



The Kids In Need Foundation
is a Four Star Charity



KIN is on YouTube!

Watch video from the Gala and other Kids In Need activities, on the Web at www.youtube.com/kidsinneedfoundation.

Contact Us

Kids In Need Foundation
3077 Kettering Blvd
Suite 114
Dayton, OH 45439
(P): 937-296-1230
(F): 937-296-1215
Toll Free: 877-296-1231
www.kidsinneed.net
info@kidsinneed.net

kids in need *Connection*

FEBRUARY 2009

Tough Economic Times Setting The Pace For 2009

Dear Friends,

As staff reviewed the progress made by the Kids In Need Foundation in 2008 to fulfill our mission – to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need – we set ambitious goals for 2009 in anticipation of the increased number of children who will need our services. Ironically, while many non-profits find it difficult to meet their financial goals in these tough economic times, the needs of those less fortunate continue to increase dramatically.

According to a recent article in USA Today, “Despite Tough Times Retailers are Giving More to Charity” (December 24, 2008), consumers overwhelmingly still expect businesses to support social or environmental causes and non-profit organizations. Forming partnerships involving retailers, manufacturers, consumers, and a non-profit is one way businesses can continue to be philanthropic.

For instance, through partnering with a retailer, a manufacturer can contribute a portion of each consumer purchase to the non-profit. Such a cause marketing event allows the consumer, the retailer, and the manufacturer all to participate in supporting the cause. Both the retailer and the manufacturer benefit by being favorably viewed by the consumer as “good corporate citizens,” and it’s a way they can differentiate themselves from their competition.

Since education is the number one cause supported by consumers, the Kids In Need Foundation offers cause marketing opportunities to retailers and manufacturers as a means of making a difference in the lives of less fortunate students. We welcome your inquiries and are ready to work with you in facilitating such an event.

Best wishes for a safe and prosperous New Year, and we look forward to partnering with you to make a difference for children in need who depend so heavily upon all of us.

Dave Smith
Executive Director





Ron Clark Speaking At The 2009 Kids In Need Gala

The 2009 Gala will take place on September 30, 2009, in Minneapolis, MN. We are excited to announce that **Ron Clark** will be our guest speaker.

If you have never had “the Ron Clark experience,” you are in for a night of explosive fun and inspiration.

Ron, teacher and founder of the Ron Clark Academy in Atlanta,

GA, engages students in learning and excites kids about school—and that’s an understatement! Ron’s appearance is sponsored by Dixon Ticonderoga.

The cocktail reception preceding the dinner will be hosted by Target.

Please join us as we celebrate education and the Kids In Need Foundation.

It will be a night to remember!

Early bird registration is NOW OPEN so reserve your seats today. Contact Penny at 937-296-1230 x 303 or pennyh@kidsinneed.net for more information.



Sponsorships and Gala Book ad spaces are also available. Please contact Penny at 937-296-1230x 303 or pennyh@kidsinneed.net for details.

Can't make it on September 30th? Purchase a seat or a table and we will invite local teachers to attend on your behalf.

It's a win-win!





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

Kids Care About Other Kids

As part of the community outreach and character building programs at the Allen W. Robert Elementary School in New Providence, NJ, students participated in a *Care Fair*.

Students learned about different charities and the services they provide. Each class selected a charity and teamed up to create educational displays and giveaways promoting their organizations.

A group of students selected the Kids In Need Foundation as their charity., and the Foundation recently received checks totaling \$468.37 from their efforts.

Thanks, kids, for going the extra mile for other students that do not have ample school supplies.



Teacher Resource Center Opens in Dayton, Ohio



Tools For Teachers, Success For Students



Steve Rubenstein (right) welcomes Crayons to Classrooms' first teacher shopper.

On January 15, fourteen teachers from a special needs K-12 school in the Dayton Public School District visited the brand new Crayons to Classrooms teacher resource center in Dayton, Ohio.

“Every eligible teacher came. We are working as we speak to schedule the next shopping day – hopefully before the end of the

month” said Steve Rubenstein, executive director.

Crayons to Classrooms grew out of a grassroots effort by local businesses beginning four years ago with the Kids In Need’s School Box program, the foundation’s school supply giveaway initiative.

Upon finding a desk organizer, one teacher shouted to another, “I

found a crown jewel! I think I’ll eat supper on it tonight!”

If you would like more information about supporting centers or a local School Box program, contact Penny Hawk at 937-296-1230 x 303.



Pictured below: Kids In Need Executive Director Dave Smith (right) presents the Major Donor Award to Steve Kouroupas of Cenveo, Inc.



2008 Major Donors Honored

The Foundation extends a special Thank You to our 2008 Major Donors:

- | | | |
|---------------------------|--------------------------------|-------------------------|
| 3M | Estée Lauder | Payne Publishers |
| ACCO Brands | Fibre-Craft Materials | Pointe Int'l |
| ArtSkills | Jeanne Mock | PPAI |
| Barnes & Noble | Light Wedge, LLC | Quill Corporation |
| Carlson Hotel Group | Morex Corporation | Sakura of America |
| Cenveo, Inc. | MWV | SP Richards Co. |
| Craft & Hobby Association | MWV Foundation | Staples, Inc. |
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| Cosgrove Sales, Inc. | NORCOM | The Cynopsis Foundation |
| DCWV | Office Depot Foundation | United Stationers |
| Debbie Lynn Inc. | Officemate International Corp. | Walmart |
| Dixon Ticonderoga Company | OfficeMax, Inc. | World Vision |
| ECRM | OP Source | Zebra Pen Corporation |
| Energizer | | |

Donating to Kids In Need is easy on your bottom line!



No Fees To Companies Donating Product

We are proud to offer companies a place to donate product without incurring any additional handling fees.

When you donate product to the Kids In Need Foundation, you will find an easy process and quick turnaround time. In most cases, product can be

moved within 48 hours of notification.

Through our partnerships with CH Robinson and World Vision, we have the capacity to handle quantities ranging from cartons to truckloads. While the focus of the Kids In Need Foundation is domestically

based, we can also arrange for international shipping at the donor's request.

No fees, quick turnaround, and options for destination—three reasons we hope you will consider when looking for a place to donate product.

Teachers Ecstatic Over Product Donations

Just look at those smiling faces!

Teachers visiting the KidSmart Tools for Learning resource center, a Kids In Need Affiliate location in St. Louis, find

treasures to take back to their classrooms. The supplies were part of a donation from Staples, Inc.

“The product was placed on the shelves the day it was received, and has

been flying into happy teacher's carts ever since.” says Danielle Sallee of KidSmart.



Thank You!

2008 Stats and Facts

\$36,380,633.26

The retail value of school supplies donated to the Kids In Need Foundation for distribution through the Resource Center Network.

Reaching Kids

Teachers from more than 3200 schools get supplies for their classrooms at Kids In Need Network locations.

Your Future Workforce

More than 1.6 million students are served by the Network. Your future employees will be better students with your help today!

Donor Dollars

For every \$1000 gift to the Foundation, we can procure \$25,000 of product for distribution to the neediest kids.

The Catalyst

Is You!

With unemployment at record levels, the need is growing. Contact us at info@kidsinneed.net or 937-296-1230 to find out how YOU can reach kids who need someone to believe in them.



2009 Kids In Need Board Of Directors

Chair: Brad Demsky, ArtSkills

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Thank you to the following individuals for volunteering their time and talent serving on the 2008 Board of Directors:

Paul Bierhaus
 Frank Jelnick
 Al Nelson
 Maureen Wilt

2008 Monetary, In-Kind, and Product Donors



To all companies and individuals who have made financial, product, and in-kind donations in 2008: You have brightened the future for the 1.5 million children served by the Kids In Need Foundation.

Thank you!

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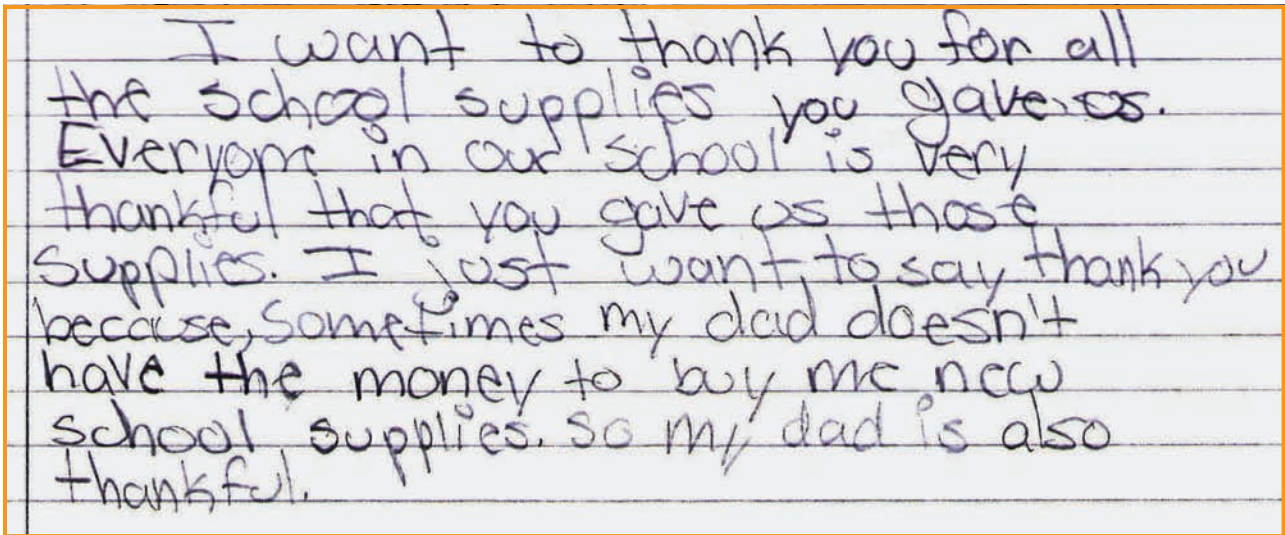


Kids In Need Foundation

3077 Kettering Blvd
 Ste 114
 Dayton, OH 45439
 Phone: 937-296-1230
 Fax: 937-296-1215
 Web: www.kidsinneed.net
 E-mail: info@kidsinneed.net

Dave Smith, Executive Director
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Receive your copy of the kids in need connection by email! Contact Jen Lehman at jenl@kidsinneed.net to sign up!



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@kidsinneed.net.

