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The Kids In Need Foundation Announces Mobile Donor Plan
Fundraising and Communication Goes Mobile

DAYTON, OHIO – August 3, 2010 – The Kids In Need Foundation, a national, non-profit organization dedicated to providing free school supplies to economically disadvantaged school children and under-funded teachers, announced it is growing their mobile communications capabilities. This includes text-to-donate capacity through SMS, Twitter and SMTP. In addition, the Foundation has the ability to create mobile polls and broadcast messages directly to donors' mobile phones.

Supporters can text SCHOOL to 85944 to make a \$10 donation to Kids In Need Foundation.*

The Kids In Need Foundation is also part of the MobileCause uGive iPhone application. This mobile technology facilitates donations and allows users to share information about the Foundation. The application also links to the Foundation's Facebook, Twitter and YouTube sites.

“We are excited about the potential for growth through mobile fundraising efforts,” said Dave Smith, executive director of the Kids In Need Foundation. “Through the incremental and uncompetitive nature of these online tools, we hope to engage new donors and provide current donors with real-time updates on how the Foundation is fulfilling our mission to provide school supplies to students who need them most.”

MobileCause, a service for mobile fundraising and engagement, will manage the Foundation's web services software.

About the 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 24 facilities that allow teachers from low-income schools to obtain free school supplies for their students. The national sponsor of the Kids In Need Network is Target, a long time supporter of the Kids In Need Foundation. 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 more than \$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. Follow Kids In Need on Twitter, <http://twitter.com/kidsinneed>

*A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging & Data Rates May Apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the Kids In Need Foundation by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. You can unsubscribe at any time by replying STOP to short code 85944; Reply HELP to 85944 for help.

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