



THE ONLINE CONNECTION TO AMERICA'S LEADING RETAILERS

## Industry support fuels Kids In Need expansion

Dayton, Ohio – The Kids In Need Foundation is set to achieve a milestone in providing free school supplies to its 10 millionth student during the 2007-2008 school year.

Founded 13 years ago, Kids In Need is a unique organization in the retail industry that works with retailers and manufacturers to provide teachers and low income families with school supplies via a nationwide network of resource centers. The Foundation has distributed more than \$300 million in school supplies donated by retailers and suppliers since its founding, directly benefiting 1.5 million students and 100,000 teachers annually, and has awarded nearly \$1 million in grants to teachers, according to Brenda Nachreiner, director of corporate partnerships with Kids In Need.

“The process of donating is easy, efficient, and the key benefits to the donating companies are they can realize up to twice the cost basis of the merchandise they donate as a tax deduction as opposed to liquidating the merchandise for pennies on the dollar or disposing of it in other ways. Plus, the donated merchandise supports a worthy cause,” Nachreiner said. “In addition to merchandise donations, for every dollar that someone donates we are able to procure and distribute \$25 worth of free school supplies to teachers and students. We like to highlight that so donors understand the degree to which we are able to leverage their financial contributions.”

As Kids In Need looks to further its mission this year, additional Resource Centers are being grown up by grassroots partners in Dayton, Pittsburgh, Phoenix, Manchester, and Charleston, all of which may be eligible

to become affiliates of the national network. New alliances are also being formed that target specific categories of merchandise. For example, Kids In Need is working with the Thea Foundation.

“They are a brilliant organization doing great things for kids in Pulaski County Arkansas through a program called Thea’s Art Closet that provides free art supplies,” Nachreiner said. “We believe the program has the potential to become national in scope.”

Beyond the new relationship with the Thea Foundation and the additional Resource Centers slated to open this year, Kids In Need achieved another milestone last month when the organization formally split with the School, Home & Office Products Association.

“We have achieved a level of maturity that allows us to accomplish our mission better as an independent organization,” said Kids In Need executive director Dave Smith. “The Foundation benefited enormously from SHOPA’s financial support and leadership. However, for several years now, Kids In Need has relied solely on the financial and product contributions of corporations and individuals from within and outside the school supplies and office products industry.”

