



Kids In Need Foundation Announces Vision for America's School Children

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Foundation begins second decade of providing students tools to succeed

As the SHOPA Kids In Need Foundation enters its second decade of providing school supplies to low-income students, executive director Kathy Spencer announces her vision for the foundation in the coming year.

"The SHOPA Kids In Need Foundation begins its eleventh year with a firm commitment to provide school supplies to students who need them and to encourage and affirm innovative teachers who work with our nation's young people.

The ongoing goals of the SHOPA Kids In Need Foundation are to insure that no child lacks the basic school supplies necessary for learning and to provide a means of rewarding teachers for bringing creativity and new ideas into the classroom.

Thirteen million children in the U.S. live below the poverty level. Even more children come from families who are barely making ends meet and are not adequately equipped with the supplies they need to participate fully in their classroom experiences. But these children, like all children, represent the promise of our future - families, workforce, responsible citizens.

When children must go to school without the supplies necessary to reinforce learning, those promises are diminished immeasurably. This year, as in each year that has passed, we will increase the number of children and teachers in need who are served by the National Network of Resource Centers and Teacher Grants program supported by the Foundation.

Through partnerships with corporations, organizations, and individuals that share our dedication to the education of children, we will work to increase our revenue from donations of cash and product, cause-related marketing campaigns, and other opportunities so that the SHOPA Kids In Need Foundation may provide vitally important school supplies to children most in need."

About the 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 the School, Home, & Office Products Association (SHOPA), the Foundation's mission is to recognize, promote, and support initiatives that foster educational excellence.

The National Network of Kids in Need Resource Centers includes 21 facilities that allow teachers from low-income schools to obtain free school supplies for their students. Now in its tenth year, the SHOPA Kids in Need Foundation has distributed more than \$200 million in school supplies, directly benefiting 1.1 million students and 65,000 teachers annually. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. For more information, visit www.kidsinneed.net.

About SHOPA

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 www.shopa.org.