



kids in need *Connection*

MARCH 2010



For the second year, The Kids In Need Foundation has received Charity Navigator's highest rating for fiscal responsibility.

Power of 10 Challenge

The Power of 10 is an awareness and fundraising campaign for the Kids In Need Foundation. The campaign specifically focuses on empowering students in need of school supplies through small financial donations and word of mouth.



Here's how it works:



Make a \$10 gift to the Kids In Need Foundation.



Tell 10 people about the Kids In Need Foundation, and your gift.



Those 10 people give a \$10 gift...and tell 10 more people.



We turn each \$10 gift into \$250 in school supplies.

Imagine the possibilities that start with YOU...



And can help her achieve her dreams.



Join Us!



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3077 Kettering Blvd
Ste 114
Dayton, OH 45439
937-296-1230
www.kinf.org
info@kinf.org

Are you IN for the POWER of 10?



Kids In Need Foundation Gala

The Kids In Need Foundation is pleased to invite you to participate in the 2010 Kids In Need Foundation Gala, our annual fundraising event.

Guest Speaker:

George Buckley, chairman, president, and CEO of 3M

The Gala is being held at



in Minneapolis, Minnesota
Wednesday, September 29, 2010

Reception 6:30 p.m. – 7:30 p.m., Sponsored By:



National sponsor of the Kids In Need National Network of Resource Centers

Dinner begins at 7:30 p.m. Black tie optional.

The Gala is attended by representatives from major retailers and manufacturers that believe in our mission to provide free school supplies to students most in need. The event provides opportunities to network with others in the school supplies and office products industry, such as 3M, Dixon Ticonderoga, Fibre-Craft Materials, Pilot Pen Corporation, Office Depot, OfficeMax, Staples, and, of course, Target.

All proceeds from the Gala help us serve the 1.6 million children and 100,000 teachers annually who are provided with school supplies from the Kids In Need National Network of Resource Centers, 24 stores across the country where teachers can obtain free school supplies for their students in need. Last year, Kids In Need distributed more than \$38 million worth of school supplies to the Centers in our network.



An Early Bird registration form is enclosed! After completing yours, why not tell 10 people about the Gala, too? Ten people will fill another table and means the Kids In Need Foundation will be able to serve an additional 4,000 children who now go to school without supplies.



Did My Donation Make A Difference?

Two Inspiring Stories from Network Resource Centers

From KidSmart Tools for Learning, St. Louis, MO:

Jane is a fabulous elementary school art teacher in a KidSmart school in St. Louis County. She has been faithfully shopping at KidSmart for the past eight years. Yesterday she shared with Jennifer Miller that she was one of the lucky recipients of a new space heater from a **Staples** donation. She set up the heater in her art room and on that very first day, five different students told her that the new classroom heater was like the heater(s) they used at home. Jane asked, "What do you mean?" to which her students replied that they did not have heat (all winter they had not had heat) and their family used small space heaters to stay warm...just for the record, the high today in St Louis was 24 degrees and down into the teens this evening.

Jane asked how they could possibly stay warm in a home heated with small space heaters...the students told her that they put the heater(s) in one room, closed the doors and the entire family stayed in that room around the heater(s). They used what blankets they had to help them stay warm. One student told Jane that her family only had one small heater so it had been a very cold winter...with that, she unplugged her classroom heater, boxed it up, and gave it to her young student to take home for her family.

What an important difference and positive impact you are having (with even more than the fabulous school supplies and office supplies you have sent to St. Louis) in the life of one very real and now a little bit warmer school-aged girl and her family. By the way, we stocked the last of the heaters on the KidSmart store shelves today...they were gone within the first 30 minutes of shopping...more warm children in St. Louis!

“Miraculously, Sandra begins her first day feeling normal, excited and ready to learn. Until the last bell rings, she is just like the other kids in her class”

From Classroom Central, Charlotte, NC:

Sandra shoves her little sister's clothes into a white, kitchen trash bag. A social worker waits downstairs with her 4-year-old sister, Lisa, ready to move them to a foster home across town. Sandra stuffs her last few belongings into a faded book bag, making sure her hair clips don't slip out the tear on the outside pocket. She puts on her book bag and scans the room to see if she left anything behind; it's surprising how quickly she's learned to pack. Suddenly, she feels something wet soak into the back of her shirt. She unzips the bag and removes a busted shampoo bottle.

Sandra sinks to her knees and clutches the drenched book bag, unable to fight her tears. The book bag is ruined, along with everything inside: photographs of her friends, 2 books, a pair of socks, toiletries and her only spiral-bound notebook. Sandra's quiet sobs are muffled by her sister's cries for her stuffed animal already packed away in the kitchen bag.

Later that afternoon, Sandra meets her new caretakers holding two trash bags and wearing a backpack wrapped in paper towels.

These are her belongings. This is her life.

Sandra and Lisa have been in the care of social services off and on their entire lives. They don't know either of their fathers and their mom is currently undergoing outpatient drug rehab. Sandra didn't even get to say goodbye to her friends at school. She hopes nobody in her new 7th grade class will ask why she is starting school late in the year. The following week, the 12 year-old arrives to a new middle school completely empty-handed.

Sandra walks to the guidance office feeling hopeless; she'll never catch up on the missed work. She's also terrified that her peers will notice: she's just not like them. But when Sandra enters the guidance office, she is stunned. A guidance counselor gives her a new, **Office Depot** backpack filled with pencils, pens, paper and binders. She thumbs through the fresh, white paper, clasps the binders open and closed and unzips all the pockets on the book bag. Sandra can't remember the last time she received anything new. Miraculously, Sandra begins her first day feeling normal, excited and ready to learn.

Until the last bell rings, she is just like the other kids in her class.

Super Love and 10 Million Notebooks

How Target kicked 2010 off to a great start for kids!



The Kids In Need Foundation recently participated in Super Love Sender, a two-week-long giving campaign on Target's Facebook® Page (facebook.com/Target).

The campaign humorously combined football and love just in time for Super Bowl XLIV and Valentine's Day. KINF fans, constituents, donors, and supporters visited facebook.com/Target and created hilarious Valentine's Day e-cards for friends and family.

Each e-card counted as a vote toward a portion of

funds being donated by Target. KINF is grateful for the fabulous participation that generated 12% of the vote!

And, during January, Target also donated more than 10 million spiral bound notebooks to KINF for distribution to kids through the National Network of Resource Centers.

The response from teachers, students, and administrators across the country has been astounding. Several Resource Centers were running low or completely out of notebooks when the distribution began.

Spiral notebooks are one of six 'core items' identified by teachers as essential to the classroom.

A teacher served by the Chicago Resource Center says, "I cannot tell you how needy our students are for these supplies. Most of our students come from homes living well below the poverty level and this donation will certainly be put to great use".

Through Target's generous donation, millions of students have notebooks for the second semester.

KINF Receives Second Consecutive 4-Star Rating

We are pleased to announce that for the second consecutive year, KINF has been awarded the coveted Four Star Rating from Charity Navigator.

According to Ken Berger, President & CEO, Charity Navigator, "only 20% of the charities we rate have received at least 2 consecutive

4-star evaluations, indicating that Kids In Need Foundation consistently executes its mission in a fiscally responsible way, and outperforms most other charities in America. This "exceptional" designation from Charity Navigator differentiates Kids In Need Foundation from its peers and demonstrates to the public it is worthy of their trust."

What does that mean for you? Whether you support KINF financially, through in-kind services, or product donations, you can have utmost confidence in your giving.



2009 Stats and Facts



\$38,184,928.67

The retail value of school supplies donated to the KINF for distribution through the Resource Center Network.

Your Future Workforce

Your future employees are in a classroom today. They can be more engaged students and better prepared employees with your help!

Your Investment

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



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

Our 2009 Major Donors played an integral part in the Kids In Need Foundation's mission. Visit www.kinf.org for a complete list of 2009 Major Donors.

Thanks!

We couldn't do it without you!



(L-R) Kristine Cohn and Dave Smith with Chris Cosgrove and Mike Cosgrove, Cosgrove Sales, Inc.



(L-R) John Abens, Donna Lichtenstein, Dave Smith, and Corey Funkey, Fibre-Craft Materials.



(L-R) Kristine Cohn with Steve Kouroupas, Cenveo, Inc.



(L-R) Mike Souter, Gina Mercado, Jamie Ruggles, Dave Smith, Frank Arvidson, Kirk McLaurin, Elaine Shaw, Rick Smith, Cathy Anastasia, and John Jaraczewski, United Stationers.

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

- Tom Caulfield, 2004-2010
- Donald Currie, 2008-2010
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Kids In Need Foundation

3077 Kettering Blvd
Ste 114
Dayton, OH 45439
(p) 937-296-1230
(f) 937-296-1215
www.kinf.org
info@kinf.org

Dave Smith, Executive Director
Kristine Cohn, Sr. Director of Development and Corporate Partnerships
Darren Haper, Resource Center Specialist
Penny Hawk, Managing Director
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Jennifer Lehman, Director of Donor Relations and Gift In Kind
Karen Jackson, Coordinator
Becky Shaw, Accounting Director
Chad Stiles, Grant Writer
Lesley Walton, Manager, Gift In Kind

To receive your Kids In Need Connection by E-mail, contact Jen Lehman at jenl@kinf.org

Meet Jack



He has big dreams for his future.



But he needs all of this to get there.



So he can grow up and help the world.



Kids In Need National Network Of Resource Centers



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



In 2009, 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.

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."