

FOCUS on K.I.D.S.

An Informational Newsletter Published by Kids In Distressed Situations, Inc.

Children's Wear Industry's Young Leaders Meet to Promote Increased Product Donations for Kids in Need

Leaders of the major children's wear companies met in New York on August 6 to discuss strategies for increasing donations of new merchandise to alleviate conditions of poverty among children in the United States. The next generation of industry leaders – Jason Rabin, president of Kids Headquarters, Richard Sutton, president of LT Apparel Group, and Sam Haddad, principal of Haddad Brands – urged their peers to donate excess inventory to K.I.D.S. to help impoverished families.



Children's wear executives Richard Sutton, Jason Rabin and Sam Haddad teamed up to encourage their peers to increase merchandise donations to K.I.D.S.

“The new generation of leaders of our industry should enthusiastically embrace this cause and make it their own, just as the prior generation did when they established K.I.D.S.,” Jason Rabin told the group. “What we consider to be excess inventory can make a dramatic difference in the lives of children and families in need,” Richard Sutton added.

The last point was underscored by psychologist Dr. Bonnie Maslin and by K.I.D.S. President Dr. Janice Weinman.

“As babies need the warmth of their mothers’ arms, so, too, do children need warm clothing to protect them,” Dr. Maslin said. “We often forget that millions of children living in poverty lack necessities that the rest of us take for granted.”

Dr. Weinman described the extensive need for apparel and other new items she has personally seen among low income families and children of the poor and working poor, especially this year when the nation’s economy has been in severe decline.

Among others in attendance were: Lawrence Dayan, Millennium Apparel; Abbey Doneger, The Doneger Group; Allan Ellinger, MMG; David Fligel, Garan Incorporated; Matthew Gerson, Gerson and Gerson; Jim Gilroy, Samara Brothers; Sam Hafif, Concept One; Andy Kahn, Kahn Lucas Lancaster; Richard Miller, 5M Consulting; Barry Newman, Amerex; Eli Sitt, Baby Togs; Marco Srour, Parigi Group; and Ed Tawil, Mayfair. ●



Promises Made. Promises Kept. Please join us for K.I.D.S. / Fashion Delivers Annual Gala

December 2, 2008, 6 pm

The Pierre, 1 East 61st Street at 5th Avenue, New York City

Honoring: Rick Darling, President, LF USA,
Matthew McCauley, CEO, The Gymboree Corporation,
Michael Balmuth, President and CEO, Ross Stores, Inc.

Letter from the Chairman



Another summer has passed and I hope that all of you spent it well. As always, we were busy at K.I.D.S. as you can see by the description of activities that are included in the newsletter.

As you know, the industry is facing significant challenges this year, which has affected the amount of excess inventory we have received to date. We have much to be thankful for in the continued donations of books that we have received from publishers. The juvenile products industry has also mobilized to help babies, infants and toddlers receive the items they need. And, most recently, some of the leaders of the children's apparel industry met in New York to discuss how to increase product donations to K.I.D.S.

Despite these efforts and expressions of generosity, K.I.D.S. is far behind in meeting the growing need that exists around the country. As the weeks and months pass, the gap between demand and supply grows. As you will see from our president's letter, we badly need you to donate whatever excess inventory you can spare to help families who are struggling.

Among the major initiatives that K.I.D.S. has pursued are the development and expansion of partnerships with retailers and other not-for-profit organizations. As always, Toys "R" Us serves as an important source of product to communities where their stores are located. We have been fortunate indeed to have strengthened both the relationship and processes whereby K.I.D.S. directs product to agencies from individual store locations. And, in a growing relationship with Gymboree, K.I.D.S. has distributed over a million dollars worth of assorted new items from their 800+ stores throughout the country. Finally, we are pleased to report

on the launch of a major crib distribution to prevent the occurrence of crib death through our association with the not-for-profit First Candle.

Our agencies continue to be grateful for the unique support we provide them to cope with the needs of their communities. To better link our product donors with these agencies and to show our donors the impact they make on those in need, K.I.D.S. has established a new staff position for donor/agency relationships, which has been filled by Alice Beckman. Alice has reached out to every one of the agencies with which K.I.D.S. partners to identify their specific requirements and to ensure that they are meeting K.I.D.S. distribution criteria.

In addition to this core work, we are launching this fall a new brand and marketing campaign. We will introduce our new tag line – "Giving Back in Brand New Ways" – in September and then roll out a series of public relations placements and outreach. Please refer to our website, www.kidsdonations.org for further developments.

Finally, please be reminded of our Annual Gala on December 2. This event is one you will not want to miss. We are planning a lively, meaningful and fun-filled evening where you will have a chance to be with friends from all over the country.

Thank you again for your support.

Sincerely,

Richard F. Schaub, Jr.

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Kids in Distressed Situations, Inc.

* Member of the Executive Committee

Inside the Toys“R”Us Partnership With K.I.D.S

The solid partnership between Toys“R”Us, Inc., the world’s leading dedicated toy and baby products retailer, and K.I.D.S. demonstrates how a company committed to social responsibility can benefit the public interest and its own interests at the same time.

Sloane Lucas is senior manager, corporate philanthropy, of Toys“R”Us and the Toys“R”Us Children’s Fund. She recently discussed the evolution and growth of the partnership and some of the lessons learned along the way.

How did you and your company get involved in K.I.D.S.?

SL: One of our former executives was on the board and set processes in place for product donations.

Can you describe the scope of the projects your company has been involved with?

SL: We work with K.I.D.S. to donate as much product as we can give – from the headquarters to the store level.

There’s certainly a charitable element to your donations, but can you cite some other business values to your company’s involvement with K.I.D.S.?

SL: Employee engagement is a huge part of this partnership. Our company loves to see good quality, useful products go to people who need them. We get extremely positive feedback at all levels from team members because we are making the most of what we have, and giving to those who can use what we have. Consumers at the store level are probably not aware of K.I.D.S. However our peers in the toy/apparel industries are aware of the partnership. We hope it inspires them to also support K.I.D.S. Also, we appreciate that K.I.D.S. has done the vetting for us with regard to local charities. We could never create a nationwide network of thousands of reputable organizations ourselves. We trust K.I.D.S. organizations and know that, if there were any issues, K.I.D.S. would step in as an intermediary and solve any problems.

How do you communicate and market your participation with K.I.D.S. to employees or customers?

SL: We reference K.I.D.S. as a signature partner in external and internal communications, including our website. This year, we featured them at our annual fundraising gala (we rotate charities annually so all partners have a chance to receive recognition) and we also featured them in an internal newsletter so the whole company could learn more about them.

Do these programs involve your company in the communities where the donations are made?

SL: Absolutely, because the bulk of our donations are made to local charities at the local store level.

Do you work with other similar product donation charities?

SL: No, K.I.D.S. is our designated product donation partner. The only exception is Toys for Tots which receives all toy donations during holiday. Everything else goes to K.I.D.S.

Why does your company work with K.I.D.S. versus other organizations? How is K.I.D.S. different in terms of its approach, its people, the impact of its programs, etc.?

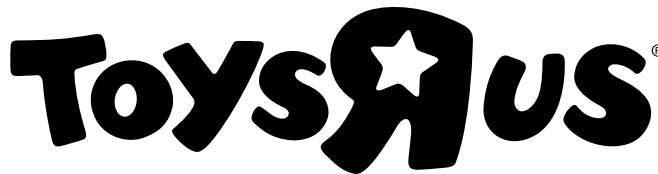
SL: We have been partnered with K.I.D.S. for 10 years and appreciate the legacy we have with them. K.I.D.S. meets all our needs and there is no need to look elsewhere. We specifically enjoy working with Donna Charles and her team. Together we launched the store donation program – which was extremely ambitious and is still tough to manage – but we did it and its growing every day.

Why do you think that other companies like yours don’t or might not support K.I.D.S.?

SL: It’s probably not on their radar that their product might be considered valuable, or that K.I.D.S. can make it easy for them. or that they would receive intangible benefits from staff/customers, etc.

Based on your experience with K.I.D.S., what kind of message should we be communicating to non-donating companies?

SL: Just do it. ●



AIA Gala, Evening of Glamour and Legends, Benefits K.I.D.S. and Fashion Delivers

K.I.D.S. and Fashion Delivers shared the spotlight with top models, leading fashion designers and chief executives of major apparel, footwear and retail companies at the American Image Awards (AIA) gala in New York City on May 14. \$150,000 was raised for the two organizations at the 30th anniversary event, sponsored by the American Apparel and Footwear Association (AAFA).

Model Alek Wek, who received the Spirit of a Woman Award from her dear friend and supermodel Iman for her humanitarian efforts in her homeland of Sudan, reminded the audience that “organizations like K.I.D.S. and Fashion Delivers are truly impacting lives, and that is what is important.”



Famed fashion models Iman and Alek Wek; K.I.D.S. President Janice Weinman and K.I.D.S. founder and Executive Committee member Karen Bromley.

Also honored were: Mark Badgley and James Mischka (Designer of the Year, presented by *Women's Wear Daily* Executive Editor Bridget Foley), VF Corporation (Excellence in Lifestyle Branding, presented by Chairman Mackey McDonald and by Fashion Institute of Technology President Joyce Brown), Marvin Traub (Lifetime Achievement, presented by Bloomingdale's Chairman and CEO Michael Gould) and Belk, Inc. (Retailer of the Year, presented to President and CMO McKay Belk by Collective Brands President and CEO Matt Rubel). ●



K.I.D.S. Chairman Rick Schaub described the organization's mission and thanked gala patrons and the AAFA for their generous support.

Agency Children Attend American Girl Movie Premiere

The premiere on June 19 of the much anticipated movie “Kit Kittredge: An American Girl” in New York City was a star-studded family affair for K.I.D.S. and five of its partner charitable agencies in New York City.

Tickets to the premiere were donated to K.I.D.S. by Board member Ellen Brothers, president of American Girl, and purchased by ten K.I.D.S. Board members for distribution to the agencies. Nearly \$10,000 worth of tickets was purchased, including a \$2,000 sponsorship from the New World Foundation.

Over 100 children from New Alternatives for Children, the Center Against Domestic Violence, Women in Need, Inc., The Osborne Association and the South Bronx Overall Economic Development Corporation walked the Ziegfeld Theatre's red carpet, along with Hollywood luminaries Jada Pinkett-Smith and Julia Roberts, an executive producer of



This group of children from the Women In Need homeless shelter felt like stars at the New York City premiere of “Kit Kittredge: An American Girl.”

the film, and cast members Abigail Breslin, Stanley Tucci, Julia Ormond and Chris O'Donnell.

Earla Lloyd, director of the Center for Domestic Violence, expressed “heartfelt gratitude” to K.I.D.S. for enabling 23 children from the agency's Women's Second Start shelter to attend the premiere, and added that “your commitment and support in helping battered women and their children have served as a true inspiration and reinforced our faith in society.”

Besides the thrill of attending the movie premiere, the children from the agencies received gift bags containing American Girl merchandise. Others at the premiere went from the theatre to an after-show party and private shopping opportunity at American Girl Place on Fifth Avenue, where a percentage of the proceeds was directed to benefit K.I.D.S. ●

Soles4Souls and K.I.D.S. Team Up for “Barefoot Week”

It was called “Barefoot Week”. But the joint venture by K.I.D.S. and Soles4Souls from June 1–7 put new shoes on the feet of 325,000 children in desperate need.

The Nashville-based charity Soles4Souls facilitates donations of footwear to aid children in need throughout the world. Since K.I.D.S. also receives donations of footwear (in addition to new children’s clothing, toys, books and other products) for distribution to its grassroots agency partners, the two charitable organizations joined forces for one week to brighten the lives of disadvantaged youth in five U.S. cities.

The 325,000 pairs of new shoes were distributed by K.I.D.S. on consecutive days to needy children in Miami, Chicago, Atlanta, New Orleans, and Flagstaff, Arizona, near the Hopi and Navajo Indian Reservations. K.I.D.S. President Janice Weinman and Director of Development Chris Blake traveled to distributions at K.I.D.S. agencies in each of the cities and helped assure that the shoes were provided to children in the greatest need.



Janice Weinman (right) helps Ndadye Aziz, 8; Samantha Grant, 6; Akira Thurmond, 6; and Tangela Cofer, 7, choose the right flip-flops in Atlanta.

“We are grateful to have had the opportunity to team with Soles4Souls, which enjoys excellent support from leading footwear companies,” said Rick Schuab, Board Chairman of K.I.D.S. “Our two organizations share a deep commitment to alleviating suffering among poor children.”

“The lines of families waiting for new shoes at the five sites was overwhelming,” added Dr. Weinman. “We were able to provide 75,000 pairs of shoes at each of five agencies – Children’s Home Society in Miami, IKANN in Chicago, Caring for Others in Atlanta, Catholic

Charities in New Orleans and the Northern Arizona Food Bank in Flagstaff – thereby make the summer a more enjoyable and productive one for them.” ●



Kids from Atlanta’s Dodd-Sterling United Methodist Church wait for the shoe giveaway. Both kids and adults stood in line for new flip-flops and gym shoes distributed by Soles4Souls during Barefoot Week.

Photos courtesy of Renée Hannans Henry, Atlanta Journal Constitution

Meet New Board Member Chris DeMoulin



Chris DeMoulin, the president of one of the largest trade show organizations in the world, was elected to the Board of Directors of K.I.D.S. in August.

Chris joined Advanstar Communications this past January as executive vice president of the company’s Fashion Group and president of its subsidiary, MAGIC

International. He is responsible for the growth and strategic direction of the MAGIC Marketplace – the world’s largest apparel show, according to *Tradeshaw Week*.

“K.I.D.S. is grateful that Chris DeMoulin has joined our leadership,” said Board Chairman Rick Schaub. “His business acumen and diversified background are strong assets as we pursue new product donors and enhanced relationships with manufacturers, retailers and trade groups.”

As senior vice president, retail alliances, of Disney’s Consumer Products Group, Chris was responsible for the strategic planning and execution of all business and product development, setting global retail and merchandising strategies, and leading the marketing, retail planning and trade activity for Disney Licensing in North America. He successfully reenergized Disney’s relationships with major U.S. and international retailers, overseeing a dramatic increase in retail sales of Disney’s licensed products.

Prior to joining Advanstar, Chris was executive vice president, marketing, at the Walden Media film product company, where he helped build and launch the “Chronicles of Narnia” film franchise. Before Disney, Mr. DeMoulin spent nine years with the New York office of advertising agency, DDB Worldwide.

The MAGIC Marketplace shows in August and February are annually among the largest trade shows in the U.S. Advanstar Communications Inc. is a leading worldwide media company and organizer of apparel industry trade shows. ●

K.I.D.S. Develops New Brand Identity

Kids in Distressed Situations has a new brand identity for the 21st century. The modernization of the organization's acronym logo and the introduction of a tag line embodying its mission culminate an extensive six-month research and creative process led by the Marketing Team of the Board of Directors.

"Our goal was to develop a brand for K.I.D.S. that would encapsulate its impact and value and differentiate it from other causes in a fresh and compelling manner," said

Richard Miller, Marketing Team chair. "The new logo and tag line enable us to move forward to secure, through forthcoming marketing and communications activities, increased awareness and support, especially among current and potential product donor companies in key industry sectors."

While its initial focus was on updating the red logo that had symbolized the organization for many years, the Marketing Team concluded that a tag line was also needed to succinctly reflect and convey the mission of K.I.D.S. The line "Giving Back in Brand New Ways" emerged from opinion research among product donors and local agency partners into the essence of the product donation and distribution process.

The tag line speaks to the organization's brand and value on many levels. It represents:

- the organization's mission and donors' rationale of "giving back"
- "brand new" as an emphasis on brand new products as a differentiator of the organization
- and, in "new ways" as a promise of change and hope and its impact on the esteem on recipients

The research was conducted by Communication via Design, a marketing communications and graphic identity firm

with extensive branding project experience for for-profit and not-for-profit clients. The firm supported the Marketing Team in the creation of the new acronym logo, configuration of the combined logo and tag line into a single, cohesive graphic element, and in the development of guidelines for graphic implementation

and "value propositions" to consistently communicate the positive impact of K.I.D.S. on children in poverty, local service agencies and donors.

"We are indebted to the members of our Marketing Team—Renee Pepys Lowe, Ellen Brothers, David Coleman, Meg Ostrom, Karen Bromley, Poppy King and Bill MacMillan—for contributing time and expertise to this complex process, and to Communication via Design for helping us arrive at this exciting outcome," Richard Miller said. ●



Association Headquarters Celebrates 30 Years of Success

On July 30, 2008, Association Headquarters (AH) celebrated its 30th anniversary with an open house party. AH staff, current client partners, vendors, and leaders in the association management and hospitality industry joined together to celebrate 30 years of accomplishments and to hear remarks by AH founder Bill MacMillan, CAE, MBA and AH President and Chief Operating Officer Bob Waller, Jr., CAE, both members of the K.I.D.S. Board of Directors.

Founded in 1978, AH is a leader in the field of voluntary organization management. For 30 years, the company has provided executive management, trade show management,

meeting and convention planning, public relations, marketing, creative services, membership development, and administrative support for trade associations and professional societies. For over twenty years, AH has provided K.I.D.S. with back-office support in financial services management and record keeping.

K.I.D.S. takes this opportunity both to thank Association Headquarters for its support and to congratulate the organization on its continued growth and contributions to the non-profit community. ●

PRODUCT DONATION FORM



Company Name: _____
Contact Name: _____ **Title:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Telephone: _____ **Fax:** _____
Email: _____ **Website:** _____

President/CEO: _____

Contribution (check all that apply)

Accessories Apparel Books
 Juvenile Products Shoes Toys Other
Estimated Quantity (i.e., 100 items or 2 cartons)
 _____ Items _____ Cartons _____ Pallets _____ Sizes _____
Product Condition (i.e., new or samples) _____
 Spring: _____ Summer: _____ Fall: _____ Winter: _____

. This product is in compliance with all applicable health and safety laws, rules, regulations, standards and requirements, including but not limited to the Consumer Product Safety Act, the Flammable Fabrics Act, and the Federal Hazardous Substances Act.

. This product is not included in any voluntary or mandatory recalls.

. I agree to notify K.I.D.S. immediately if this product becomes subject to a voluntary or mandatory recall in the future.

Retail Value: \$ _____ (Information must be provided to ensure tax credit)

SHIPPING INFORMATION

Recipient Agency: _____
Contact Name: _____
Shipping Address: _____
City: _____ **State:** _____ **Zip:** _____
Telephone: _____ **Fax:** _____
Shipping Date: _____

Why Donate?

- . Help others less fortunate while saving warehouse costs on your excess inventory
- . Direct 100% of your product donation to those in need
- . Receive tax benefits--as much as 200% of your cost basis
- . Give children, youth and families in need a chance for a brighter future

Mission Statement

K.I.D.S. is a global charity of leading retailers, manufacturers, and licensors of children's and youth products, in partnership with major foundations, committed to helping improve the lives of children and their families who are ill, living in poverty, or are the victims of natural disasters.

KIDS IN DISTRESSED SITUATIONS, INC.

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 Toll Free: (800) 266-3314 Website: www.kidsdonations.org



Dear Friends and Colleagues,

I have had the privilege to serve as the K.I.D.S. president for the past five years. Each day that I come to work I am filled with the joy of knowing that K.I.D.S. is helping people who greatly need our support.

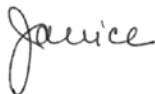
This year has been a terribly difficult one for us. The calls for product far exceed the supply we have to send to families in need. Foreclosures, economic instability and higher costs for basics have forced families who otherwise would not have to, to stand on food lines for the one meal they have a day. Food banks across the country continually appeal to us to partner with them to address the increasing plight felt by so many. K.I.D.S. brings hope to over four million children in need every year by giving them new clothes, shoes, books, toys, furnishings, and baby gear.

A few weeks ago I attended a distribution of shoes to community members in Atlanta. I was staggered by the length of the line to receive footwear, stretching beyond even the size of the line when K.I.D.S. helped families in that same location after Hurricane Katrina.

Please help us help our fellow citizens upon whom hard times have fallen. Whatever excess inventory you have will make a difference for families struggling to survive in these challenging times.

Thank you so much for your partnership.

For the children,



Janice Weinman
President, K.I.D.S.

KIDS IN DISTRESSED SITUATIONS

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Giving Back in Brand New Ways

112 West 34th Street, Suite 1133
New York, NY 10120



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Fall 2008