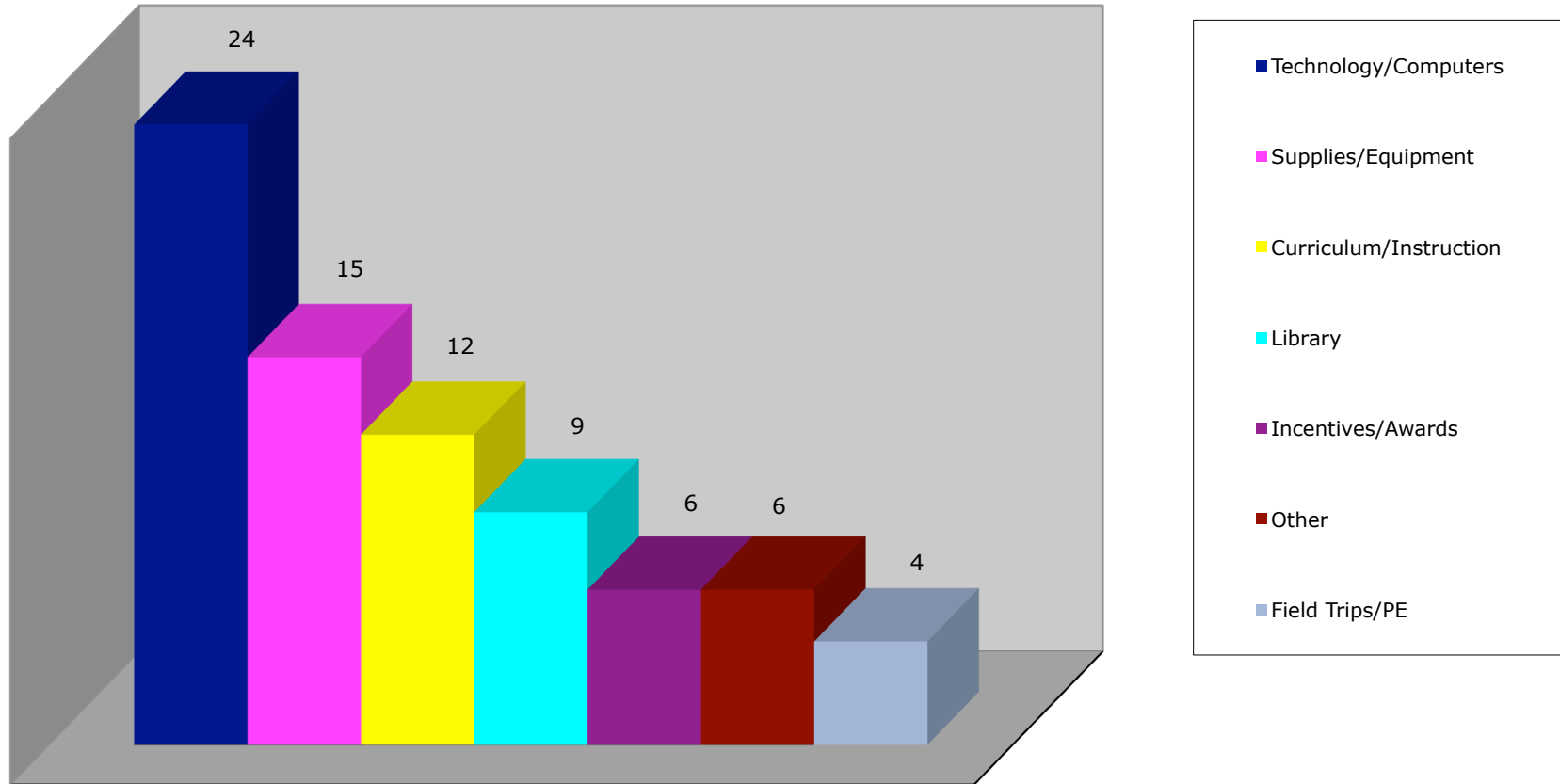


WHERE THE MONEY GOES

Number of Schools (out of 43) that plan to allocate proceeds to each category



Kids First is an annual fundraiser managed by the Hamilton County Schools Fund for Excellence, a non-profit fundraising organization. Now in its 31st year, Kids First has raised nearly 15 million dollars for education! The schools keep \$7 for every book sold, and the money is allocated according to their individual needs. The chart above reflects how many schools plan to spend their proceeds in each category. The remaining 30% of coupon book revenue covers production expenses and funds other school programs.