached several milestones because of the continued generosity of SHOPA members. The tenth Kids in Need Resource Center opened to rave reviews in Cleveland, Ohio, with OfficeMax as its corporate sponsor. The Kids in Need Teacher Grants program funded 119 innovative classroom projects totaling over \$90,000. And the national network of Resource Centers distributed close to \$34 million in school supplies to 500,000 economically disadvantaged students, easing the financial burden of 50,000 teachers.

None of these highlights would have been possible without you. The commitment made by SHOPA member companies to kids and education, despite the challenges of 2001, is commendable. Compared to the previous year, financial contributions to the Foundation grew by over 10%, and product donations increased by 100%. Slight decreases in other revenues were largely offset by the addition of the Kids in Need Golf Scramble and the increased cash contributions.

Especially noteworthy are the increased contributions from companies outside the school and office products industry. Significant donations were received from The Coca-Cola Company, White Castle, BMW, Charles Schwab, and Moen, Inc. In addition, the SHOPA Foundation formed a partnership with the Hobby Industry Association Foundation that will broaden the scope of the Teacher Grants program and create opportunities for a greater variety of product donations for the Resource Centers.

In 2001, SHOPA Foundation Scholarships were offered for the first time. This program, established by the School, Home, & Office Products Association (SHOPA) in observance of their tenth anniversary, provides scholarships for

dependents of SHOPA member company employees and for college bound students living in communities in which Kids In Need Resource Centers are located. Ten Kids In Need scholarships of \$1,000 each, six SHOPA scholarships of \$2,500 each, and one scholarship, named the John E. Johnson Scholarship, of \$10,000 were awarded.

Like many for-profit companies, the Foundation has reduced cash expenses, down 21% from last year, showing once again its fiscal responsibility with contributed funds. This means that well over 97% of total revenue is spent on the Kids in Need programs.

Prospects in 2002 are focused on growth. Confident of your continued and new support, the Foundation is forging ahead and will open its eleventh Resource Center in Newark, NJ. With the help of OfficeMax, we will re-dedicate the Chicago Resource Center with new fixtures and a more customer friendly, re-designed layout. The Foundation Board of Directors has approved plans to open a Kids in Need Resource Center in New York in 2003 and another in Dallas in 2004. Finally, plans call for the Teacher Grants program to fund \$100,000 in creativity in the classroom and consistently attract more retail sponsors.

Your generosity is well placed with the SHOPA Foundation. With your help, we are truly making a difference. We thank you for your support in the past and are optimistic that kids can count on you in the future. ■



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- SHOPA Foundation**
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SHOPA Foundation Statement Of Activities

FY 2001	
CONTRIBUTIONS	
Total Financial Contributions	\$1,037,601
Product Donation	\$33,345,968
TOTAL CONTRIBUTIONS	\$34,383,569
EXPENSES	
Total Program Expenses	\$630,674
Gift In Kind Distribution	\$33,357,835
Non-Program Expenses	\$393,488
TOTAL EXPENSES	\$34,381,997
NET RESERVES	\$1,572

2001-02 Kids In Need Teacher Grants Review

Sponsors:	Ames Department Stores, Inc. Fred Meyer Price Less Drug Stores Sav-On Office Supplies Cleveland Chapter of the Ohio Credit Union League Dayton Area School Employees Federal Credit Union Northern Kentucky Educator's Federal Credit Union
Grant Applications Received:	1,103
Projects Funded:	119
Funds Awarded:	\$90,500
Students Acquiring Unique Educational Experiences:	12,650

SHOPA Responded To September 11

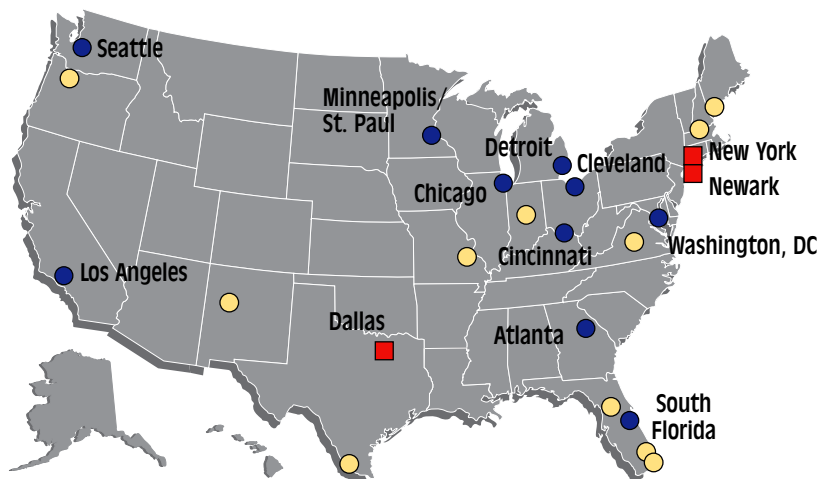
SHOPA member companies, along with companies in the art materials and arts and crafts industries, responded quickly to honor the men and women who lost their lives in the attacks on New York and Washington, D.C. The SHOPA Foundation's "Heroes of 9-11" campaign collected cash contributions of \$11,867. The funds were distributed among three charitable organizations: Heroes of New York Scholarship Foundation; New York State World Trade Center Relief Fund; and September 11, 2001 Children's Fund, Inc.,

and were designated for college scholarships for dependents of those killed in the September 11th attacks.

Product donations made to the "Heroes of 9-11" campaign were distributed to schools in the immediately affected areas, as well as to schools served by the ten Kids In Need Resource Centers. Many schools instituted special programs after the attacks to help children process the events by drawing and writing about their fears and feelings. ■

Kids In Need National Network

Kids In Need Resource Centers provide school supplies to more than 500,000 children. Independent free stores for teachers provide supplies to an additional 250,000 children nationwide. See article on page 3. ■



● Centers currently open ■ Future Center openings ● Independent Free Stores

Foundation Programs Strive To Optimize Classroom Experiences

The SHOPA Foundation for Education Excellence is a 501(c)(3) charitable organization founded in 1995 with the belief that the school and office products industry has a direct responsibility to help improve and support education. The Foundation is funded by donations from the School, Home, & Office Products Association (SHOPA), SHOPA member companies, and other corporations and individuals interested in supporting education in the United States. The SHOPA Foundation's mission is to recognize, promote, and support initiatives that foster educational excellence.

The Foundation's Kids In Need Program Is Made Up Of Two Components:

Kids In Need Resource Centers distribute free supplies to schools for use by children most in need. The object of the program is to provide supplies to students whose families cannot afford to purchase them, supporting the students' learning experiences and helping them succeed in school. There are currently ten Resource Centers serving more than 500,000 children. (See chart below.)

The Foundation also coordinates an annual Summit Meeting attended by the directors of the Kids In Need Resource Centers, as well as the directors of nearly a dozen independent free stores for teachers which are operating throughout the U.S. (See map on page 2.) The object of the Summit is to facilitate an exchange of ideas and solutions to challenges unique to providing free school supplies to kids and teachers. When product donation quantities permit, the Foundation is pleased – with the donors' permission – to distribute supplies to the independent stores, furthering the missions of both organizations. The independent free stores for teachers serve approximately 250,000 children, in addition to the more than 500,000 being served by Kids In Need.

The **Kids In Need Teacher Grants** program provides from \$250 to \$1,000 to K-12 certified teachers for innovative, meritorious classroom projects. Currently, teachers in 38 states and the District of Columbia interested in receiving grants must fill out official applications with a detailed description of the proposed project and the anticipated educational results and costs. Applications are available at sponsoring retail stores, credit



unions, and at Kids In Need Resource Centers. Lesson plans of the projects awarded grants are compiled in a *Best Practices Guide*, available on the Web site at www.kidsinneed.net and distributed to teachers at no charge.

In addition to the above major components, the Foundation also offers:

SHOPA Foundation Scholarship Program

In observance of the ten-year anniversary of SHOPA, the SHOPA Foundation Scholarship Program was established in 2000. During this decade, nearly \$1 million will be awarded to aid deserving students whose parents or legal guardians are full-time employees of SHOPA member firms or who reside in a community served by a Kids In Need Resource Center.

The SHOPA Foundation for Educational Excellence is governed by a Board of Directors made up of representatives from SHOPA member companies, chaired by Mr. John J. McElrone of J.J. McElrone Associates, Inc. The executive director of the Foundation is Scott Walters, who can be reached by phone at 937-297-2250, by fax at 937-297-2254, or by email at scottw@shopa.org.

Visit the Kids In Need Web site at www.kidsinneed.net for more information on the SHOPA Foundation and its programs. ■

Resource Center City	Number Of Schools Served	Average Teacher Visits/Month	Number Of Students Served Per Year
Atlanta	120	450	32,000
Chicago	20	75	60,000
Cincinnati	275	1,705	73,000
Cleveland (2nd semester)	16	70	10,000
Detroit	25	150	6,500
Los Angeles	65	520	18,000
Minneapolis-St. Paul	28	250	7,000
Seattle	70	615	35,000
South Florida	224	1,800	240,000
Washington, D.C.	80	420	22,000
Totals	923	6,055	503,500

SHOPA Foundation Board Of Directors

- ▲ **John J. McElrone, Chair** – J.J. McElrone Associates, Inc.
- ▲ **Jane Urman, Vice Chair** – Staedtler, Inc.
- ▲ **Paul Bierhaus, Treasurer** – Lockermate Corporation
- ▲ **Mike Cosgrove, Secretary** – Cosgrove Sales, Inc.
- ▲ **Dave Smith, Immediate Past President** – Scholls, Inc.
- ▲ **Dee Andrews** – NORCOM
- ▲ **Dick Bere** – Crayons to Computers
- ▲ **Ron Costello** – Indianapolis Archdiocese
- ▲ **David Covitz** – Ames Department Stores, Inc.
- ▲ **Robert Delgado** – United Western Grocers
- ▲ **William Douthit** – George F. Cram Company

- ▲ **Dave Eckert** – Pathmark Stores, Inc.
- ▲ **Diana French**
- ▲ **Alan Goldner** – United Supply Corporation
- ▲ **John E. Johnson** – Chanticleer Group
- ▲ **Kathy Kazmierczak** – KAZ Company, Inc.
- ▲ **Dean Mitchell** – Ultra Optix, Inc.
- ▲ **Jeff Pavic** – American Greetings
- ▲ **Karman Wood** – Wal-Mart
- ▲ **Laurie Clark, SHOPA Board Liaison** – The Wiz
- ▲ **Jim Williamson, SHOPA Board Liaison** – Roaring Spring Paper Products ■

- 2002 Award Gala, honoring OfficeMax, Monday, November 11, 6:00 -10:00 p.m. at the Grand Hyatt Hotel in Buckhead (Atlanta), GA.



Gala Dinner Options:

Package #1: Two (2) tables at the Gala PLUS one *Honors Book* Emerald Page

- Tables for 10 . . . Price: \$9,000
- Tables for 8 . . . Price: \$7,800

Package #2: One (1) table at the Gala PLUS one *Honors Book* Emerald Page

- Table for 10 . . . Price: \$6,000
- Table for 8 . . . Price: \$5,400

Corporate Tables: Tables at the Gala Dinner.

- Table for 10 . . . Price: \$3,000 per table
 _____ Table(s) x \$3,000 each \$ _____
- Table for 8 . . . Price: \$2,400 per table
 _____ Table(s) x \$2,400 each \$ _____

Individual Seating: Reserve individual seats at the Gala Dinner.

- Price: \$300 per seat
 _____ Seats x \$300 each \$ _____

Dinner Options Subtotal \$ _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____

Phone: _____ Fax: _____

Email: _____

Honors Book Opportunities* :

Send OfficeMax a special congratulatory message or ad in the *Honors Book*, a beautiful, glossy 4-color 8.5" x 11" book.

- Back Cover**** – 4-color, Cost: \$5,500 \$ _____
- Inside Front Cover**** – 4-color, Cost: \$5,000 \$ _____
- Inside Back Cover**** – 4-color, Cost: \$5,000 \$ _____
- Page 1**** (facing inside front cover)
 – 4-color, Cost: \$5,000 \$ _____
- Center Spread Front or Back****
 – 4-color, Cost: \$4,800 \$ _____
- Emerald Page** – 4-color, Cost: \$3,000 \$ _____
- Ruby Page** – 2-color, Cost: \$2,000 \$ _____
- Sapphire Page** – 1-color, Cost: \$1,000 \$ _____
- Half Page Horizontal** – 1-color, Cost: \$500 \$ _____
- Quarter Page Vertical** – 1-color, Cost: \$300 \$ _____
- Business Card** – 1-color, Cost: \$100 \$ _____

*NOTE: Companies and individuals purchasing *Honors Book* recognition space will be contacted by the SHOPA Foundation staff concerning artwork requirements and specifications.
 **Covers, Page 1, and Center Spread pages available on a first-come, first-served basis only.

Honors Book Subtotal \$ _____

GRAND TOTAL (Dinner and Honors Book) \$ _____

- Check is enclosed.**
 Make checks payable to: **SHOPA Foundation for Educational Excellence.**
- Send Invoice for selection(s) as indicated.**
- I will not be able to participate, but wish to make a contribution to the SHOPA Foundation, which will be acknowledged in the *Honors Book*, in the amount of \$ _____.**

NOTE: The SHOPA Foundation for Educational Excellence is a recognized 501(c)(3) charity founded in 1995. Contributions to the SHOPA Foundation are tax deductible to the greatest extent allowed by law.

Fax or mail this form to: the SHOPA Foundation for Educational Excellence • 3131 Elbee Road • Dayton, OH 45439-1900 USA • Fax: ++1-937-297-7660 or ++1-937-297-2254