



# kids in need *Connection*

OCTOBER 2007

## ATTENTION!

- Our E-mail addresses have changed! We are now [@kidsinneed.net](mailto:@kidsinneed.net)
- The Teacher Grants deadline for submission has been extended to October 30.
- Visit us on the Web at [kidsinneed.net](http://kidsinneed.net) for updates, program information, and online donation forms.

## Kids In Need Foundation to be Honored at Cynopsis Foundation Event

As the Kids In Need Foundation prepares to serve its 10 millionth student, we are proud to announce being chosen as a recipient of funds from the newly formed Cynopsis Foundation.

On October 23 in New York City, at Chelsea Pier Sixty, The Cynopsis Foundation will hold its first Charity Dinner & Auction, with all proceeds going toward two inexorably connected causes – the furtherance of education and our environment. This year's gift recipients are the Kids In Need Foundation and EarthEcho International.

The Cynopsis Foundation, Inc., was formed in April 2007 by Cynthia and John Turner. Cynthia is the President/CEO of Cynopsis Media, a television trade publication company in

Connecticut; John is the Head Coach of Rowing at Sacred Heart University and Fairfield Preparatory School, also in Connecticut.

The mission of the Foundation is pretty straightforward: *"Applaud unique ideas and efforts toward real human progress, and provide funds where needed to a collection of minds that, given a chance, may very well change the world forever."*

Here is a message from co-founders Cynthia and John Turner: *"We find ample unselfish reason for supporting causes seemingly remote from our own experience and reward. As life rests on the brink of happiness and safety, we continually wonder who and how, why and where, when and what will change our existence for the*

*better. The Cynopsis Foundation, Inc. looks to help fill the need of those with the promise to improve our future and our world.*

*Closer to home, we've attained a new status. We've become grandparents. We've fallen in love with the distant future. Now the glimmer of our legacy is personal, and our interest cries out for investment."*

For more information about this event, please email Cynthia Turner at [cynthia@cynopsis.com](mailto:cynthia@cynopsis.com).

Kids In Need thanks Cynthia and John Turner for their spirited advocacy.

THE  
**FCYNOPSIS**  
FOUNDATION, INC.

## Education Celebration Gala



Energy filled the air on September 7 as attendees arrived at the 2007 Education Celebration Gala. The Gala, held at the Depot in Minneapolis, was sponsored by Target.

Along with celebrating what Kids In Need is doing nationwide to strengthen children's chances for success in the classroom, the Gala also recognized Target as the national

sponsor of the Kids In Need Foundation. The generosity of several individuals and companies made it possible for more than 40 teachers from the Twin Cities to attend.

Guest speaker Erin Gruwell shared her compelling experience about teaching 150 "at-risk" youth. Erin pointed out that her students were examples of those served by the Kids In Need Foundation.

Students like Erin's do not look forward to their futures because they simply don't believe they have one. Giving them supplies gives them hope. With a common goal in mind, Kids In Need is excited to be exploring joint projects with Erin's organization, the Freedom Writers Foundation.

Thank you to all who were part of an outstanding evening!

More than \$32 million of product and funding was collectively donated by our Major Donors in twelve months!



## Major Donors Help Make It Happen

The Kids In Need Foundation has been blessed with tremendous support from our Major Donors. Between August 1, 2006 and July 31, 2007, more than \$32 million of product and funding has been collectively donated by our Major Donors. Our mission simply could not be fulfilled without generous contributions made by the following companies and individuals.

- |   |                                  |                               |
|---|----------------------------------|-------------------------------|
| 3M  | GE Money                         | Publix                        |
| ACCO Brands                                 | Guernsey Office Products         | S.P. Richards Company         |
| Applied Indust. Technologies                | Innovative Storage Design        | Sherman Standard Register Fdn |
| CH Robinson                                 | It's Academic                    | Simmons Outdoor Corp          |
| City Of Dayton, Recreation & Youth Services | Jo-Ann Stores, Inc.              | Sound Advice                  |
| The Coca-Cola Company                       | LexisNexis                       | Standard Register             |
| Corporate Express                           | Maple Ridge Supply, Inc          | Staples                       |
| Cosgrove Sales, Inc.                        | MeadWestvaco Foundation          | Target                        |
| Mr. David H. Smith                          | MeadWestvaco                     | The Iams Company              |
| Dixon Ticonderoga Company                   | Miller-Valentine Walsh Fund      | Ultra-Optix                   |
| ECRM  | Morex Corporation                | United Stationers             |
| Estée Lauder Companies                      | NORCOM                           | Vectren                       |
| Fibre-Craft Materials Corp.                 | Office Depot                     | Walden Media                  |
| The Fred Meyer Foundation                   | OfficeMax, Inc.                  | Wal-Mart                      |
| Gartner Studios, Inc.                       | Parents Action for Children      | Mr. & Mrs. William Douthit    |
|   | Pilot Pen Corporation of America | World Trend                   |

## Pilot Pen Corporation of America Donates more than \$5.3 Million of Core Product



The generous donation from Pilot Pen included more than 433,000 mechanical pencils and more than 1.6 million pens!

Just in time for back-to-school, the Foundation received a \$5.3 million donation of pens and pencils from Pilot Pen Corporation of America. The donation was distributed throughout the National Network of Kids In Need Resource Centers and made it possible for many under-privileged students to

start the new school year with supplies in hand.

"Pilot's product donation will allow students across the country to return to school this year without the fear that they are not prepared to participate in classroom activities," said Tom Caulfield, National Sales Manager – Mass Market. "Almost

everything that goes on in a classroom involves writing. Pilot knows how important it is for students to have writing instruments at school."

Pilot Pen Corporation of America has actively supported the Kids In Need Foundation since its founding in 1995.

## Dayton School Box Program

The halls of Patterson-Kennedy Elementary School were filled with excitement on September 19, and for good reason. For the third year, local businesses have joined forces to support the Kids In Need School Box Program. This year, 7,700 School Box Kits were distributed to students in the Dayton (OH) Public Schools.

classrooms as the students opened their kits for the first time.

"I thank you so much for what you are doing," said a seventh grade teacher. "All children can learn and can shine if they are equipped with the right supplies. Thanks to you, they can shine and excel."

local businesses:

MeadWestvaco, LexisNexis, Standard Register, The Iams Company, The Berry Company, GE Money, Miller-Valentine, Vectren, and Reynolds & Reynolds.

If you would like information about bringing the School Box program into your community, please contact Steve Rubenstein at [stever@kidsinneed.net](mailto:stever@kidsinneed.net).

Sponsors participated in a short assembly and visited

The distribution was made possible by the following



Nine local businesses made the 2007 School Box Program possible in Dayton, Ohio.

## 2007 Target Holiday Ornaments Available November 1

As part of an ongoing commitment to give back to the community, Target has created a collection of holiday "Gifts for Greater Good" that will allow guests to help support a number of special nonprofit organizations this holiday season.

With each purchase of items in the holiday collection, funds will be directly donated to various causes, providing an easy way for shoppers to feel even better about the gifts they give, while

giving back at the same time.

As part of the collection, Target will offer a variety of holiday ornaments to support national partners this holiday season, including two benefiting the Kids In Need Foundation - an apple and a ruler.

With the purchase of either of the \$14.99 ornaments, 10 percent of the retail purchase price will be donated to the Kids In Need Foundation. All orna-

ments will be available at Target stores nationwide, beginning November 1.

In 2006, the Kids In Need Foundation received more than \$29,000 from Target's sale of the red apple ornament.



## End-Of-Year Call for Craft Products

Have you ever received a glue-bulging-from-the-seams, pipe-cleaner twisted and wiggly-eyed creation wrapped in slightly crumpled paper? Holiday creations made by students are priceless memoirs of their childhood.

Many teachers engage their students in special holiday craft activities during this time of year. For teachers in low-

income school districts, this can mean dipping a little deeper into their own pockets to make sure every student has the supplies to participate in those activities. On average, teachers spend between \$500 and \$1000 of their own money on school supplies annually.

This year, as you make your holiday to-do list, we hope you will consider making a product

donation to the Foundation's Resource Center Network. Your donation will become part of a child's holiday memories forever.

For more information please contact Jennifer Lehman at [jenl@kidsinneed.net](mailto:jenl@kidsinneed.net) or Brenda Nachreiner at 412-726-4164. Donation forms are also available at [www.kidsinneed.net](http://www.kidsinneed.net).

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## Holiday Fund Drive Kicks Off 4th Quarter

Yes, it's true. The leaves are turning, and the holidays are creeping in. Soon you will receive information about our annual Holiday Fund Drive.

The Foundation is funded exclusively by donations from corporations and individuals. You play a vital part in our goal to provide free school supplies to kids most in need.

We urge you to find a place in

your heart for a gift to the Foundation before the end of the year. By donating now, you'll receive a year-end tax benefit while ensuring that students have what they need to start the second semester.

Your financial gift will help us continue to serve the Kids In Need National Network of 24 Resource Centers. It makes a world of difference for students

when they can begin the second semester sharpening brand new pencils rather than having to pull out pencil stubs and worn down erasers.

Won't you help us give them an energizing start to 2008? Please contact Steve Rubenstein at 937-297-2250, x3008, for more information, or donate from our Web site, [www.kidsinneed.net](http://www.kidsinneed.net).





**kids in need foundation**

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Jenn Howard, Director of Technology  
Brenda Nachreiner, Director of Corporate Partnerships  
Steve Rubenstein, Director of Development  
Jennifer Lehman, Donor Relations Manager  
Karen Jackson, Coordinator



**2008 Board of Directors Election Results**

Four outstanding individuals have been elected to the Kids In Need Foundation Board of Directors. They include:

Mr. Mike Vietenhans, World Vision Inc.  
Mr. Bill Douthit, George F. Cram Company (ret.)  
Mr. Tony Beitz, Attorney at Law  
Mr. Josh Golden, NBC Universal Digital Media

A heartfelt thank you to the following for service during their terms:

Mr. Dick Bere  
Mr. Paul Bierhaus  
Ms. Karen Calder  
Mr. Gary Landwirth

**THANK YOU to the following companies and individual who have made product, in-kind services, or financial donations to the Kids In Need Foundation between January 1 and September 30, 2007:**

- |   |                                 |                             |                           |
|---|---------------------------------|-----------------------------|---------------------------|
| 3M Company                                | Mr. Dean Mitchell               | Marathon Services           | Mr. & Mrs. Sean Clark     |
| 3M Foundation                             | Ms. Deborah Platon              | Marion School Employees     | Ms. Shannon Carter        |
| ACCO Brands                               | Ms. Denise Howard               | Federal Credit Union        | Sherman Standard Register |
| Acme United                               | DiLaura Sales Associates        | Mr. Mark Davis              | Foundation                |
| ADMA Alex Doherty Marketing               | Mr. Dirk Kettlewell             | Master Mfg Co. Inc.         | Simmons Outdoor Corp      |
| ADOC Systems                              | Dixon Ticonderoga Company       | Ms. Maureen Wilt            | Smead Manufacturing       |
| Advantus Corp                             | Mr. Don Currie                  | MeadWestvaco                | Standard Register         |
| Mr. Al Nelson                             | DSS                             | MeadWestvaco Foundation     | Staples                   |
| Mr. Alan Silverman                        | Esselte                         | Miller-Valentine Walsh Fund | Mr. Stephen Kouroupas     |
| Ms. Angela Sheehan                        | Estée Lauder Companies          | Minstrel Trading            | Mr. Steve Rubenstein      |
| Applied Industrial Technologies           | Fibre-Craft Materials Corp.     | MMF Industries              | Ms. Sue Samide            |
| Baumgartens                               | Fiskars                         | Morex Corporation           | Target                    |
| Mr. Brad Demsky                           | Fran Goldman Associates, Inc.   | Mr. & Mrs. Jack Hirsch      | Mr. Terry Erdman          |
| Ms. Brenda Nachreiner                     | Mr. Frank Jelnick               | Neighborhood Leadership     | Texas Instruments         |
| Brian & Lisa Vulpitta                     | The Fred Meyer Foundation       | Institute                   | The Berry Company         |
| Mr. Carey Blando                          | Gartner Studios                 | Nestle Purina Petcare Co.   | The Foundation for a      |
| Centeo                                    | GE Money                        | NORCOM                      | Better Life               |
| CH Robinson                               | GFG Group Inc                   | Office Depot Foundation     | The Voice of the Children |
| Chernett Associates Inc                   | Glue Dots International         | Office Harbor               | Foundation                |
| Mr. Chris Eastman                         | Guernsey Office Products        | OfficeMax, Inc.             | Mr. Tom Caulfield         |
| City of Dayton                            | IDEA Stream Consumer Prod.      | Parents Action for Children | Tombow                    |
| City of Dayton Dept of Parks & Recreation | InkStop                         | Mr. Patrick Lynch           | United Stationers Supply  |
| Clarence J Venne, LLC                     | InnoDesk                        | Mr. Paul Bierhaus           | Company                   |
| Class Act Stationery & Accessories        | Innovative Storage Design       | Payne Publishers            | UpHill Corporation        |
| The Coca-Cola Company                     | International Sales Consultants | Ms. Penny Hawk              | Utrecht Art Supplies      |
| CorePlus FCU                              | It's Academic                   | Mr. Phil Wenzell            | Vectren                   |
| Corporate Express                         | Mr. Jay Long                    | Pilot Pen Corporation of    | Walden Media              |
| Cosgrove Sales, Inc.                      | Ms. Jennifer Lehman             | America                     | Wal-Mart                  |
| Dan & Anne Legg                           | Jo-Ann Stores, Inc.             | Ms. Reyna Zeh               | Weyerhaeuser Company      |
| Dart Manufacturing                        | John & Kathy Hirko              | Reynolds & Reynolds Assoc.  | Foundation                |
| Mr. Dave Smith                            | Ms. Lauren Gellert-Turner       | Foundation                  | William & Alice Douthit   |
| Mr. David Brous                           | LexisNexis                      | Mr. Richard Bere            | World Trend               |
| Mr. David Covitz                          | M*A*S Marketing Network         | Rite-Aid Foundation         |                           |
|   | Maple Ridge Supply, Inc         | S.P. Richards Company       |                           |