

Kids in Distressed Situations

GENERAL INFORMATION	
Organization Name	Kids in Distressed Situations
Organization's Website	www.kidsdonations.org
NYS Registration ID	
EIN	13-3300271
Street Address 1	266 West 37th Street
Street Address 2	22nd Floor
City	New York
State	NY
Zip Code	10120
Completed On:	2/28/2014
Contact Person	Denise Durham Williams
Title of Contact Person	President
Email Address	denise@kidsdonations.org
Phone Number	212-279-5493 ext. 212
Name of Person Completing Survey	Cristina Morais
Title	Director of Development
Timestamp	2/28/2014 5:46:33 PM

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DESCRIPTION OF EFFORTS	
Please describe the types of assistance that your organization has provided to those affected by Hurricane Sandy.	
On what date did your organization begin work relating to Hurricane Sandy?	10/30/2012
Is your organization still conducting Hurricane Sandy related work?	Yes
On what date did your organization complete work relating to Hurricane Sandy? If not yet completed, please indicate when the work is expected to conclude.	6/15/2014
Is your organization providing immediate or long-term relief?	Yes
Phone Number	212-279-5493 ext. 204
Website	www.kidsdonations.org
Email Address	cmorais@kidsdonations.org
Special Instructions	K.I.D.S. is no longer conducting direct relief services for Hurricane Sandy, but we are currently working with partners to finalize our Hurricane Sandy Renovation project, as well as re-direct additional funding to New York Disaster Interfaith Services (NYDIS) for their Sandy Unmeet Needs Roundtable.
What geographical areas have been (or will be) served by your organization in response to Hurricane Sandy?	Queens, Brooklyn, Staten Island, Nassau County, New Jersey
What kind of services have been provided by your organization in response to Hurricane Sandy?	Rebuilding/Repair, Non-food relief supplies, Grants to other organizations

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FUNDRAISING	
Amount Raised (Cash, not Gift-in-Kind) for Hurricane Sandy	397703.23
How much of those funds are/were restricted by donors for Hurricane Sandy related work?	All of the funds were raised for Sandy. However, our online donation form stipulates the following ""If your donation arrives after a K.I.D.S. distribution program for a specific disaster has been sent out, it will be used to help children suffering from other disasters"
Value of goods and services (in-kind) donated to your organization	\$20 Million
Description of in-kind donations:	<p>For K.I.D.S. Hurricane Sandy Disaster relief efforts, K.I.D.S. received millions of dollarsÆ worth of blankets, warm clothing, outerwear, boots, shoes, books, educational materials, toys, and baby products, including formula, diapers, cribs and baby clothing. K.I.D.S. has provided victims of Hurricane Sandy with \$20 million worth of basic essentials. Furthermore, since Hurricane Sandy occurred fairly close to the holiday season, many families simply did not have the funds to provide toys for their children, or a location to celebrate. To rectify this, in December of 2012 K.I.D.S. threw 8-10 local holiday parties throughout the five NYC boroughs. In total, K.I.D.S. distributed over 5,000 toys to families in need!</p> <p>This past December 2013, one year and several months after Sandy hit, K.I.D.S. held a holiday pop-up shop in the far Rockaways, serving over 700 local families in need. K.I.D.S. distributed over \$1.2 million worth of goods including: children's and adult's clothing and shoes; outerwear - including coats, hats, scarfs and gloves; and toys, books and DVD's for the holiday season.</p>
How in-kind donations were valued:	retail

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Please indicate the 10 largest GIK contributors to your organization. For each contributor please include the name, address, telephone number, and the GIK value.

- 1) Scholastic
 Name: Stephanie Williams
 Address: 1080 Greenwood Blvd.
 Lake Mary, FL 32746
 Telephone: (407) 829-8292
 Value: \$6,990,000
 Dates: (1/13 - 3/13)
- 2) Toy Industry Foundation
 Name: Marisa Medina
 Address: 1115 Broadway, Suite 400
 New York, NY 10010
 Telephone: 646-454-5581
 Value: \$4,543,831
 Dates: (11/12 - 1/13)
- 3) Haddad Brands
 Name: Karen Bierman
 Address: 131 Docks Corner Road
 Dayton, NJ 08810
 Telephone: (201) 356-2471
 Value: \$1,587,331
 Dates: (11/12)
- 4) Today Show Charitable Foundation
 Name: N/A
 Address:
 Telephone:
 Value: \$972,980
 Dates: (12/12)
- 5) Delta Children's Products
 Name: Joe Shamie
 Address: 114 West 26th Street, 8th Floor
 New York, NY 10001-6812
 Telephone: (212) 736-7000 x.6501
 Value: \$640,991
 Dates: (12/12)
- 6) Carter's
 Name: Greg Fogelsong
 Address: 1170 Peachtree Street, Suite 900
 Atlanta, GA 30309
 Telephone: (404) 745-2728
 Value: \$500,000
 Dates: (11/12)
- 7) Fashion Delivers (Ralph Lauren/ Hurricane Sandy Pop-up shop)
 Name: Carla Fattal
 Address: 266 West 37th Street, 22nd Floor
 New York, NY 10018
 Telephone: 212-279-5493 ext. 201
 Value: \$322,000.00
 Dates: (12/13)
- 8) Kayser Roth
 Name: Sarah Fuller
 Address: 102 Corporate Center Boulevard
 Greensboro, NC 27408-3172
 Telephone: (919) 852-2030
 Value: \$297,605
 Dates: (12/12)
- 9) Operation Compassion
 Name: Lisa Boen
 Address: 114 Stuart Road NE, Suite 370
 Cleveland, TN 37312
 Telephone: 423-728-1832
 Value: \$292,000
 Dates: (11/12)
- 10) Jockey International

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Please indicate the 10 largest recipients of GIK materials your organization distributed. For each recipient please include the name, address, telephone number, and the GIK value.

- 1) The Legacy Center
Name: Diana Denis
Address: 61-16 Myrtle Avenue
Glendale NY 11385
Telephone: 347-292-4852
Value: \$9,684,810
- 2) Hope NYC
Name: Sharon Ramkhelawan
Address: 142-82 Rockaway Blvd.
Jamaica, NY 11436
Telephone: 347-689-1880
Value: \$2,007,751
- 3) Community Food Bank of NJ
Name: Wanda Rodriguez
Address: 31 Evans Terminal Road
Hillside, NJ 07205
Telephone: 908-242-3952
Value: \$1,548,617
- 4) PUMA
Name: Steve Simpson
Address: 125 Titus Avenue
Warrington, PA 18976
Telephone: 267-242-3395
Value: \$1,067,616
- 5) Community Food Bank of NJ - Southern Branch
Name: Kimberly Arroyo
Address: 6735 Black Horse Pike
Egg harbor Township, NJ 08234
Telephone: 609-383-8843 ext. 106
Value: \$769,744.40
- 6) Shorefront YM-YWHA of Brighton-Manhattan Beach
Name: Susan Fox
Address: 3300 Coney Island Avenue
Brooklyn, NY 11235
Telephone: 347-689-1880
Value: \$385,153.00
- 7) Newark Now
Name: Darrel Finlay
Address: 634 Frelinghuysen Avenue
Newark, NJ 07114
Telephone: 201-709-0733
Value: \$299,822.00
- 8) Stafford Storm Recovery
Address: 775 E. bay Avenue
Manahawkin, NJ 08050
Telephone: 609-597-5113
Value: \$196,712.00
- 9) Metro Ministries
Name: Zanita Johnson
Address: 17 Menahan Street
Brooklyn, NY 11221
Telephone: 718-453-3352
Value: \$142,809.00
- 10) CUMAC/ECHO
Name: Debbie Fletcher
Address: 223 Ellison Street
Paterson, NJ 07505
Telephone: 973-742-5518
Value: \$84,000

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Is your organization still conducting fundraising for relief efforts?	No
If your organization is still conducting fundraising for relief efforts, please indicate the methods used:	

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EXPENDITURES	
How much has your organization spent or disbursed on Hurricane Sandy relief to date?	259520.33
Total dollar amount made in grants to organizations	102000
Number of organization to which grants were provided	3
Total dollar amount made in grants to individuals/households	0
Number of individuals/households to which grants were provided	0
Total amount spent on supplies purchased by your organization for Hurricane Sandy relief	26626.15
Describe these supplies:	K.I.D.S. bought over 700 warm winter coats for families impacted by Sandy living in the Rockaways. These coats were distributed at our 2013 Rockaway Pop-up shop. In addition, K.I.D.S. set aside additional funds to properly ensure the success of our 2013 pop-up shop - from renting coat hangers and racks, dollies and walkie-talkies, to buying soup for attendees, a lot was required of us in order to execute this large Sandy holiday give away.
Total amount spent on shipping supplies	\$54,548.16 (this number represents shipments beginning in October of 2012 - date). We are currently still awaiting additional invoices for some of the items shipped for our pop-up shop.
Total amount spent on transportation for staff and volunteers	86.47
Total amount spent on transportation for individuals impacted by Hurricane Sandy	0
Total amount spent on shelter/feeding for staff and volunteers	69.64
Total amount spent on shelter/feeding for individuals impacted by Hurricane Sandy	
Total amount spent on storage/warehousing incurred only because of Hurricane Sandy	\$0. Fortunately, K.I.D.S. worked with several partner charities to avoid these fees.
Total amount allocated for pre-existing storage/warehouse costs for which Hurricane Sandy funds were used	

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Total amount paid to third parties for services (e.g. payments to contractors, health professionals, etc.)	0
State the name of the service provider and describe nature of services provided and the amount paid for these services by your organization	
Total amount spent on personnel that were hired/employed in response to Hurricane Sandy	
Personnel hired/employed prior to Hurricane Sandy for which Hurricane Sandy funds were allocated	69839.91
Total amount spent on other administration/overhead	0
Describe administration/overhead expenses	
Total amount spent on other categories, not defined above	6350
Please describe these expenses	Marketing Expenses - In order to promote the work that we were doing for Hurricane Sandy, and in order to have an accurate story to tell about the children and families served by our efforts, K.I.D.S. hired a photographer and a cinematographer for our Hurricane Sandy Pop-up shop. In addition, fees associated with PR Newswire are also included in this line item.

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UNSPENT FUNDS AND PLANS	
What is the dollar amount of Hurricane Sandy funds yet to be spent by your organization?	138182.9
What is your organization's plan for using any remaining funds not spent for Hurricane Sandy relief?	<p>Currently, K.I.D.S. has \$138,182.90 in remaining Hurricane Sandy funds. In November of 2013, K.I.D.S. completed our first Hurricane Sandy Home Renovation project, in partnership with the Legacy Center. Our Home reveal occurred the day before thanksgiving, just in time to re-house a grandmother and her grandchildren prior to the holidays. This renovation project cost a total of \$32,000. Since then, with the holiday's and the new year, The Legacy Center has had a difficult time finding families with children still in need of home renovations. Unfortunately, many families impacted by Sandy have lost their homes as a result of foreclosures and others have simply abandoned them as a result of frustration and lack of response from both FEMA and their insurance companies. With that said, there are still families in need of support. Currently, we are in the process of vetting a family in Staten Island, with two children, ages 7 and 10. This family began their home renovations a few months ago, but then ran out of funding. If chosen, it will cost approximately \$30,000 to finish renovating their home. Funding which we will directly grant to the Legacy Center.</p> <p>In addition to the above, we are hoping to furnish and provide appliances for other Sandy victims that have renovated homes, but have been unable to purchase these items. We estimate granting the Legacy Center an additional \$10,000 - 15,000 for this purpose. Last, given the recent discoveries concerning home renovations. We are anticipating granting New York Disaster interfaith Services another grant between \$75,000 - \$85,000. According to Peter Giudatis of NYDIS, the NYC Unmeet Needs Roundtable continues to serve many children and families in need. We were so pleased with the outcome of our first grant, that we would be happy to support them once again (our funding provided a specially made vehicle for disabled children impacted by Sandy).</p> <p>Last, between \$5,000 - \$15,000 will be set aside to cover continuing personnel and administrative costs incurred by K.I.D.S. as a result of our continued Sandy efforts.</p>