



Looking Back, Looking Forward

Going into our 21st year, the Kids In Need Foundation has reached some unprecedented milestones. When we started, no other national nonprofit shared our mission: to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. Last year alone we brought free school supplies to 4.8 million children living in extreme poverty through a variety of programs that help in some of the poorest neighborhoods. Yet, we see so much need to expand going forward.

Now operating with four major programs, we have slowly and strategically grown in size and expertise. Our longest running programs, our National Network of Resource Centers and our Teacher Grants program, have both reached new heights. We now have 37 Resource Centers serving the needs of teachers coast to coast. Studies show that teachers spend anywhere between \$500-1000 on average out of their pockets each year, and in 2015 we helped ease that financial burden for 154,000 teachers. Our Teacher Grants program nearly doubled the number of applicants last year, helping to bring innovative project ideas into classrooms. Our backpack program, School Ready Supplies, has seen the biggest growth, bringing filled backpacks to entire schools through sponsorships and bringing a sense of hope, promise, and encouragement to more than 57,000 students facing a need. Finally, our newest program, Second Responder[®], has been reaching out to schools affected by natural disasters for four years, serving more than 3,300 students last year.

We could not have achieved any of this without our financial and in-kind donors during the course of the last two decades. With our roots in manufacturing and school supplies, we also have made additional connections outside of these realms: in the world of crafting, the business sector, and more, to be able to bring additional learning tools into classrooms. These partners and their commitments to create equal access in the classroom have driven our organization to where it is today.

In the coming year we are looking forward to serving even more students, teachers, schools, and communities that need the support to help young learners succeed in the classroom. We continually seek partnerships with new companies and organizations dedicated to making a difference in the educational sphere while keeping our current bonds as strong as ever. While we, as an organization, have learned every step of the way, we still have much learning to do. We will continue to champion education for students in need and make it a priority to establish equality in the classroom, persisting to challenge the income disparities children face to improve educational opportunities and academic outcomes. Here is to another amazing year of school supplies changing lives.

A handwritten signature in black ink that reads "Dave Smith". The signature is written in a cursive, flowing style.

Dave Smith, Executive Director

Our mission is to ensure that every child is prepared to learn and succeed in the classroom by providing free school supplies nationally to the kids most in need.

2015 Milestones and Accomplishments

- Served 4.8 million kids nationally with free school supplies, doubling our reach in the last three years
- Procured & distributed more than \$200 million of gift-in-kind products in the last two years to challenged communities across the country
- Partnered with a major national retail chain for the second year on its back-to-school social marketing campaign
- Partnered with a major TV network to launch an online giving program that connects advertisers and nonprofits to give back with the power of positive content
- Added 3 new Resource Centers to the Kids In Need National Network of Affiliates, now with 37 partners coast to coast
- Continued our national product donation program with a major national craft retail chain channeling more than \$20 million in product into needy classrooms
- Featured on The Today Show during our partnership delivering 23K backpacks to all K-5 students in the Detroit Public School system
- With key sponsors, our School Ready Supplies program assisted more than 57K students with new school supplies
- Supported 154,000 teachers in some of the poorest neighborhoods across the country with new school supplies to empower their daily instruction



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