



# Connection

Spring 2011

## Target Renews Its Sponsorship of the Kids In Need National Network of Resource Centers

The Kids In Need Foundation welcomes Target back as sponsor of the Kids In Need National Network of Resource Centers. Target has supported Kids In Need since 1999 and became the national sponsor of the Resource Centers when the network was established in 2004.

"We are honored to be among Target's preferred charities," said Dave Smith, executive director of the Kids In Need Foundation. "Target's donation to Kids In Need means hundreds of thousands of children will go to school prepared to learn and succeed. Beyond its financial donation, Target has been a true partner in many different ways for this organization and for the 25 Resource Centers included in the National Network."



Target Support In 2010:

- Target donated 10 million spiral notebooks to the Kids In Need National Network.
- Target included Kids In Need as a recipient of funds from their Super Love Sender Facebook campaign, providing additional help to expand the capacity of the National Network.
- Target assisted the staffs of several National Network affiliate Resource Centers with shelving, fixtures, and merchandising advice to improve customer service.
- Target shared philosophy and practice of customer service with participants in the 2010 Kids In Need National Network Summit, the annual gathering of staff and volunteers from Resource Centers throughout the USA.
- Target sponsored the reception of the 2010 Kids In Need Foundation Gala.

Once again in 2011, Target will be hosting the reception of the Kids In Need Foundation Gala to be held on September 21 in Minneapolis.

Since opening its doors, Target has given five percent of its income to organizations that support education, the arts, social service and volunteerism. Today that equals more than \$3 million every week.

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## Kids In Need Foundation Receives \$25,000 Grant from Staples Foundation for Learning

The Kids In Need Foundation has received a \$25,000 grant from Staples Foundation for Learning (SFFL), a private foundation created by Staples, Inc. Funding from SFFL will support a project that will provide free backpacks and school supplies to students at four Denver, Colorado, elementary schools.

"According to the 2010 'Kids Count in Colorado' report, the number of children living in poverty is growing at a faster pace in Colorado than anywhere else in the United States," said Dave Smith, executive director of the Kids In Need Foundation. "This grant from the Staples Foundation for Learning will provide Kids In Need with support to make a difference for children from families that cannot possibly provide them with school supplies, families struggling to keep roofs over their heads and food on their tables."

The Denver project is part of a Kids In Need program that provides free school supplies to students and teachers not served by the organization's National Network of Resource Centers. The Kids In Need philosophy is that one method of intercepting the poverty cycle is by providing children with the tools they need to participate and engage in classroom learning. The far reaching effect is that better equipped and prepared school children develop into better equipped and prepared employees and members of communities.

"Staples Foundation for Learning remains committed to supporting organizations like the Kids In Need Foundation as they work hard to provide a phenomenal service that will truly make an impact on the lives of young people in Denver," said Amy Shanler, director of community relations, Staples, Inc.



## Connect.



facebook.com/kidsinneed



twitter.com/kidsinneed



youtube.com/kidsinneed

## Welcome, Jeanne!

The Kids In Need Foundation is pleased to announce that effective January 3, 2011, Jeanne Mock joined our staff as director of national accounts.

Those of you who know Jeanne understand why we are so excited about this addition, and those of you who have not yet met Jeanne are in for a treat. Jeanne has a background as an elementary school teacher and for the past ten years was employed by Target -- most recently as a senior specialist in community relations. Jeanne worked closely with Kids In Need in that role.

Jeanne can be reached via email at [jeannem@kinf.org](mailto:jeannem@kinf.org).



## Kids Raising Money To Help Kids

The needs of some children tug at the hearts of other children. That's the best way to explain the recent communications we've received from young people who are creating ways they and their friends can contribute to the Kids In Need Foundation and help provide children with much needed school supplies.

Inspired by the Kids In Need video she viewed on YouTube, Toby Jacob, pictured below (second from left) with some of her guests, invited her friends to a charity party at her house. The 14 young ladies raised \$147.09, which they donated to the Kids In Need Foundation. Kids In Need was pleased to report to Toby that their donation will procure \$4,559.79 worth of school supplies.



Soon after we celebrated Toby's donation, we received a call from the mother of Kimberly Hou telling us that Kimberly had decided to ask the audience members of her next piano recital to help children get the school supplies they need by making donations to the Kids In Need Foundation.

View this video of Kimberly at the piano <http://www.youtube.com/watch?v=DjBZ85YpyzE>

Kimberly Hou, age 16, is a student of Dr. Marjorie Lee and has been studying piano for 12 years. She won the National First Prize in the 2009 Music Teachers National Association (MTNA) Junior Piano Competition and is a winner of the 2010 Chopin Scholarship by Chopin Foundation of the United States. This year she was invited to perform a solo recital at Alden Theatre and Prokofiev's Concerto No. 1 with the Richmond Symphony Orchestra and the New River Valley Symphony Orchestra. She has performed at the Kennedy Center Millennium Stage, Carnegie Hall's Weill Hall, Hungarian Embassy, Bulgarian Embassy, the State of the Arts Cultural Series at the U.S. Department of State, Young Artists Musicale Series at GMU Center for the Arts, Concerts at the Alden Series, and the 2009 National Conference on Keyboard Pedagogy in Chicago. Other First Prizes she received include the Ithaca College Piano Competition, MTNA Eastern and Southern Divisions of the Junior Piano Competition, the 23rd and 25th IYAPC, the AFAF Piano Competition in Carnegie Hall's Weill Hall, and over 20 additional competitions throughout Virginia, D.C., and Maryland.

Besides music, Kimberly enjoys reading, life science, learning foreign languages, and participating in speech and debate tournaments.

Kimberly also requested donations at a second recital for a grand total of \$350 or \$10,850 worth of school supplies for kids.

**THANK YOU  
Toby and Kimberly  
for your thoughtful  
actions.**



## Special thanks to our 2010 Major Donors!

As donors, you have been right here beside us and are directly responsible for our growth and success even in the midst of economically challenging times. You should be proud of the impact you are making – and we are proud to call you **partners**.

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Target  
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United Stationers Supply Co  
Walmart  
Zebra Pen Corporation

## Facebook Changes: It's Good For You and Kids In Need!

Over the last few weeks Facebook has rolled out some changes, yet again. This time the changes are for business pages, not the personal profile. For the Kids In Need Foundation, this round of changes looks very promising!

The most beneficial change is that the Foundation can now use Facebook as Kids In Need. This means that we can visit our supporters' pages and leave comments, as well as initiate our own conversations! We are also now able to "like" things on Facebook, so you'll get to see our growing list of things, people, and businesses we care about. What does this mean for you? More interaction, more conversation, more fun!

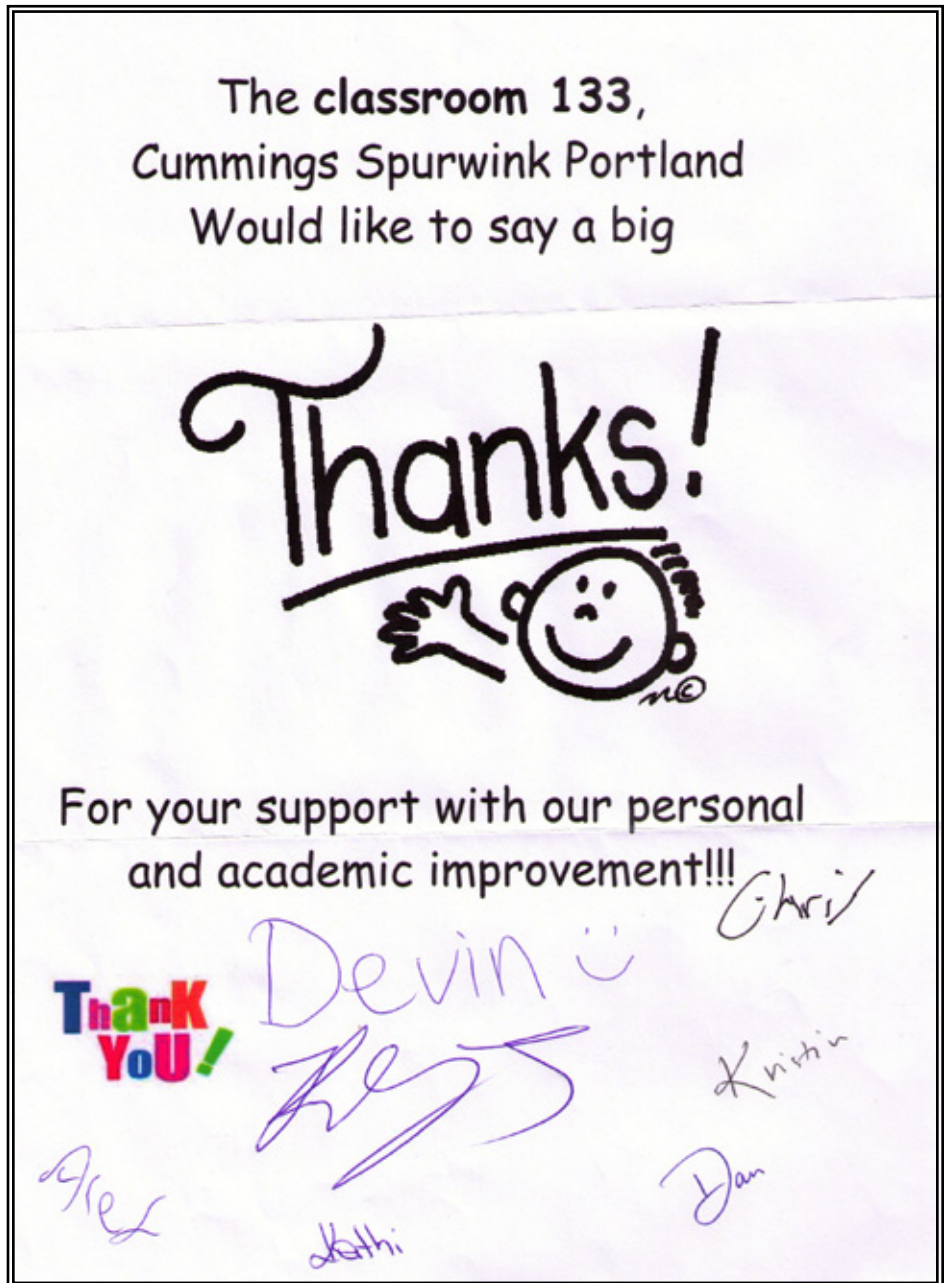
Kids In Need will better be able to bring our supporters and partners to your attention, so you can jump over and "like" them too, as well as join in on the chatter. Over the next few months we will be making some big changes to our Facebook page and we look forward to your feedback.

Join us! [facebook.com/kidsinneed](https://facebook.com/kidsinneed)

### Got Stuff?

Ever wonder if donating product to KINF was 'right' for your company? We are proud to offer companies an opportunity to make much needed product donations without incurring any additional handling or processing fees. That's right....we don't ever charge our donors to make a donation! From cartons to truckloads, KINF moved more than 12,500 pallets of product throughout the United States in 2010. Our easy-to-use donation form and streamlined placement plan make it fast and easy to make donations. In other words, you can spend your day getting back to business, not chasing paperwork. And because Kids In Need has received Charity Navigator's Four Star Rating for the third consecutive year, you can rest easy knowing your donations are making the greatest impact possible-at the heart of your industry.

No fees, quick turnaround, and accountability—three reasons Kids In Need is your perfect gift- in-kind charity of choice. No other organization can offer the school and office products industry a perfect combination of product focus, widespread impact, and fiscal responsibility. For more information contact Jennifer Lehman at [jenl@kinf.org](mailto:jenl@kinf.org).



Students in Portland, ME, express their thanks to Fibre-Craft Materials for arts and crafts items they received as a result of Fibre-Craft's sponsorship of the Teacher of the Year Awards. Sally Reagan, a 2010 Teacher of the Year Award winner, is a teacher in Portland.

**September 21, 2011**

**SAVE THIS DATE!  
and Make Your  
Reservation Now**

**The 13th Annual  
Kids In Need  
Foundation Gala**

**The Depot  
Minneapolis, MN  
6:30 p.m. – 10:30 p.m.**

**REGISTER ONLINE:  
<http://kinf2011.eventbrite.com>**

**Additional Sponsors**



**Business Luncheon: Noon – 2:00 p.m.**

**Cocktail Reception: 6:30 p.m. – 7:30 p.m. Sponsored By**



**Dinner: 7:30 p.m. – 9:45 p.m.**

**Guest Speaker: Sam K. Duncan, Retired Chairman & Chief  
Executive Officer, OfficeMax Sponsored By**



**Dessert: 9:45 p.m. – 10:30 p.m. Sponsored By**



The Color of Imagination



by Fibre Craft

## Attention Teachers!

The Kids In Need Foundation introduces a new teacher grants program sponsored by Elmer's Products Inc., an industry leader in adhesives, arts and crafts, office and educational products.

Teachers can apply for an Elmer's Teacher Tool Kit grant that can range from \$100 to \$500. The grants will be given to teachers who wish to conduct classroom projects selected from a catalog of more than 500 projects. This year, approximately 250 grants sponsored by Elmer's will be provided to teachers nationwide for projects to be completed during the upcoming 2011-2012 school year.

Apply now at [www.kinf.org](http://www.kinf.org). There is also a link to this application on the Elmer's website, [www.elmers.com](http://www.elmers.com), and X-ACTO website, [www.xacto.com](http://www.xacto.com).



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

# Look inside our mailbox!



*This artwork was created by students in Indianapolis as a thank you to the National Art Materials Trade Association. The NAMTA Foundation invited Kids In Need to be the recipient of their product harvest last year. KINF and Teachers Treasures harvested art supplies at the conclusion of the NAMTA convention last spring. A local art teacher who shops at the Indianapolis teacher-free store asked his class to create the thank you. Products donated from participating NAMTA exhibitors last year were used to create the poster. Just think...this beautiful piece of art would never have been created without the generosity of those product donors.*



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, N.Y. 10007

February 15, 2011

Mr. David Smith and Ms. Penny Hawk  
Kids In Need Foundation  
Suite 114  
3077 Kettering Boulevard  
Dayton, OH 45439

Dear Mr. Smith and Ms. Hawk:

Thank you for your generous support of the Parent Summit organized by the Departments of Education and Homeless Services as part of the Mayor's Interagency Task Force on Truancy, Chronic Absenteeism, and School Engagement.

By providing 400 school supply kits to homeless children, the Kids In Need Foundation is giving our most vulnerable young people the tools they need to succeed. The non-profit sector continues to play a vital role in strengthening public education, and my staff and I really appreciate your commitment to young New Yorkers.

Many thanks again for your support, and all the best wishes to you and your colleagues.

Sincerely,

Michael R. Bloomberg  
Mayor

*A letter from Mayor Bloomberg after donating supplies to 400 homeless children in NYC.*

## 2010 Monetary, In-Kind, and Product Donors - Thank You!!!

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 ZOOM Catalog

*Product, cash, & in-kind donations made  
 between 1/1/11 and 3/31/11.*



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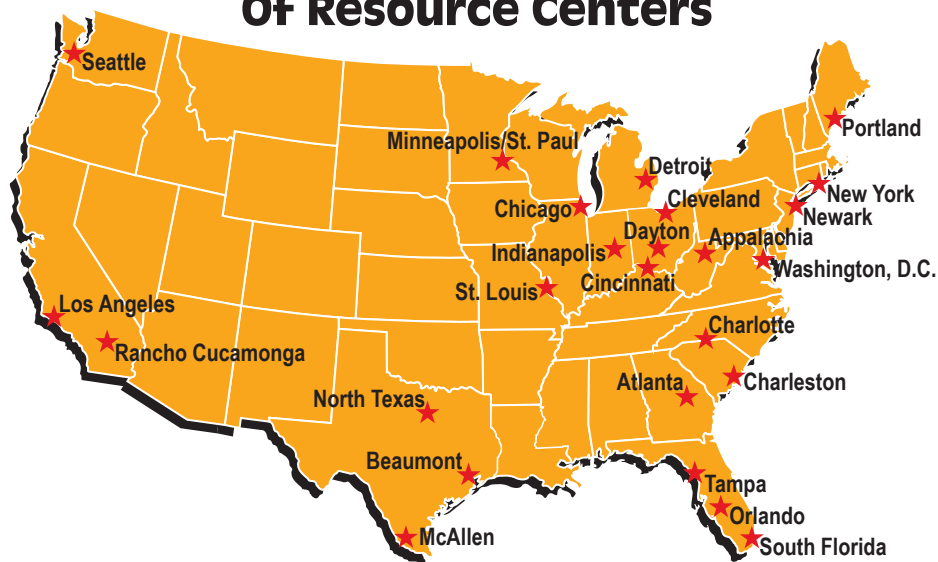
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## Kids In Need National Network Of Resource Centers



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

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