



**For Immediate Release**

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**Kids In Need Foundation Equipping Students For Back To School**  
*National Network of Resource Centers Benefit From Target GiftCards*

**Dayton, Ohio – September 3, 2009** – Soon all children nationwide will be back in school. Excited or not about going returning, students who can't enter their classrooms with the school supplies they need start the year at a disadvantage.

The Kids In Need Foundation provides free school supplies to kids who need them through a national network of 23 Resource Centers that serves 1.6 million children annually. Kids In Need has awarded grants to each affiliate Resource Center to help them stock up on supplies for students whose parents are struggling to meet the demands of the classroom. The \$2,000 grants given to the Centers in the form of a Target GiftCard were made possible by the Kids In Need Foundation's participation in Target's Bullseye Gives Facebook campaign, which distributed \$3 million among ten charities, based on the number of Facebook votes each charity received. Target is the national sponsor of the Kids In Need National Network of Resource Centers.

“Target made no stipulation on their donation to us that it be spent at their stores, but back-to-school specials provide us with the opportunity to stock up on core items needed by most students,” said Dave Smith, executive director, Kids In Need Foundation. “Teachers take supplies out of the stores and back to their classrooms for use by students who would otherwise not have adequate materials. The GiftCards were an efficient way for Kids In Need to get product to the Centers in time for back to school distribution.”

This time of year, \$2,000 spent on school supplies makes quite an impact. The Cincinnati affiliate of the Kids In Need National Network, Crayons to Computers, was able to purchase more than 9,000 theme notebooks and nearly 2,000 boxes of crayons, among other items.

“Target’s long-standing partnership with Kids in Need provides us with a great opportunity for our Stores and team members to get involved on a local level by volunteering time, donating product, and assisting with supply delivery,” said Laysha Ward, president, community relations, Target. “We're also proud to know that the funds awarded to Kids in Need through our recent Bullseye Gives campaign are helping to provide teachers nationwide with the best possible resources for educating children and ensuring that they are prepared to learn and succeed.”

Kids In Need donated \$36 million worth of supplies to the 23 Centers in 2008, the majority of which were donations from manufacturers and distributors of school supplies, art materials, and office products, such as ArtSkills, Dixon Ticonderoga Company, Fiber-Craft Materials, MeadWestvaco, OfficeMax, Staples, Target, and Zebra Pen Corporation.

### **About Kids In Need Foundation**

**The Kids In Need Foundation** is a national 501(c)(3) charitable organization founded in 1995. The Foundation’s mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids in Need National Network of Resource Centers includes 23 facilities that allow teachers from low-income schools to obtain free school supplies for their students. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. The Kids in Need Foundation has distributed nearly \$300 million in school supplies since its founding, directly benefiting 1.6 million students and 100,000 teachers annually, and has awarded \$1 million in grants to teachers. The Kids In Need Foundation has received Charity Navigator’s highest four-star rating, indicating that it executes its mission in a fiscally responsible way and outperforms most other charities in America. For more information, visit [www.kinf.org](http://www.kinf.org). Follow Kids In Need on Twitter, <http://twitter.com/kidsinneed>

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