



What's New at ACCO Brands?

ACCO Brands Donates Office Products to Kids In Need Foundation

March 12, 2010

In the last two years, ACCO Brands contributed almost \$1.3 million in surplus office products to the Kids In Need Foundation, a national charity that provides free school supplies to students and teachers in underfunded schools.

The Kids In Need Foundation was founded in 1995 and aims to serve the 32 million children in the U.S. who can't afford basic school necessities.

"ACCO Brands has supported the Foundation since our founding in 1995, with both financial and product donations," said Kids In Need Foundation Executive Director Dave Smith. "In 2009 alone, ACCO Brands donated more than \$265,000 worth of school supplies to Kids In Need that we were able to distribute free to children most in need. We appreciate this loyalty and believe we will further develop our relationship with ACCO Brands for the benefit of both our organizations and the kids we serve."

"Everything that we make, somebody out there needs," said Rich Nelson, ACCO Brands' head of Corporate Communications. "Kids In Need is very efficient in their distribution of supplies to kids who really need them."

The Foundation works through a national network of resource centers which operate like retail stores where teachers and parents can visit to pick up school supplies. The network consists of 23 Resource Centers and serves more than 1.6 million children and 100,000 teachers. The Foundation does not charge schools, teachers or students who get their supplies from a Resource Center.

"Since the Resource Centers program began in 1997, the Foundation has used the number of children in a school enrolled in the federal free and reduced lunch program as the means to measure the need for school supplies," said Penny Hawk, Managing Director of



Teachers shop for school supplies at a Crayons to Computers in Cincinnati, Ohio. Crayons to Computers is an affiliate of the Kids In Need National Network of Resource Centers.

the Foundation. "If a family is finding it impossible to provide lunch for their children, they certainly do not have the money to spend for school supplies."

The Kids In Need Foundation also provides School Box programs, which serve children who do not live near a Resource Center. The Teacher Grants program awards grants to teachers for innovative classroom projects. More than 500 different projects have been funded through the grants.

Hawk said that while partnerships with businesses have helped them deliver school supplies to more than 10 million children since 1995, individual donors have played an important role as well. "These are moms and dads who want to give the same opportunities to children in need that they give to their own sons and daughters," she said. "Kids who have little have the same needs—and dreams."

To donate to or find out more about the Kids In Need Foundation, visit their website at www.kinf.org. ○