

SHOPA Kids in Need Foundation: A SHINING EXAMPLE OF BUSINESS MARKETING TO STRENGTHEN CORPORATE BRANDS.

An all time high of 84% of Americans say they are likely to switch brands to support a worthy cause. Companies such as Staples, Coca-Cola and Target set themselves apart by aligning with brand strengthening charities, such as the SHOPA Kids In Need Foundation. According to brand experts, allocating funds and resources to a non-profit whose mission complements a corporation's own mission can have unparalleled effects on brand appeal to consumers and the company's overall image.

While also donating dollars, leading companies like Target and Office Depot donate product and discontinued stock to the Kids In Need Foundation, aiding the education of children who might not otherwise have supplies and supplying underfunded teachers with the materials to make their classrooms more imaginative places of learning.

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Joy Errico
Staples Foundation for Learning

For example, Staples, in addition to providing generous financial support, donated nearly \$100,000 worth of school supplies to the Kids in Need program. The product was harvested from the Staples 2004 vendor show in Orlando, Fla., and was distributed to resource centers in Orlando and Fort Lauderdale.

“Kids in Need Resource Centers have a great track record of supplying teachers and students with the supplies they need to be successful,” said Joy Errico, spokesperson for Staples Foundation for Learning. “Our continued support of this program reflects the exemplary work done by the SHOPA Foundation in helping low-income communities throughout the United States.”

Cone Corporate Citizen Studies

Corporate philanthropy has a significant and often unexpected effect on a company's human resource dynamic. The Cone Corporate Citizenship Study indicated that employees whose companies support social issues are 40% more likely to say they are proud of their company's values and nearly 25% more likely to be loyal to their employers. With such marked benefits associated with charitable initiatives, increasingly companies are taking on philanthropic projects that support corporate initiatives.

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Scott Walter
Director, Kids In Need Foundation

“Our corporate partners are the lifeblood of our organization... The Kids In Need Foundation works with businesses to make sure students in need of school supplies have the right tools for the job,” said Scott Walter, Kids In Need Foundation Director. “Together, we can make their dreams become reality and we encourage other like minded businesses to contact us and work with us for this most worthwhile endeavor - our children's educational future.”

Jay Long, Public Affairs Manager at Coca-Cola Bottling Company of North Texas says, “Coca-Cola has a responsibility to today's youth. They are our future employees, and we have a responsibility to take care of the next generation. Coca-Cola Bottling Company of North Texas has an Employee Volunteer Council, which is made up of hundreds of employees who give of their time at the Kids In Need resource center. Our employees get to directly see the impact of our efforts, and with our in-school programs we've created with the center, they can even see how kids are responding in school with their new supplies.”

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“Working with the Kids In Need Foundation has helped us to engage with other retailers to align to recognize the need and help the children in our community,” continues Long. “SHOPA furnishes the only large-scale school supply program in North Texas, where the number of impoverished students is staggering. We are proud to partner with a foundation that is fully committed to helping teachers help students.”

Tom Nutile, Vice President of Public Relations for Staples echoes Long, adding, “Our mission at Staples is to serve our customers. We like to support those causes that not only do great things in our community, but also assist us in branding our company and aligning the good works that we do everyday - helping businesses to grow, helping teachers, helping students - and through the Kids In Need Foundation, we have found a real philanthropic partner. Together, we can make a positive impact in our communities.”

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Kids In Need Foundation