



SHOPA School, Home, & Office Products Association



Kids In Need *UPDATE*

A Program Of The SHOPA Foundation

Foundation Maintains Low Administrative Costs



The SHOPA Foundation remains an extremely efficient organization. The Foundation's annual audit reveals that more than 97% of the organization's revenue directly supports the Resource Centers and the Teacher Grants program of Kids In Need. This figure means that less than 3% of funds goes toward administrative costs.

Jack McElrone, J.J. McElrone Associates, Inc. and chair of the SHOPA Foundation, points to the diligence of volunteers and staff to use funds efficiently. "Everyone is acutely aware of the Foundation's mission, and with that comes a sense of responsibility. We are also aware that our donors have certain expectations, and one of them is to utilize their contributions wisely," he says.

"Non-profit organizations traditionally designate anywhere from 10 to 25% of their revenue for administrative costs," says Foundation Treasurer Paul Bierhaus, Lockermate Corporation. "Although

it is typical for a charitable organization to be conscientious about funneling funds into their programs, the high percentage achieved by the SHOPA Foundation is almost unprecedented."

The Foundation's mission is to recognize, promote, and support initiatives that foster educational excellence. The Kids In Need Resource Centers provide free school supplies to children and teachers in 10 cities, including Atlanta, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, Minneapolis-St. Paul, Seattle, South Florida, and Washington, D.C. A new Resource Center is opening this year in Newark, N.J.

The Kids In Need Teacher Grants program awards teachers up to \$100,000 annually to fund innovative classroom projects. Kids In Need programs are credited by educators with raising children's test scores, enhancing their self-esteem, and decreasing behavioral problems at school. ■

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SHOPA Foundation
3131 Elbee Road
Dayton, Ohio 45439-1900 USA

Phone: 800-854-7467 or
937-297-2250

Fax: 937-297-7660 or
937-297-2254

Teacher Grants Offered For Fifth Year

Retailer and credit union sponsors of the Kids In Need Teacher Grants program are providing applications for innovative classroom projects that teachers envision presenting to their students during the 2002-03 academic year. The program is sponsored by the following retail SHOPA members: Ames Department Stores, Inc.; Fred Meyer; Price Less Drug Stores; and Sav-On Office Supplies. Credit unions sponsoring the program include the Dayton Area School Employees Federal Credit Union, the Northern Kentucky Educators' Federal Credit Union, and the Cleveland Chapter of the Ohio Credit Union League.

Because of school budgetary constraints, teachers often pay for their dream projects out

of their own pockets. The Foundation has up to \$100,000 available to award educators this year. In 2001, the Teacher Grants program awarded grants totaling more than \$90,000, alleviating the financial burden for 119 teachers throughout the United States.

"We are looking for projects that create winners," says David Covitz, Ames Department Stores and chair of the Teacher Grants Committee. "By that I mean projects that transform a regular lesson into a unique learning experience for students. Although the teachers are awarded the grants, it's the students participating in the projects who are

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Foundation Developments

Volunteers Needed For Newark Advisory Board



Matthew Sack
Advisory Board Chair

One of the most rewarding volunteer opportunities offered by the SHOPA Foundation is to be part of a Kids In Need Resource Center Advisory Board. As chair of Newark's Advisory Board, I will be helping to lead this new Resource Center from concept to reality in the months to come. The opening of the Newark Kids In Need Resource Center is scheduled for August 15.

The cocktail reception being held at the Newark Center on June 5 is an ideal time for area SHOPA member company representatives to visit and get a true feel for what this Kids In Need program is all about. You will be impressed with both the design and function of the actual physical space, as well as the professionalism of the staff and volunteers responsible for its every day operation.

The goal of a Resource Center Advisory Board is to promote and contribute to the Center's well-being by mobilizing community resources and assisting in the procurement of financial and product support from local SHOPA and non-SHOPA member companies. Advisory Board members should not only hold a belief in and enthusiasm for the SHOPA Foundation mission, which is to recognize, promote, and support initiatives that foster educational excellence, but have experience in the school, home,

and office products industry that they are willing to share for the sake of the Resource Center's success.

The ideal candidate for an Advisory Board lives or does business frequently in the Resource Center's local community and possesses a willingness to seek involvement from other community leaders to help support the program. The SHOPA Foundation relies on Advisory Board volunteers to be their on-site eyes and ears at the Resource Centers, visiting the Center a couple of times a year to help evaluate inventory needs, retail area effectiveness, and overall management.

In addition to the Newark facility, Resource Centers are also located in Atlanta, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, Minneapolis-St. Paul, Seattle, South Florida, and Washington, D.C.

Seize the opportunity to learn more about the SHOPA Foundation's Kids In Need Resource Centers by attending the cocktail reception on June 5 from 5:30 p.m. to 7:00 p.m. at the Newark location, 31 Evans Terminal Road in Hillside. If you are interested in joining us in New Jersey to launch the latest Kids In Need Resource Center or in joining an Advisory Board of any of the other ten Resource Centers, please contact Scott Walters, SHOPA Foundation executive director, by phone at 800-854-7467 or ++1-937-297-2250, or by email at scottw@shopa.org. ■

Teacher Grants Offered For Fifth Year

Continued on page 1

the winners, because their knowledge and viewpoints are broadened, and they most likely experience something they've never experienced before."

Any K-12 accredited teacher in the sponsored areas can apply for a grant of between \$250 and \$1,000. Public, private, and parochial school teachers are eligible, and the proposed project can be in any subject area. The completed application is due at the SHOPA Foundation office by September 30, 2002.

Retailer and credit union sponsors make grant applications available to teachers at their stores and offices. This year, Ames Department Stores and the Northern Kentucky Educators' Federal Credit Union are also offering the application on their Web sites at www.AmesStores.com and www.nkefcu.org. Applications are also available at all Kids In Need Resource Centers.

"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 program simply would not happen," says Scott Walters, SHOPA Foundation executive director.

Once projects are completed each year, the treasure that remains is the *Best Practices Guide*, a compilation of lesson plans detailing 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.

You can get involved by becoming a sponsor of the Teacher Grants program or by sponsoring the publication of the *Best Practices Guide*. To learn more about becoming a sponsor, contact Scott Walters by phone at 800-854-7467 or ++1-937-297-2250 or by email at scottw@shopa.org. ■



SHOPA Foundation Board of Directors Spotlight



Kathy Kaz

Name: Kathy M. Kazmierczak (better-known as Kathy Kaz)
Company: KAZ Company
Title: Owner
Years in the industry: 20 years

Most memorable experience:

“I worked for one-and-a-half years and went through three buyer changes before I closed one of my largest sales. It happened to be closed the night before the International SHOPA SHOW. When it happened, I received several letters and phone calls

congratulating me on re-establishing the value of a manufacturer’s representative.”

Why did you volunteer for the Foundation Board?

“The industry has been good to me; it was a way for me to give back.”

What expertise do you hope to bring to the Foundation Board?

“In addition to my knowledge and contacts in the industry, I have worked with several non-profit organizations sitting on various boards and chairs/co-chairs of fundraisers and community events. This participation has given me valuable knowledge and insight that can prove to be a benefit to the SHOPA Foundation.”

One of the Foundation’s goals is to increase awareness of Foundation initiatives within the industry. How can you help with that awareness?

“The fact that I’m a manufacturer’s rep and in contact with so many people on a daily basis increases my ability to make more people aware of the Foundation and its mission.” ■

Check For Matching Gift Program

Does your company match your personal charitable donations? One of the benefits being offered employees more and more frequently is the opportunity to have their personal charitable cash donations matched by donations from their places of employment.

A call to your human resources department will answer the question. If your employer has a program, your donation can be matched by completing and mailing its designated form, according to your employer’s guidelines, with your next SHOPA Foundation donation. You will be acknowledged on the Foundation’s Honor Roll for the entire amount of your donation and the matching gift.

If you are employed by one of the companies listed below, your gift to the SHOPA Foundation for Educational Excellence

may be matched by your employer. If your company is not listed, please contact your human resources department.

- | | |
|-------------------------------|-----------------------------|
| ▲ 3M | ▲ Kmart Corporation |
| ▲ Appleton Papers Inc. | ▲ McGraw-Hill |
| ▲ Avery Dennison | ▲ Children’s Publishing |
| ▲ Binney & Smith Inc. | ▲ MeadWestvaco |
| ▲ Eckerd Corp. | ▲ NCR Systemedia Group |
| ▲ Georgia-Pacific Corporation | ▲ Office Depot |
| ▲ Gillette Co. | ▲ Rand McNally |
| ▲ Golden Books Publishing | ▲ Tandy Corp./Radio Shack |
| ▲ Houghton Mifflin Company | ▲ Wal-Mart |
| ▲ Hunt Corporation | ▲ Winn-Dixie Stores, Inc. ■ |
| ▲ International Paper | |

Kids In Need Harvests Product From Barnes & Noble Show

The SHOPA Foundation’s Kids In Need program was the designated recipient of donations made by exhibitors at the conclusion of the Barnes & Noble Back to Campus Show in March. As a result, more than \$72,000 in supplies was shipped to several Kids In Need Resource Centers.

By donating product, exhibitors become eligible for tax deductions, with (c) corporations able to deduct up to two times manufacturer’s cost. Besides the benefit of a tax deduction, exhibitors save themselves the expense and labor of shipping items back to their warehouses. For many years, donations of this kind have been a tradition at the International SHOPA SHOW.

Kids In Need Resource Centers provide free school supplies to impoverished children as part of the Foundation’s mission to recognize, promote, and support initiatives that foster educational excellence. Resource Centers are currently located in Atlanta,

Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, Minneapolis-St. Paul, Seattle, South Florida, and Washington, D.C.

The Foundation accepts product donations year round to help stock these Resource Centers. Please contact Dave Foor at 800-854-7467 or ++1-937-297-2250 for more information or to arrange a donation.

We thank the following SHOPA member companies that were among the exhibitors donating product:

- | | |
|-------------------------|----------------------------------|
| ▲ Boone International | ▲ Payne Publishers, Inc. |
| ▲ Chartpak Inc. | ▲ Roaring Springs Paper Products |
| ▲ Esselte Corporation | ▲ Sanford |
| ▲ Four Points Products | ▲ Southworth Company |
| ▲ MeadWestvaco | ▲ Staedtler, Inc. |
| ▲ Merriam-Webster, Inc. | ▲ Top Flight, Inc. |
| | ▲ United Supply Company ■ |

OfficeMax Earns Prestigious Foundation Honor

Michael Feuer, CEO, OfficeMax, Inc.



In recognition of its generous support of the Kids In Need program, OfficeMax has been named as the Foundation's 2002 Educational Excellence honoree. The company will receive this prestigious award on Monday evening, November 11, at the fourth-annual Foundation Gala, held in conjunction with the International SHOPA SHOW in Atlanta, GA. ■



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