

Kids In Need

Connection

June 2007



Kids In Need
Foundation

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From The Chair



Please allow me to introduce myself. I am Kathy Kaz Hirko, owner of Kaz Co., a

manufacturer's rep company, and the 2007 chair of the Kids in Need Foundation. I am

complimented by the trust the Board has placed in me, but more importantly, I am aware of the responsibility that comes with the position. As chair, I will guide the Board to make well advised decisions that will help the Foundation continue its mission.

There are so many children who are in need. I receive letters of thanks from children who receive school supplies through us. I am always touched by how grateful they are for the little they get. I am often frustrated that

there is not a way to deliver our message to a larger audience more quickly.

I am fortunate, though. As a manufacturer's rep, I work with many companies. This provides me with opportunities to talk about the Foundation and what we do. By educating them, they can help spread the word about us to their customers, both within and outside our industry. Children in need are universal, but help is universal, as well. My hope is that other reps within our industry take advantage of their many contacts to tell others about the kids, the Foundation, and our mission. As awareness increases, more children can be touched, and more children will succeed!

A handwritten signature in black ink that reads "Kathy M. Hirko". The signature is written in a cursive style.

National Network Summit

This year marks the 10th Kids In Need National Network Summit. The first Kids In Need Resource Center opened 10 years ago in Chicago. At about the same time, Crayons to Computers in Cincinnati was starting to serve students. A decade later, the National Network of Resource Centers now serves teachers and students in 23 cities.

The Summit, being held in Cincinnati, Ohio, on June 28 and 29 is meant to be a means of

exchanging ideas and information about operating a free store for teachers. For those people involved in getting free school supplies into the hands of kids who need them, it is an arena for exchanging best practices, solving problems, bragging a little bit about their successes, and, we hope, gaining new insight into the challenges of operating a store. If you are interested in attending the Summit, contact Penny Hawk at pennyh@shopa.org

KIN Welcomes Brenda Nachreiner to Staff

Welcome!

Brenda comes to Kids In Need with a broad background in both the for-profit and non-profit sectors.

As a former teacher, Brenda knows first hand the challenges facing children who are marginalized by poverty. She is committed to doing whatever it takes to give kids what they need to succeed in school and become contributing members of society as adults.

Brenda served with World Vision for the past 11 years, securing significant product donations and building long term relationships with key donor companies in many industry sectors - focusing primarily on school supplies and children's books for the past 6 years.

As our new Director of Corporate Partnerships, Brenda will continue to nurture and grow relationships with companies who share our heart for providing school supplies to kids. She will seek to increase the volume and value of donated product, with particular focus on the most critically needed items. Additionally, she will strategically engage corporations to build solid, creative, and value added partnerships.

Brenda lives, and will work from her office, in Pittsburgh, PA. She is married to Rick, a private contractor, and has one son, Ian White, who works for Internet Archive.

Office Depot to Donate 300,000 Backpacks



Would you go to work without your purse or briefcase? Probably not! But some students go to school every day without a backpack.

Office Depot is donating more than 300,000 backpacks to underprivileged and at-risk children during this summer's back-to-school season. Now in its seventh year, Office Depot's "National Backpack Program" supports

children ages 5 through 12 in North America and internationally. The program has distributed over one million backpacks since 2001. Kids In Need is one of six national charities to receive backpacks through this program and will be distributing backpacks through the National Network of Resource Centers.

Teacher Grant Applications Available after July 15



Pass the word!
Tell a teacher *you*
know to apply for a
KIN Teacher Grant!

Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for their students. The Kids In Need Foundation helps to engage students in the learning process by supporting our most creative and important educational resource — our nation's teachers.

The Teacher Grants are funded by retailers and education credit union sponsors. The 2007 Teacher Grant sponsors include: Jo-Ann Stores, Inc; Office Depot;

Publix; Fred Meyer; CorePlus Federal Credit Union; and Marion School Employees Federal Credit Union.

Applications are available after July 15 at www.kidsinneed.net. All certified K-12 teachers in the U.S. are eligible. This year the Foundation will award more than \$100,000 in grants to teachers. The deadline for submission of applications is September 30. For more information contact Penny Hawk at pennyh@shopa.org.

A Teacher's Perspective

"I am a 6th grade teacher at Andersen Elementary School in the Phillips community of South Minneapolis. The majority of students are enrolled in the Federal Free Lunch program.

I want to share with you why the Kids In Need Resource Center is so important. Thanks to many of your donations, my students had school supplies, and because of that:

- My class had 37 days of perfect attendance. That is a 45% increase or 11 days more than the year before.

- On average I had 96% attendance. That is an increase of 7%.
- My students had fewer trips to the behavior room. I sent only 2 students out of the room because of disruptive behavior during the entire school year.

Many of my students' families are struggling to survive. Each and every day I am able to get them to class is a victory. Unfortunately, they don't wake up in the morning and say, 'I can't wait to get to school to learn!' No, they come to school because of relationships! They know we care! Now we know that the Kids In Need

Foundation and the companies that donate to Kids In Need care. You might not think a pencil, notebook, and stickers are that big of a deal ... but I want to let you know that every pencil, every notebook, and every package of stickers is important, and it is appreciated! Kids In Need does make a difference!"

L. Hartmann



Newly Formed Kids In Need Advisory Council



The Foundation recently established the Kids In Need Advisory Council. This group of past Board of Directors members and other individuals with a passion for the Foundation will provide insight and guidance as we continue to grow and change.

"The Foundation has always been near and dear to my heart." says Bill Douthit, past and current committee member. "The Advisory Council provides a meaningful way

to stay informed and involved, and I appreciate the opportunity to serve on it." Other Council members include:

Dee Andrews, *NORCOM*
 Mike Cosgrove, *Cosgrove Sales, Inc.*
 David Covitz
 Bill Douthit
 John Johnson
 Jack McElrone, *McElrone Sales, Inc.*
 Micky Miladinov, *Unison*
 Dean Mitchell
 Jane Urman, *Better Office Products Inc.*

Atlanta Center to Participate in Griffin Spalding County Event



July 31 will be an exciting day in the state of Georgia. The Spalding High School Commons area will be transformed into a one day back-to-school "store" for teachers to pick up basic school supplies for many of their students unable to afford them. Georgia-based manufacturer NORCOM has committed to supply all the paper products for the event. Local sponsors will purchase additional items to distribute.

"It will be an unprecedented event in our state to have 800 teachers come through our 'store' in a single day to pick up items for needy children in their classrooms" says Dee Andrews, of NORCOM. The Kids In Need Resource Center in Atlanta will help coordinate the event and supply items to the store. Widespread publicity is expected for the event.

Save the Date!

The 2007 Kids In Need Foundation Gala, sponsored by Target, will be held in Minneapolis, Minnesota, on September 7, 2007. For more information or to reserve a seat at this year's Gala, please contact Penny Hawk at pennyh@shopa.org

Foundation Annual Report

If you have not yet received your copy of the 2006 Kids In Need Foundation Annual Report, please contact us. Thank You to Cenveo for donating the printing services of the report.

Thank You, Donors!

An enthusiastic "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 May 31, 2007:

3M	Fiskars	Office Harbor
A1 Fargo	Frank Jelnicky	OfficeMax
ACCO Brands	Gartner Studios	Paul Bierhaus
Acme United	GE Money	Penny Hawk
ADMA Alex Doherty Marketing	GFG Group Inc	Phil Wenzell
ADOC Systems	Glue Dots International	Reyna Zeh
Advantus Corp	InkStop	Reynolds & Reynolds Assoc. Foundation
Al Nelson	InnoDesk	Richard Bere
Angela Sheehan	Innovative Storage Design	S.P. Richards
Baumgartens	International Sales Consultants	Sean & Mary Clark
Brad Demsky	It's Academic	Shannon Carter
Carey Blando	Jay Long	Simmons Outdoor Corp
Cenveo	John & Kathy Hirko	Standard Register
Class Act Stationery & Accessories	LexisNexis	Staples
Coca-Cola	M*A*S Marketing Network	Steve Rubenstien
Cosgrove Sales	Mark Davis	Target
Dan & Anne Legg	Master Mfg Co. Inc.	Terry Erdman
Dart Mfg Co	Maureen Wilt	Texas Instruments
Dave Smith	MeadWestvaco	The Foundation for a Better Life
David Covitz	MeadWestvaco Foundation	The Voice of the Children Foundation
Dean Mitchell	Miller-Valentine Walsh Fund	Tombow
Deborah Platon	Minstrel Trading	Utrecht Art Supplies
DiLaura Sales Associates	MMF Industries	Walden Media
DSS	Morex Corporation	Wal-Mart
Estee Lauder Companies	Norcom	William & Alice Douthit
Fibre-Craft	Office Depot	World Trend

Kids In Need Foundation 2007 Board of Directors

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