



Dear friend,

Thanks for asking about Cash for Kids! This wonderfully simple and direct donation program benefits schools, kids *and* employees. We started small, and have since seen it adopted by many of the Businesses for Social Responsibility, of which we're a member.

Here's a quick description: each participating business compiles a list of employees' children (K-12). Checks are written to the school of each child. On the appointed day, the checks are distributed to the parents (or children) to deliver to their schools. A letter of explanation is attached, requesting that the money be spent on a special need in the *child's classroom*.

It's easy to get started:

- 1) *Gather management support for the program*
- 2) *Enlist an employee's help to coordinate checks/letters*
- 3) *Publicize the program to employees company-wide*
- 4) *Enroll employees' children*
- 5) *Distribute checks to the children*

Here at Hanna, we encourage the children to come up with ideas about how their school could best spend \$100 – the involvement not only exercises kids' understanding of the value of a dollar – but also gives them a terrific sense of empowerment! We also like to bring everyone together for a gathering to share kids' ideas and distribute the checks personally.

To make it even easier, we've included a certificate (feel free to use) and a sample letter to accompany the checks, as well as a sample memo announcing the program to employees. We hope you'll give Cash for Kids a try – and if you do – please be sure and write to us! We'd *love* to hear about your experience.

Here's to a future bright with hope!

*hanna*



#### SAMPLE MEMO

Starting this fall, we will participate in a special program to support our children and our schools. On [appointed date here] we will present a check for \$100 made out to the school of each kindergarten through high school child of our regular employees. With each check will be a letter to the teacher or principal explaining that:

- *the child's parent is an employee of [your company name]*
- *we want to support the good efforts of the schools in our community*
- *the money is donated on behalf of the specific child*
- *we ask that the money be spent on the needs of the child's classroom*

We'll distribute checks to parents – or kids if possible – at [appointed day and time here]. To sign up, please contact [employee name here].

We think there is a lot of good news about doing this:

- *Support for our children and our schools by touching entire classrooms*
- *The money goes directly and immediately to the schools, with no bureaucracy to reduce the amount*
- *It's a tangible expression of the value we place on families*
- *Schools and teachers are thrilled to receive the money for a special activity or project they are otherwise constrained to do (we know that these days many teachers use their own money in order to make ends meet)*

Remember, [time and date here] for Cash for Kids and popsicles!





SAMPLE LETTER

*Principal or Teacher*  
*School Name*  
*School Address*  
*City, State, ZIP*

Dear *[Name of Principal]*,

Enclosed is a check for \$100. *[Your company name]* participates in a program called Cash for Kids. Once a year we donate money to each school that our employees' children attend. This check is donated on behalf of *[child's full name]*. His/her mother/father is an employee of *[your company name]*. It is our hope that this money will be used for a special need in *[child's name]* classroom.

We, like other Cash for Kids sponsors, are concerned about our children's schools. We strongly believe that a good educational system is one of the foundations of a healthy society. We hope this check will express our interest and support.

We look forward to doing this again next year.

Sincerely,

*Your Name*  
*Title*



CASH FOR KIDS



CERTIFICATE OF RECOGNITION

*This certificate is presented to:*

\_\_\_\_\_

*on:* \_\_\_\_\_

*by:* \_\_\_\_\_

*On behalf of its student:*

\_\_\_\_\_

*Our company, as a sponsor of the  
Cash for Kids program, is committed to supporting  
the children and schools in our community.*