



SHOPA School, Home, & Office Products Association



Kids In Need *UPDATE*

A Program Of The SHOPA Foundation

OfficeMax Inc. Named 2002 Award Recipient



Michael Feuer

Sponsor of 2 Kids In Need Resource Centers To Be Honored At Gala

The Cleveland area-based retailer OfficeMax Inc. is the recipient of the 2002 SHOPA Foundation Award for Educational Excellence. OfficeMax will be honored for its support of the Kids In Need program at the fourth annual Award Gala on Monday, November 11, 2002, at the Grand Hyatt Hotel in Buckhead (Atlanta), Georgia. Michael Feuer, co-founder, chairman, and CEO of OfficeMax, will be present to accept the award.

Join the Foundation Board of Directors in celebrating the generosity OfficeMax has shown us for the purpose of optimizing children's educational experiences. OfficeMax is the sponsor of SHOPA Foundation Kids In Need Resource Centers in Cleveland and Chicago.

Their involvement in the Kids In Need program is one way OfficeMax fulfills its commitment to give "something back" to the communities it serves, a



commitment reinforced in 2000 with the establishment of the OfficeMax Charitable Foundation.

OfficeMax was instrumental in developing the Resource Center in Cleveland, which opened in November of 2001, by making a substantial monetary donation to the program. Key employees of OfficeMax served on the Cleveland Steering Committee and continue to serve on the Advisory Board. OfficeMax staff designed the layout of the retail area of the Center and provided fixturing. The Cleveland Center served 16 schools during its first six months of operation and is projected to serve up to 50 schools during its first full academic year of operation.

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Charitable Foundation Carries On OfficeMax Tradition Of Philanthropy

In 2000, OfficeMax Inc. established the OfficeMax Charitable Foundation to support a broad range of worthwhile causes. The foundation's philanthropic philosophy is to support board-based charities that benefit the largest number of people. The OfficeMax Charitable Foundation annually contributes to several organizations. Besides the SHOPA Foundation's Kids In Need program, the foundation's major beneficiaries include United Way, Harvest for Hunger, and Ronald McDonald House.

"At OfficeMax, we recognize the profound impact that these organizations have on our community," says Michael Feuer, OfficeMax co-founder, chairman, and chief executive officer. "It's with this in mind that we established the OfficeMax Charitable Foundation to support a variety of worthwhile charities."

Funds for the OfficeMax Charitable Foundation are obtained through vendor contributions to an annual Charity Golf Outing, associate donations, and corporate contributions. ■

OfficeMax Inc. Named 2002 Award Recipient Continued from page 1

“When Cleveland area SHOPA member company representatives proposed opening a Kids In Need Resource Center, OfficeMax understood that this was an opportunity to give something meaningful to their hometown,” says Jack McElrone, J.J. McElrone Associates, Inc. and chair of the SHOPA Foundation Board of Directors. “At the Grand Opening of the Center, Mr. Feuer commented specifically about the support he received from the community when OfficeMax began and how important it has been to him over the years. By helping children succeed in school, OfficeMax is returning that support to the community for many years to come.”

Since the Cleveland Resource Center opening, OfficeMax has accepted sponsorship of the Kids In Need Resource Center located in Chicago. The Chicago Center, the first Resource Center opened by the Foundation, has been operating since 1997. OfficeMax is easing the transition of this Center from a warehouse environment to a store by providing the design of the retail shopping area. A grand re-opening of the Chicago Resource Center is scheduled for August 20.

OfficeMax provides goods and services to small- and medium-sized businesses, home office customers, and individual

consumers through nearly 1,000 superstores and delivery centers in the United States, on Internet at OfficeMax.com, via direct mail catalogs, and through a nationwide commercial sales force. Founded in 1988, OfficeMax International Headquarters is located in Shaker Heights, a suburb of Cleveland, Ohio.

Resource Centers provide free school supplies to impoverished children. In addition to Cleveland, Kids In Need Resource Centers are located in Atlanta, Chicago, Cincinnati, Detroit, Los Angeles, Minneapolis-St. Paul, South Florida, Seattle, and Washington, D.C. The newest Resource Center, located in Newark, N.J., will open on August 15.

The Foundation is now accepting reservations for the Award Gala dinner and congratulatory space in the *Honors Book*, a four-color commemorative publication. Seating at the Gala is limited and offered on a first-come, first-served basis. To join us on November 11, complete the registration form on page 4 of this Update and return it to the Foundation to guarantee your opportunity to congratulate OfficeMax Inc. Proceeds from the Award Gala and Honors Book help to fund the Kids In Need program. ■

OfficeMax Expands Its Support Of Education Through Kids In Need

When children from William Cullen Bryant Elementary School attended the opening of the Cleveland Kids In Need Resource Center, they saw a familiar face among the community guests. Michael Feuer, co-founder, chairman, and CEO of OfficeMax Inc., is well known to these students because he walks their halls periodically, serving as a “visiting principal.”

OfficeMax participates in the Partners in Education program of the Cleveland Municipal School District. Partnered with William Cullen Bryant Elementary, Mr. Feuer and other OfficeMax personnel assist in taking on the challenges with which an urban school is faced.

Mr. Feuer works closely with principal Kathy Sauchak to improve the quality of school life for her students, so providing supplies to children whose families cannot afford to purchase them was not a new concept to OfficeMax. Children who come from families living below the poverty line are rarely equipped with the day-to-day supplies needed to do their classwork and homework.

Mr. Feuer considers support of Kids In Need an investment in children, stating at the opening of the Cleveland Resource Center, “We are pleased to provide ongoing support to this program to help children succeed in school.”

Shortly after the opening of the Cleveland Center, OfficeMax agreed to sponsor the Kids In Need Resource Center in Chicago.

Between the two Centers, more than 50,000 children will be supplied with classroom materials during the upcoming academic year.

Kids In Need Resource Centers provide free school supplies to impoverished children as part of the SHOPA Foundation’s mission to recognize, promote, and support initiatives that foster educational excellence. You can support the program by attending the SHOPA Foundation Award for Educational Excellence Gala honoring OfficeMax on Monday, November 11, 2002, at the Grand Hyatt Hotel in Buckhead (Atlanta), Georgia, from 6:00 to 10:00 p.m. A reservation form is on page 4 of this *Update*. ■



Foundation Developments

Your Support At The Gala Means So Much



Jack McElrone

The SHOPA Foundation invites you to attend our tribute to one of our most generous contributors, OfficeMax Inc., recipient of the 2002 Award for Educational Excellence. OfficeMax's support and current sponsorship of Kids In Need Resource Centers in Cleveland and Chicago assist the Foundation in its mission "to recognize, promote, and support initiatives that foster educational excellence."

Because of OfficeMax's donation of fixturing, product, and funds, the two Resource Centers sponsored by them will serve an estimated 50,000 children during the upcoming academic year. Sponsoring Kids In Need Resource Centers perfectly fits into the philanthropic philosophy of OfficeMax.

The Foundation's National Network of Kids In Need Resource Centers provides school supplies to children whose families cannot afford to purchase them at any price. In addition, the Kids In Need Teacher Grants program provides funding to teachers for innovative ideas, projects that motivate and enrich children in the classroom. And our SHOPA Foundation Scholarship Program will ensure that many young adults have the opportunity to succeed in college.

Because of their overall commitment to give something back to the community and their specific involvement with the Kids In Need program, the SHOPA Foundation is extremely pleased to honor OfficeMax Inc. with the SHOPA Foundation Award for Educational Excellence.

Your support of the SHOPA Foundation through your attendance at the Gala and participation in the Honors Book greatly enhances the extent of the Foundation's reach to children most in need and is greatly appreciated. ■



Teachers visit a Research Center dressed as angels because, they said, "it's like going to heaven."

Thank you and all those donors to the SHOPA Foundation for the supplies recently acquired by my class. The notebooks, pencils, markers, binders, etc., are all being used by my students. Just the day before we went "shopping," one of my students came to me with a torn backpack. I was going to purchase her a new one, but I was able to get one from Kids In Need! Usually, I wind up buying all of the supplies with my own money. With three children in college, this becomes quite a burden. Thanks again.

Janet Kickel
Mary B. Martin School
Cleveland, OH

Thank you for the lunch boxes. Thank you for the pencils, the pens, the glue stick. Thank you for everything. Thank you. If I ever meet you I bet you're nice. Thank you for everything especially the pencils.

Sincerely,
Rayshawn
(Mary B. Martin School)

Celebrate A Winner!

Join in the celebration as we honor the 2002 recipient of the SHOPA Foundation Award for Educational Excellence



Monday, November 11, 2002 • 6:00 - 10:00 p.m. • Grant Hyatt Hotel - Buckhead (Atlanta), GA

in recognition of OfficeMax's significant support of and involvement in the Kids In Need program.

- 2002 Award Gala, honoring OfficeMax, Monday, November 11, 6:00 -10:00 p.m. at the Grand Hyatt Hotel in Buckhead (Atlanta), GA.



Gala Dinner Options:

Package #1: Two (2) tables at the Gala PLUS one *Honors Book* Emerald Page

- Tables for 10 . . . Price: \$9,000 Tables for 8 . . . Price: \$7,800

Package #2: One (1) table at the Gala PLUS one *Honors Book* Emerald Page

- Table for 10 . . . Price: \$6,000 Table for 8 . . . Price: \$5,400

Corporate Tables: Tables at the Gala Dinner.

- Table for 10 . . . Price: \$3,000 per table
 _____ Table(s) x \$3,000 each \$ _____
- Table for 8 . . . Price: \$2,400 per table
 _____ Table(s) x \$2,400 each \$ _____

Individual Seating: Reserve individual seats at the Gala Dinner.

- Price: \$300 per seat
 _____ Seats x \$300 each \$ _____

Dinner Options Subtotal \$ _____

Name: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Country: _____
 Phone: _____ Fax: _____
 Email: _____

Honors Book Opportunities* :

Send OfficeMax a special congratulatory message or ad in the *Honors Book*, a beautiful, glossy 4-color 8.5" x 11" book.

- Back Cover**** – 4-color, Cost: \$5,500 \$ _____
- Inside Front Cover**** – 4-color, Cost: \$5,000 \$ _____
- Inside Back Cover**** – 4-color, Cost: \$5,000 \$ _____
- Page 1**** (facing inside front cover)
 – 4-color, Cost: \$5,000 \$ _____
- Center Spread Front or Back****
 – 4-color, Cost: \$4,800 \$ _____
- Emerald Page** – 4-color, Cost: \$3,000 \$ _____
- Ruby Page** – 2-color, Cost: \$2,000 \$ _____
- Sapphire Page** – 1-color, Cost: \$1,000 \$ _____
- Half Page Horizontal** – 1-color, Cost: \$500 \$ _____
- Quarter Page Vertical** – 1-color, Cost: \$300 \$ _____
- Business Card** – 1-color, Cost: \$100 \$ _____

*NOTE: Companies and individuals purchasing *Honors Book* recognition space will be contacted by the SHOPA Foundation staff concerning artwork requirements and specifications.
 **Covers, Page 1, and Center Spread pages available on a first-come, first-served basis only.

Honors Book Subtotal \$ _____

GRAND TOTAL (Dinner and Honors Book) \$ _____

- Check is enclosed.**
 Make checks payable to: **SHOPA Foundation for Educational Excellence.**
- Send Invoice for selection(s) as indicated.**
- I will not be able to participate, but wish to make a contribution to the SHOPA Foundation, which will be acknowledged in the *Honors Book*, in the amount of \$ _____.**

NOTE: The SHOPA Foundation for Educational Excellence is a recognized 501(c)(3) charity founded in 1995. Contributions to the SHOPA Foundation are tax deductible to the greatest extent allowed by law.

Fax or mail this form to: the SHOPA Foundation for Educational Excellence • 3131 Elbee Road • Dayton, OH 45439-1900 USA • Fax: ++1-937-297-7660 or ++1-937-297-2254

Kids In Need Resource Centers Provide Tools For Classroom Success

SHOPA Foundation's Kids In Need Resource Centers make it possible for children from impoverished families to fully participate in the daily classroom experience. The Kids In Need program means school supplies are getting into the hands of students who otherwise would do without.

Children achieve, once they have the resources to do their jobs. Like anyone trying to get something done, kids need the proper equipment. Children served by Kids In Need come from homes too poor to provide paper and pencils, let alone items like storybooks and backpacks. These students often feel less worthy and more frustrated, resulting in high absenteeism, social withdrawal, and aggressive behavior.

"Principals and teachers from schools served by the Resource Centers report that test scores have risen and behavioral problems have decreased since Kids In Need has offered assistance," says Paul Bierhaus, Lockermate Corporation and chair of the Foundation Resource Center Committee. "Many of these children are experiencing success in school for the first time because of the generosity of SHOPA member companies."



Kids In Need Resource Centers distributed \$34 million worth of school supplies last year, a 100% increase over the distribution of the year before. With this increase, the Resource Centers were able to increase the number of schools and students they serve. During the 2001-02 academic year, Kids In Need provided the fundamental tools for learning to 750,000 children.



Kids In Need Resource Centers thrive because SHOPA member companies donate product and make financial contributions to the program. Without you and your company pitching in to help, the Resource Centers would be empty warehouses instead of mock retail environments crowded each afternoon with teachers selecting the essential supplies needed to equip their students and classrooms.

Kids In Need Resource Centers can use the product you can't - overstocks, line changes, returns, new products - to help stock the shelves of the Centers. An efficient process is in place to make it easy for businesses like yours to donate product. Simply call the SHOPA Foundation at 800-854-7467 or ++1-937-297-2250. We'll help arrange transportation if needed and ensure that you receive the proper receipts for tax purposes. Manufacturers may be eligible for deductions of up to two times the product cost!

Cash donations are always welcome. In 2001, a low 3% of the program's budget was spent on operational costs. In other words, 97% of the Foundation's funds went directly to its programs. Your financial contribution qualifies you for placement on the Honor Roll and positions you among other SHOPA member companies who are helping the Foundation fulfill its mission of recognizing, promoting, and supporting initiatives that foster educational excellence. ■

Kids In Need Teacher Grants

Every teacher knows that when a student is motivated, learning occurs. Nothing motivates kids more than hands-on, active participation. The Kids In Need Teacher Grants program funds classroom projects that engage students in the learning process through creativity and innovation. Last year, the SHOPA Foundation was able to facilitate this type of learning for more than 12,200 students through the Teacher Grants program.

Because of school budgetary constraints, teachers often pay for their dream projects out of their own pockets. During the past school year, the Teacher Grants program alleviated this burden for 119 teachers by awarding grants totaling more than \$90,500.

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The SHOPA Foundation Scholarship Program

Two years ago, the SHOPA Foundation launched a scholarship program to celebrate the 10th anniversary of the School, Home, and Office Products Association (SHOPA). The Foundation made its second round of scholarship awards this spring.

“We wanted to do something meaningful for our community, our members, and the market we serve,” says Jack McElrone, J.J. McElrone Associates, Inc. and chair of the Foundation’s Board of Directors. “Our scholarship program has two subsets. We’ll award seven merit-based scholarships to dependents of SHOPA member company employees. And we’ll award 10 need-based scholarships in communities served by our Kids in Need Resource Centers.”

Dependents of SHOPA member company employees are eligible to apply for one of seven different scholarships, including the \$10,000 John E. Johnson scholarship or six other scholarships in the amount of \$2,500 each. These awards must be applied to tuition at any accredited nonprofit college, university, or vocational/technical school in the United States and are renewable.

High school seniors attending schools in communities served by the Kids In Need Resource Centers are eligible to apply for a scholarship. Ten Kids In Need Scholarships of \$1,000 each are available. These scholarships, too, are to be applied to tuition at any accredited nonprofit college, university, or vocational/technical school in the United States and are renewable.



The deadline for applications to be submitted each year is April 1. Inquiries and requests for applications should be directed to the program administrator, Scholarship Program Administrators, Inc., in Nashville, TN. The phone number is 615-320-3149, and the fax number is 615-320-3151. ■

Kids In Need Teacher Grants

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“The real value of the Teacher Grants program is that students are in there making, creating, analyzing, digging - carrying out the activities of the project,” says David Covitz, Ames Department Stores, Inc. and chair of the Kids In Need Teacher Grants Committee. “With these projects, the classroom is transformed into an Olympic stadium or a crime lab or a television studio. These projects are examples of teachers “thinking outside the box, and, as a result, the students’ learning experiences are broadened.”

The success of the Teacher Grants program can be directly related to the involvement of SHOPA member companies. Without corporate and individual cash contributions and retail sponsor participation, the Teacher Grants program simply would not happen. It’s the retail sponsors in each area of the country that get the grant applications to the teachers by making them available in their stores.

Once the projects are completed each year, the treasure that remains is the *Best Practices Guide*, a compilation of lesson plans of the winning projects. The *Guide* is distributed to teachers and schools, spreading the creativity of these successful activities for the benefit of thousands of

additional students. The *Best Practices Guide* is also available on the Kids In Need Web site, www.kidsinneed.net.

You can help! Your cash donation to the Kids In Need Teacher Grants program will allow more educators the freedom to teach creatively. To make a donation, contact the SHOPA Foundation, 3131 Elbee Road, Dayton, OH 45439, or call 800-854-7467 or 937-297-2250. ■

