

# FOCUS on

KIDS IN DISTRESSED SITUATIONS

**K.I.D.S.**  
Giving Back in Brand New Ways

Kids in Distressed Situations, Inc.

112 W. 34th Street, Suite 1133

New York, NY 10120

1-800-266-3314

www.KIDSdonations.org

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## Haddad Features K.I.D.S. at Bloomingdale's Levi's Event

Haddad Brands is a longtime, major donor to K.I.D.S. and partnered with us to launch the Levi's Kid's tween collection at Bloomingdale's stores. On November 14th, at The Shops at Riverside in New Jersey, Haddad hosted another "Next Face of Levi's" contest to select new models for the Levi's boys and girls brands. Boys ages 2-7 and girls ages 7-16 were invited to try on styles from the Levi's line and walk down the runway. Haddad is proud to announce the winners: Charley Rafferty, an 11-year-old girl from NJ, and Gavin Cousinean, a 6-year-old boy from NJ.

  
**HaddadBrands**



During the event, a live DJ played the newest tunes and a candy station offered personalized candy containers with Levi's removable patches. A portion of the proceeds from sales of the Levi's boys and girls products during the event is being donated to K.I.D.S. to help bring hope to over 4 million children in need every year.



The spirit of friendly competition and potential stardom pervaded the event. Amid the flurry of signing up to walk the runway, changing into the Levis product to model, and having their pictures snapped, the contestants for the new face of Levis exuded confidence and pride. Parents mulled around in between the racks of clothes trying to distract themselves for hovering over their children and looking for articles that would suit their newly minted models.

Store attendants reported that the event was one of the best at Bloomingdale's. The joy, enthusiasm and just plain fun made the store sparkle with holiday spirit. Other customers got in the shopping mood as candy stand became a gathering point for crowds joining the special occasion.

K.I.D.S. thanks Haddad Brands for being included in this promotional event.

## K.I.D.S. and Fashion Delivers Annual Gala Surpasses Goal

Nearly 750 industry leaders came out to support Kids In Distressed Situations, Inc. (K.I.D.S.) and Fashion Delivers' annual fundraising gala at the Grand Hyatt Hotel on November 4, 2009. At a time when many charitable events have fallen short, the event surpassed both its attendance and fundraising targets, bringing in a total of \$1.15 million.



*Gary Knell, CEO of Honoree Sesame Workshop, Honoree Gary Simmons, K.I.D.S. Board Chairman Peter Rosenthal, Sesame Street's Abby Cadabby, and Speaker Ruth Schwartz of Shelter Partnership*

The gala recognized the outstanding philanthropic efforts of this year's honorees: John Daly, President of Trade Finance, CIT Group, received the Fashion Has a Heart Award; Gary Simmons, CEO of Gerber Childrenswear, LLC, received the K.I.D.S. Lifetime Achievement Award; Andrew Hall, President and CEO of Stage Stores, a national department store chain, was honored with the Retailer Award; and Sesame Workshop, the nonprofit educational organization behind Sesame Street, was honored with the Humanitarian Award.

Simon Doonan, creative director of Barney's New York, was engaging and witty as the event's host, with delightful insights on the fashion industry. Abby Cadabby, the energetic and enthusiastic fairy-in-training from Sesame Street, also provided some light hearted moments during the evening's program. She surprised guests, adding some fun to Sesame Workshop President and CEO Gary E. Knell's award acceptance.

"Our organization's mission is to help families in need meet the challenges they face every day, and the money raised at this event supports our ability to fulfill that mission," said K.I.D.S. Board Chairman Peter Rosenthal. "This event is testimony to the strong sense of corporate social responsibility that defines the industries attending the gala. We are deeply grateful to them."

*(Photos on pages 4 and 5)*

## ORGANIZATIONAL NEWS

### Letter From The Chairman



Dear Friends:

As 2009 draws to a close, I would like to express my thanks to all of the companies, organizations, individuals and staff who make this organization what it is.

When I assumed the chairmanship of K.I.D.S. last March, I recognized the enormous privilege it is to lead this organization. Unlike any not-for-profit I know, we impact the lives of millions of children every year. And, we do so with an unbelievably low overhead. It is only through the commitment of those involved that we can accomplish so much with so little.

I am also excited about the continued and new partnerships we have sustained and established over the year. Among these are:

- o A renewed relationship with Soles4Souls which provides shoes to the needy both in the U.S. and abroad;
- o A growing partnership with First Candle in which we together distribute cribs to prevent children from sleeping with their parents and thereby subjecting themselves to the potential of sudden infant death syndrome;
- o A new association with Blue Star Families in which we provide books to children on military bases;
- o An expanded relationship with Operation Homefront where we are ensuring that military families have the juvenile products they need to create a comfortable and supportive environment; and
- o A new partnership with Communities In Schools which will use our product to engage students who might drop out of school.

I am particularly grateful to our most significant partner this year, the Disney Corporation, which has allowed us to touch the lives of hundreds of thousands of children through the distribution of entertaining dvds, whether they are shown on military bases to distract children from the trauma of a departing parent or in Boys & Girls Clubs, to provide a source of joy among lives stressed by poverty and other daily challenges.

Continued thanks go to our remarkable Board members who help guide and support the organization. Our Board has become more diversified, with the addition of new members from the licensing, legal and financial services areas, thereby bringing a broader scope of expertise and perspective to our deliberations and decisions.

The Board recently approved a strategic plan for 2010 that focuses on:

- o New marketing initiatives;
- o Greater diversification of product, with an emphasis on basic essentials; and
- o Establishment of more specific benchmarks to measure the impact we make on the individuals we serve.

May you all have a joyous, healthy and successful New Year and may you continue to help us put a smile on children's faces, one donation at a time.

Peter Rosenthal,  
Chairman

## AGENCY SPOTLIGHT

### P.E.A.C.E. - People's Equal Action and Community Effort, Inc.

Located in Syracuse, New York and incorporated in 1968, P.E.A.C.E., Inc. is a non-profit community organization that changes lives by teaching people how to help themselves and support those around them. To this end, P.E.A.C.E., Inc. provides a continuum of services for the entire family from infants to the elderly. The majority of individuals it serves have incomes placing them at, or below, the Federal Poverty Guideline.



Thanks to our many donors, K.I.D.S. was able to provide P.E.A.C.E. with over \$200,000 worth of books, over \$115,000 worth of apparel and over \$70,000 worth of games and toys in 2009, aiding the organization's mission of "helping people in the community realize their potential for becoming self-sufficient."

## PRODUCT NEWS

### Operation Homefront Teams with Toy Industry to Launch Annual Holiday Toy Drive

All across the nation, military families face long deployments and the possibility that one or more parent will be overseas during the winter holidays. Even worse, the challenging economy and the strains caused by repeated deployments will leave many military families making tough choices when it comes time to buy presents for their children this holiday season.

On October 16th, the Toy Industry Foundation and K.I.D.S. stepped up to provide product for the launch of Operation Homefront's annual holiday toy drive, which provides millions of dollars' worth of toys to the children of deployed military personnel. The event was attended by wounded warriors and families served by Operation Homefront. In addition, Santa made a special appearance as he filled his sleigh in preparation for a busy holiday season with toys received from the Toy Industry Foundation's trade show in Dallas and distributed to the base by K.I.D.S.

"It was a wonderful feeling to see the families so excited when they got their toys from Santa," said

Janice Weinman. "The early morning arrival of Santa's sleigh and the joy of giving warmed our hearts and the warm cider and coffee warmed our bodies."

"The Toy Industry Foundation is committed to putting smiles on the faces of children whose family

members are serving at home and abroad," said Jean Butler, the Foundation's Executive Director. And rounding out the feelings of the morning, Operation Homefront President and CEO, Jim Knotts noted, "Operation Homefront is privileged and honored to serve our troops and their families, particularly during such challenging times. In addition, we applaud Kids In Distressed Situations and the Toy Industry Foundation who so generously help military children in need during the holiday season."



Operation Homefront President and CEO Jim Knotts greets K.I.D.S. President Janice Weinman.



Kodie Spoerle was happy to get an early holiday gift from Santa and Mrs. Claus as Operation Homefront distributed toys to area military children.

### December Workplace Product Drives

Through targeted requests, K.I.D.S. was able to engage employees from a number of companies and organizations to contribute to K.I.D.S. December workplace product drives.

Companies and organizations that participated in Holiday Giving drives to serve the New York Agencies include the following: Garden House School donated new toys to Women in Need; Guess?, Inc. provided new toys to SCO Family Services and Foot Locker provided product and toys to Safe Horizon. Time Warner arranged a unique holiday drive collecting hats scarves and mittens to provide winter clothing to Good Counsel and Lower Eastside Services Center. Ipsos donated new toys to the Center Against Domestic Violence of New York and Xavier High School provided new toys for National Guard Families.

Additionally, Klutz donated new toys for the Shelter Network in California and Pole Fit Revolution provided new toys for a variety of organizations in Michigan.

We are deeply grateful for the caring of these organizations that collected and provided products. The donations will bring much needed cheer to children and families who would otherwise miss the spirit of the season.

### Donor Of the Quarter: Tom Koltun & Kolcraft



Tom Koltun is the president of Kolcraft Enterprises, Inc. and has served on the Board of Directors of K.I.D.S. for several years. The company, based in Chicago and founded by Tom's grandfather in 1946, is a leading producer of children's crib mattresses, strollers, walkers, bassinets, play yards and high chairs.

Tom is an active member of the board, participating on the Board's juvenile product team, visiting sites in his community to which K.I.D.S. sends product, and attending many Board events. But, this fall, Tom showed even more dedication to our mission by providing more than 4,000 high chairs (over \$672,000) for distribution to children in need.

Part of the high chair donation was directed to Operation Homefront bases in California and North Carolina for programs they run for young mothers and their infant children who have a loved one fighting overseas. The rest of the chairs were sent to a variety of community agencies around the country.

At Fort Pendleton in San Diego the high chairs will be distributed as part of a baby celebration day. During this event, families will be given a range of baby products to help them cope with the small children they raise alone in the absence of a parent. Last year this distribution allowed over 1,000 families to find needed items to support their children's growth and development.

At Fort Bragg in North Carolina, many of the high chairs were distributed as part of a Christmas celebration, providing families with a little more joy than they expected. The remainder will be distributed in early 2010 as part of the base's "Baby Bundles" program in which individual donations are staged according to the fast growing rate of births in the community.

Tom Koltun has brought more than just product to these communities. He has given these struggling families a source of support and comfort during the child rearing process.

## 2009 ANNUAL GALA PHOTOS



*K.I.D.S. Founder and Executive Committee Member Karen Bromley, and K.I.D.S. President Janice Weinman*



*The evening's host, Simon Doonan, Creative Director of Barney's New York and Sesame Street's Abby Cadabby*



*Dinner inside the Grand Hyatt's Ballroom*



*K.I.D.S. "Lifetime Achievement" Honoree Gary Simmons accepts his award*



*Honorees John Daly, President of Trade Finance at CIT Group; Andrew Hall, President and CEO of Stage Stores; and Gary Simmons, CEO of Gerber Childrenswear LLC*



*From left: Fashion Delivers Board Member John Pomerantz, K.I.D.S. President Janice Weinman, K.I.D.S. Board Members Abbey Doneger and Kevin Burke, who is also the AAFA President and CEO*



*K.I.D.S. "Lifetime Achievement" Honoree Gary Simmons and his family*

## 2009 ANNUAL GALA PHOTOS



*Fashion Delivers Chairman Allan Ellinger, Honoree and President and CEO of Stage Stores Andy Hall, and Fashion Delivers Board Member Haresh Tharani*



*CEO Gary Knell accepts the K.I.D.S. Humanitarian Award on behalf of Sesame Workshop as Sesame Street's Abby Cadabby beams with pride*



*Gala Co-Chair Edward Tawil (left) introduced K.I.D.S. "Lifetime Achievement" Honoree Gary Simmons*



*Earnshaw's Editor in Chief Caletta Crawford and Simon Doonan*



*K.I.D.S. Executive Committee Member Renee Pepys Lowe (left) and K.I.D.S. Board Member Darcy Bhatia*



*Gala attendees enjoy conversation during the cocktail reception*



*Left to right, K.I.D.S. Executive Committee Member and former Chairman Rick Schaub, with current Chairman Peter Rosenthal and Marisa Rosenthal*

## FUNDING NEWS

### New Board Outreach Initiative

At its October 2009 meeting, the K.I.D.S. Board laid the groundwork for an Outreach Program to engage friends, colleagues and contacts in the work of K.I.D.S. Board members suggested over 70 associates whom they would like to introduce to K.I.D.S. and share the opportunity of helping vulnerable families.

Under the leadership of the Board's First Vice Chairman, Miriam Shark, the program will help introduce the organization to individuals in communities around the country from which Board members come. These individuals will receive communications matching their interests with the specific programs that K.I.D.S. distributes to, such as military families, families in homeless shelters, children who are in foster care or under court order, families living on reservations, those who have been affected by natural disaster or illness and those simply struggling against the daily challenges of poverty.

The program will begin its roll-out in January to those individuals identified as interested in the organization's mission and its opportunities for involvement.

## BOARD NEWS

### Andy Keimach Joins The Board

K.I.D.S. is pleased to announce that Andrew Keimach joined its Board in October of this year. Andy has served as Executive Vice President of Sales at Munchkin, Inc. since July 1999 and has been instrumental in orchestrating the impressive sales growth of the company's many product lines.

Founded in 1991, Munchkin, Inc. is an innovative designer and manufacturer of award-winning infant and toddler products. The company develops clever products that make life easier and more exciting for today's parents and their children.



Before joining Munchkin, Andy spent 16 years with Proctor & Gamble, where he held a variety of key management positions working on their mass and prestige consumer product lines.

Andy has already made a difference in helping children through Munchkin donations to K.I.D.S. In the early fall he provided 6,000 pacifiers to accompany the distribution of cribs through a partnership between First Candle and K.I.D.S. This winter he is providing another 6,000 pacifiers for the second round of crib distributions. The program is intended to prevent sudden infant death syndrome (SIDS) by donating cribs to families, so that children do not sleep in their parent's beds, and providing pacifiers, to prevent them from choking.

More recently, Munchkin donated 200 packages of bottles and other toys that K.I.D.S. distributed to the Santa Barbara Food Bank in California.

We are very grateful that Andy has taken the time and effort to be part of our dedicated group of volunteers and we look forward to his continued contribution to the organization.

### Kevin Burke Visits Neediest Kids



K.I.D.S. expects every one of its Board members to make a site visit to an agency where we provide product. Board members come from all parts of the country and their trips to local agencies let them

see the impact that the product donations have on the recipients. The visits are also an opportunity to provide suggestions to the organization about ways in which to strengthen our relationships and improve procedures.

In November, Kevin Burke, member of the K.I.D.S. Executive Committee and President and CEO of the American Apparel and Footwear Association (AAFA), visited a Loudoun County, Virginia middle school which acts as a distribution center for Neediest Kids, a major recipient agency of K.I.D.S. Neediest Kids provides support to needy children in the Washington, D.C. area through a variety of in-kind contributions and outreach services.

According to Kevin, "There are over 600,000 students attending schools in the Washington metropolitan area and nearly 180,000 are eligible for this type of support. Neediest Kids has a very well developed system of getting basic necessities to students in Maryland, DC and Virginia without making the child or parent feel embarrassed about receiving these goods and services."

"For example," he continued, "if a teacher sees a child coming to school in January with shorts and a tee shirt and without a coat, she meets with the school's guidance counselor, who, in turn, contacts a parent advisor who will visit the student's family at their home privately. The parent advisor then determines the level of need and makes certain that the child receives the appropriate necessities."