



March 25, 2008

### **Donate Your Promotional Products To Needy Schools**

Are you ready to get a jump on spring cleaning and clear out that promotional products closet? Don't let those surplus items go to waste—donate your extra samples, overruns and misprints to needy schools across the country through the [Kids In Need Foundation](#), a charitable organization that provides free school supplies to students across the United States.

Since its creation in 1995, the Foundation has provided \$250 million worth of school supplies to impoverished children by allowing teachers from pre-qualified schools the chance to regularly select free items from one of the 24 Resource Centers in the Kids In Need National Network.

Donated items can also be considered tax-deductible, something to consider as the tax deadline approaches. For more information on how and what to donate, click [this](#).



When school teacher Erin Gruwell, the subject of the movie *Freedom Writers*, spoke to PPAI's members during The Expo 2007, she delivered a powerful message about the challenges associated with teaching "unteachable, at-risk children" and giving them opportunities to prove their lives aren't hopeless. PPAI members were moved by her inspiring message and asked how they could help to make a difference in children's lives, too.

PPAI believes it has at least one answer for many of our members, and one that matches very well with the promotional products industry. Students throughout the U.S. face the challenge every day of not having adequate school

supplies. According to the U.S. Department of Education, 12.5 million students receive Title I funding. Parents struggling to feed their children find it almost impossible to buy notebooks, pens and crayons – items all kids are expected to have for school.

### **How You Can Help**

PPAI is pleased to introduce its member companies to an organization that works hard to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The children served by the Kids in Need Foundation are among those whose situations are desperate.

Since its creation in 1995, the Foundation has provided \$250 million worth of school supplies to impoverished children and under-funded teachers, which means that more than \$30 million worth of supplies are now distributed to 1.5 million children and 100,000 teachers annually. Classroom teachers in pre-qualified schools regularly visit the 24 Resource Centers of the Kids In Need National Network to select the supplies needed by their students. All supplies taken back to the classrooms are free.

Support of the Kids In Need Foundation spans several industry sectors, such as school and office, craft and hobby, and food retailing. Product donations should not be limited to pens, pencils, paper and supplies normally associated with the classroom. Many other types of surplus products are needed including apparel, particularly small or medium t-shirts, and items that can be given to students in recognition of good behavior, study skills or teamwork.

PPAI invites member companies to join PPAI in support of this worthy organization to help ensure that its momentum continues.