



# KIDS IN NEED FOUNDATION AND ADOPT-A-CLASSROOM COLLABORATE TO PROVIDE SCHOOL SUPPLIES TO STUDENTS AND TEACHERS

**DAYTON, OH – February 04, 2011** – The Kids In Need Foundation, a non-profit organization that has distributed more than \$350 million in school supplies to low-income students since 1995, is pleased to announce a joint venture agreement with Adopt-A-Classroom, a national 501(c)(3) organization which is also dedicated to supporting teachers and students to ensure all children have equal access to quality education.

Adopt-A-Classroom is the nation's only nonprofit organization that enables donors to identify and make a donation to a specific classroom anywhere in the United States. The funds are made available immediately to the teacher to purchase resources needed for the classroom. Teachers have full discretion to purchase classroom materials that meet their students' specific needs and may budget the expenditure of funds throughout the school year. Since 1998, Adopt-A-Classroom has raised more than \$14 million on behalf of classrooms, impacting more than one million students in the United States.

"Our program gives donors a transparent and accountable way to make tax-deductible donations that empower teachers with the means to purchase classroom materials. Teachers receive 100 percent of funds donated to their classes," said James Rosenberg, founder and executive director of Adopt-A-Classroom. "We are thrilled to be collaborating with the Kids In Need Foundation. Together, we are dedicated to ensuring every child has the tools they need to learn."

The purposes of the two organizations are closely aligned, distinguishable by their methods of delivering supplies to students and teachers. While Adopt-A-Classroom operates entirely online, the Kids In Need Foundation provides school supplies to a network of 25 facilities where teachers go to shop for free supplies for their students and their classrooms. Kids In Need provided more than \$42 million worth of supplies to the Kids In Need National Network of Resource Centers in 2010. Through this network, 1.6 million children receive classroom supplies each year.

"This is an example of two strong not-for-profit organizations collaborating to better serve their constituents and improve efficiencies," said Dave Smith, executive director of Kids In Need. "We are pleased to be able to expand our reach to nearly every teacher and student nationwide. Because of this agreement, donors are not only connected with the teachers who come to the Resource Centers and the students in those teachers' classrooms but also online with any teacher in the country who needs assistance."

Financial and product contributions are made to Kids In Need by retailers and manufacturers such as Target, the national sponsor of the network of Resource Centers, OfficeMax, Staples, 3M, Newell Rubbermaid, MWV (MeadWestvaco), Zebra Pen Corporation, Fibre-Craft Materials, and many other corporations.

## **About the Kids In Need Foundation**

**The Kids In Need Foundation** is a national 501(c)(3) charitable organization founded in 1995. The Foundation's mission is to ensure that every child is prepared to learn and succeed by providing free

school supplies nationally to students most in need. The Kids In Need National Network of Resource Centers includes 25 facilities that allow teachers from low-income schools to obtain free school supplies for their students. The national sponsor of the Kids In Need Network is Target, a long time supporter of the Kids In Need Foundation. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. The Kids In Need Foundation has distributed more than \$350 million in school supplies since its founding, directly benefiting 1.6 million students and 100,000 teachers annually, and has awarded more than \$1 million in grants to teachers. The Kids In Need Foundation has received Charity Navigator's highest four-star rating, indicating that it executes its mission in a fiscally responsible way and outperforms most other charities in America. For more information, visit [www.kinf.org](http://www.kinf.org). Follow Kids In Need on Twitter, <http://twitter.com/kidsinneed>

### **About Adopt-A-Classroom**

**Adopt-A-Classroom** is a national 501(c)(3) nonprofit organization founded in 1998. The organization's mission is to empower classroom teachers with community partners and funds needed to purchase materials that increase opportunity for student success. Since its inception, Adopt-A-Classroom has raised over \$14 million on behalf of classrooms across the United States and U.S. territories, improving the learning environment for over 1.25 million children. To learn more about Adopt-A-Classroom visit [www.adoptaclassroom.org](http://www.adoptaclassroom.org) and [www.facebook.com/adoptaclassroom](http://www.facebook.com/adoptaclassroom).