



kids in need *Connection*

DECEMBER 2007

Our New Address

Kids In Need Foundation
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Visit us on the Web at
www.kidsinneed.net
for updates, program
information, and online
donation forms.

2007...A Year Of Growth And Change

"The future is not some place we are going to, but one we are creating. The paths are not to be found, but made, and the activity of making them, changes both the maker and the destination."

John H. Schaar, American writer and scholar

The Kids In Need Foundation has had an amazing year filled with positive change and growth providing school supplies to kids most in need. Looking back at the past twelve months creates excitement about the future! Some key entries on this year's timeline include:

- Four Resource Centers were added to the National Network: Rancho Cucamonga, CA; Philippi, WV; Albany, GA; and Picayune, MS.
- With support from our national sponsor, Target, the Foundation held its first stand-alone Gala in Septem-

ber. The positive feedback has been 100 percent positive.

- The Foundation's new logo was rolled out at the Gala.
- The www.kidsinneed.net Web site has been revamped with the new logo and a new look. Online donations are now being accepted!
- Because of incredible support from corporate donors, we have surpassed 2006 in total donated product.
- We recently moved to a new office!

In addition to these milestones, the KIN staff has evolved during the past twelve months. Brenda Nachreiner joined us in May as the director of corporate partnerships, and Karen Jackson joined the team in July as the Foundation coordinator. Jenn Howard came on board in October as the director of IT and has been instru-

mental in getting our new office up and running. The new accounting director is Becky Shaw. After five years with the Foundation, Steve Rubenstein has moved on to help open a Resource Center here in Dayton. We wish him the best of luck!

Finally, while SHOPA goes through a process of determining its own future, the Foundation will continue to conduct business as the Kids In Need Foundation. We look forward to serving the needs of students and teachers across the country for many years to come.

Thank you to all who have contributed your time, talent, financial support, and product donations to the Foundation. Without each of YOU, we would not be able to reflect on 2007 with such joy.

A good year, indeed!



Wishing you a holiday to remember and a new year filled with opportunities for success.

David A. Smith
Brenda Nachreiner *Becky Shaw*
John Schaar *Jenn Howard*
Jenn Howard *Karen Jackson*



PPAI and ECRM Support Mission Of Kids In Need Foundation

Promotional Products Association International (PPAI) and Efficient Collaborative Retail Marketing (ECRM) are encouraging their members and business associates to make financial contributions and product donations to support the Kids In Need Foundation. Both organizations have ties to the school products industry.

The mission of the Kids In Need Foundation is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need.

"We believe the Kids In Need

Foundation matches very well with the promotional products industry," explains PPAI President Steve Slagle, CAE. "We also recognize that the Foundation is truly fostering educational excellence--a mission PPAI greatly values."

PPAI and ECRM are actively inviting others to participate through letters, Web links, online articles, and E-newsletters.

"Impressed by the impact the program has made across the nation, ECRM became involved with the Foundation several years ago," said Mitch Bowlus, ECRM.

"Through our involvement, we have seen the impact the Foundation is making to change the lives of children and under-funded teachers throughout the country."

The Foundation looks forward to working with PPAI, ECRM, and donors generated by their involvement to get school supplies into the hands of children most in need.

For more information please visit these Web sites:

www.ecrm-epps.com
www.ppa.org
www.kidsinneed.net



2007 Target Holiday Ornaments Still Available In Stores And On Target.com

Don't forget to stop by Target to pick up an ornament for that special teacher!

With the purchase of either of the \$14.99 ornaments exclusively available at Target stores and on Target.com,

10 percent of the retail purchase price will be donated to the Kids In Need Foundation. A special holiday thanks to Target, our National Sponsor, for making these ornaments available!



Moving To Our New Home...



The Kids In Need staff worked feverishly during the last week of November to get moved in to our new office. Although we moved only across the street, it seemed at times that the boxes would never end! Special thanks to Wendy Smith for traveling to Dayton with Dave to help us out, and

to Brenda Nachreiner's husband, Rick, for his construction expertise.

Thanks also to Staples for their donation of office furniture. The bookcases, filing cabinets, and vertical files were immediately put to use.

The biggest expense and

challenge during the last month has been purchasing computers, servers, and general office equipment. If you would like to make a contribution to help ease the financial impact of this transition, please contact us at 937-296-1230. And the next time you're in Dayton, Ohio, stop in to see us!

Students Hunger To Succeed

As we once again approach the end of the year, **we can't thank you enough for your previous support of our efforts to get school supplies into the hands of kids who need them.**

Most of us get pretty excited at holiday time. It's great to see friends and family at parties and events. So much happens at this time of year that it's difficult to slow down. But we want to ask you to do just that.

Take a moment to imagine that you have been invited to a formal dinner party as part of the holiday celebration. You're looking forward to going, because you'll catch up with old friends, make new friends, and who knows what opportunities might present themselves?

Before the big day, your hostess sends you a letter requesting that you bring with you specific brands and patterns of expensive silver flatware, crystal glasses, and china place settings, items which you cannot justify buying. But you've been so excited about going to this party that you decide to go anyway.

Now, however, the excitement

is tempered with anxiety, and once you get to the party you find your worry was well founded. When the guests sit down for dinner, you are unable to eat along with everyone else – even though you are very hungry – because you did not bring what was on the hostess' list.

How would you feel? Would you be embarrassed? Would you be angry? Would you just act like you didn't care? Would you get up from the table and wander around the room to try to distract everyone's attention from the fact that you weren't eating? Would you have even gone to the celebration if you had known that you wouldn't be able to eat and that you would leave just as hungry as when you arrived? And would you want to go through the same humiliation again and again, five nights of every week for the next nine months?

This may seem like an extreme example, but millions of children in the U.S. face a similar dilemma every day. They must go to school without the basic supplies necessary to learn and succeed. They know firsthand that being left out is no fun.

Yet there is more than fun at stake when kids can't participate in learning experiences. What is at stake are the futures of one of our most valuable assets – our children.

But don't despair. There is some good news as well. **During the current school year, the Kids In Need Foundation will provide free school supplies to its 10 millionth student**, a child who like others before her, may never before have owned her own pencil, notebook, crayons, and glue.

If you, also, are committed to the idea that today's children should have every opportunity to succeed, we ask that you make a generous donation now to the Kids In Need Foundation's Holiday Fund.

Please complete the enclosed donation form. Then send it with your check or credit card information to the Kids In Need Foundation. Or you may make a donation from our Web site at www.kidsinneed.net.

Thank you for your support, and we sincerely wish you and your family a joyous holiday season.



Financial Contributions are accepted securely online via major credit card or PayPal.

Thank You, Cynopsis Foundation!

The newly founded Cynopsis Foundation held its inaugural Gala Event in October, with proceeds from the evening's auction benefitting the Kids In Need Foundation and EarthEcho.

During the evening, several Kids In Need Board and Staff members had a unique opportunity to network with companies and individuals outside the school and office products industry.

Thank you to Cynthia and John Turner, founders of the Cynopsis Foundation, for their generous contribution following the event and for the chance to share our mission with representatives of the television industry.





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Dave Smith, Executive Director

Penny Hawk, Managing Director

Jenn Howard, Director of Technology

Brenda Nachreiner, Director of Corporate Partnerships

Jennifer Lehman, Donor Relations Manager

Karen Jackson, Coordinator

Becky Shaw, Accounting Director

THANK YOU to the following companies and individuals who have made product, in-kind services, or financial donations to the Kids In Need Foundation between January 1 and November 30, 2007:

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