

WHY K.I.D.S.

We are a global charity with local appeal: K.I.D.S. has a network of nearly 1,000 non-profit agencies across the country and places your donations in the hands of the neediest children in or closest to your area. **Our partner agencies are diverse:** K.I.D.S. partner agencies work with children in poverty-stricken communities, homeless shelters, foster-care facilities, hospitals, AIDS clinics and relief organizations within the United States and abroad. **The children we serve need you:** K.I.D.S. brings hope to over 4.5 million children in need every year by giving them new clothes, shoes, books, toys, furnishings, and baby gear.

CORPORATE BENEFITS TO PARTNERING WITH K.I.D.S.

- Alignment with a four-star charity that quickly responds to natural disasters and aids kids in distress throughout the year.
- Recognition and increased visibility through our primary communication channels (website, newsletter, news releases, to name a few).
- Opportunities for employee involvement with our local agency partners.
- Positive image amongst consumers and employees who believe companies have a responsibility to help support causes and wish their employers would do more (2007 Cone Cause Evolution Study).



"As long as there are children in foster care, in homeless shelters, on welfare, living with one struggling parent or who are the victims of disasters, there will always be a need for K.I.D.S."

~Alfredo Murcia
Program Manager, Neat Stuff, Miami, FL

KIDS IN DISTRESSED SITUATIONS
K · I · D · S ·
Giving Back in Brand New Ways

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Forbes
TOP 200 CHARITIES

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Corporate Giving Program



Nearly 13 million children in the U.S. are living below the poverty level, almost 3 million reports of child abuse are made annually, and thousands are victims of natural disasters each year. As a result, many kids lack the basic necessities such as clothing and shoes, let alone a toy for enjoyment and a book to advance their knowledge and ability to read. Gift drives, donations, fundraisers and volunteering are great ways to support a very worthy cause—bringing smiles to the faces of needy children throughout the year.

ABOUT K.I.D.S.

K.I.D.S., Inc. 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 victims of natural disasters. Since 1985, K.I.D.S. has donated over 750 million dollars worth of new merchandise to more than 65 million children in need; while keeping overhead costs at less than 2.5%.

HOW K.I.D.S. WORKS

K.I.D.S. solicits specific items requested by our agency partners from year-round donors—manufacturers, retailers, and licensors—with whom it has long-standing relationships. One hundred percent of all product donated goes directly to needy children through a broad range of programs and services, as K.I.D.S. responds to direct requests from the local agencies or first-responders to disasters.



Giving Back in Brand New Ways

HOW TO GET INVOLVED

Gift Drives: Coordinate a clothing, toy, and /or book drive (to name a few), at your company. K.I.D.S. will provide your organization with materials to successfully conduct the donation drive (customizable flyer and donation form). Through the duration of your program, employees can donate new items. At the conclusion of your drive or fundraising event, call K.I.D.S. to pick up the donations and forms. If you have limited space to house the donations, we can schedule several pick ups during the program. Once donations are received, K.I.D.S. distributes the items to kids in need at local community agencies.

Donate: Employees can make a tax deductible financial contribution; checks can be made payable to Kids In Distressed Situations, Inc. K.I.D.S. will provide you with envelopes to make collection and mailing easier. **Other options include:** adding us to your Matching Gift Program or Corporate Foundation Support. Remember, for every \$1 donated K.I.D.S. gives \$10 worth of new product to kids in distress.

Fundraisers: Having an office function, event or holiday party? Consider including a charity element and designate proceeds and donations to K.I.D.S. We can provide you with materials to hand out and ideas on how to promote the organization with your event.

Volunteering: We serve nearly 1,000 non-profit agencies across the country in need of volunteers. We will match your associates with available local opportunities for product distributions at agency events.

Nominate a Young Professional: K.I.D.S. has recently launched a Junior Board made up of young professionals interested in building awareness about our mission and programs and fundraising through social networking events. Nominate yourself or someone else within your organization who might be a good fit.

Partner: Have a product or service to promote? As a socially responsible company, consider a cause-related marketing partnership with K.I.D.S. to raise money and awareness in support of our mission while raising the visibility of your product or service.

CONTACT US TODAY:

With the help of organizations, individuals and employees like you, we can help meet the needs of children throughout the country. Help us help them now. Call 212-279-5493 ext 208.

TESTIMONIALS

"K.I.D.S. does great work to help our nation's most precious resource, children. Children are often the most vulnerable victims of natural disasters and so I am glad we are helping to...give the gift of hope to these kids."

~William Jefferson Clinton
42nd President of the United States
K.I.D.S.' 20th Anniversary, November 2005

"Many children come to our agency with multiple unmet needs. Some do not see themselves worthy of the top-of-the-line clothing they receive from K.I.D.S. We know that each of these children has tremendous potential, if we can help them see what is inside. Your donations make that happen."

~Susan Klein-Rothschild
Director, Clark County Family Services
and Child Haven, Las Vegas, NV

"Within two to three weeks after Katrina hit, families were on the floor of the Houston Sports Center, mothers were carrying children to church locations, and fathers were fleeing to other states for shelter. Children were clutching onto new items to make them feel whole in both body and spirit. K.I.D.S. was the only organization that helped us. They came through with flying colors...When you donate to K.I.D.S., you bring happiness to a family and joy to a child."

~Eslene Richmond-Shockley
Founder, Caring for Others, Atlanta, GA

"It is time for a sense of empathy to infuse our politics in America. K.I.D.S. has spent over 20 years making this a reality. Now it is time for the rest of us to catch up."

~Barack Obama
44th President of the United States
K.I.D.S. Birthday Gala, 2006

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