



Kids In Need Foundation

Free Supplies for Teachers & Students Who Need Them

press release

The Increasing Divide Between Need and Want

As Families Prepare for Back To School Shopping, SHOPA Kids In Need Foundation Lessens the Blow for Low Income School Children

Cincinnati, OH - July 25, 2005 - It is that time of year when families are feeling the pressure of what must be done before the kids go back to school. Where to shop, what to buy, and what is hot for the coming school year are some of the big questions weighing on the minds of parents and kids alike. But for many students and families, the question of "what's hot," is not the concern - it's "what do we do?" - and the increasing divide between the have's and have not's is at no time more apparent than during back to school season.

That's where the SHOPA Kids In Need Foundation comes in.

Penny Hawk, program manager of the SHOPA Kids In Need Foundation, reminds individuals to imagine the anxiety of students from low income families and how it must affect their school experience. "It's not a question of having the latest fashion or the latest gadget for these kids. It's a struggle to get the basic learning tools they need to have a successful and halfway normal learning experience when they return to the classrooms." More information can be accessed at www.kidsinneed.net.

The SHOPA Kids In Need Foundation works with generous businesses to provide basic school supplies to children nationwide to help mitigate this divide. Teachers from low income schools can "shop" at one of the 21 Kids In Need Resource Centers free of charge and provide school supplies to their students, school supplies that make a significant difference in learning, Hawk said. More than \$150 million in school supplies have been distributed by the Foundation during the past decade.

"For many kids, it's not about having the latest iPod, it's about having a notepad," Hawk said. "As teachers empower young people to learn and inspire their minds, it is these basic tools that will put children on the right path for learning, and some families simply cannot afford to provide these tools. Teachers often fill this need out of their own pockets. Happily, we are in a position to help, and we want teachers to know that there is a place for them to turn.

"Our Foundation gives teachers the ability to provide school supplies to more than a million students annually all across the country. That's a million lives that have been given not just a one-time handout but a gift of learning that will serve them well for the rest of their lives," she continued. "Kids want to learn. To see the face of a child light up because someone cared enough to give them a notebook, a pencil, or a folder is truly humbling. People care, businesses care, and together we are making a positive difference."

According to CNN Money the average Midwest household will spend \$404.68 this year on school supplies, down from more than \$500 in 2004. In addition, teachers spend an average of \$1,000 of their own money on school supplies each year.

SHOPA Kids In Need Foundation

The SHOPA Kids In Need Foundation is a national non-profit organization providing school supplies to impoverished children and under-funded teachers. A 501(c)(3) charitable organization founded in 1995 by SHOPA, the School, Home, & Office Products Association, the Foundation's mission is to recognize, promote, and support initiatives that foster educational excellence. The Foundation supports 21 Kids In Need Resource Centers that allow teachers from low-income schools to obtain free school supplies

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for their students. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. Now in its tenth year, the SHOPA Kids In Need Foundation has distributed more than \$150 million in school supplies, directly benefiting 1.1 million students and 65,000 teachers annually. For more information, call 800-854-7467 or visit www.kidsinneed.net.

SHOPA, founded in 1991, is a nonprofit trade association representing nearly 1,200 manufacturers, manufacturer representatives, retailers, wholesalers, distributors, commercial/contract stationers, and service companies involved in the production, distribution, and sale of school supplies and office products. The Association also produces SBTS (SHOPA Buyer-to-Seller) Marketplace events, which facilitate pre-scheduled and one-on-one meetings. SHOPA, in cooperation with Messe Frankfurt and PROPAPER, is producing Paperworld USA in November, the international trade event for the school, home, and office products industry. For more information, visit the Web site at www.shopa.org.

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Editor's Notes/Request:

We are Seeking a Feature Article on The Works of the Foundation

Photography Available

Teachers and Resource Centers Available for Interview

Human Interest Stories of Specific Impact Available