



## **The Story So Far...**

The Karito Kids® World Collection of dolls and accompanying story books, were launched by KidsGive, LLC® in July 2007, and enjoyed instant success.

The 21" tall, finely-sculpted international dolls, which embody different cultures and encourage kids to donate to those less fortunate than themselves, were immediately popular with both kids and their parents. The new line received much media attention and many awards, including the coveted 2007 Family Fun #1 Toy of The Year Award and selected for Oprah's "O" list the month they launched.

Thousands of dollars have already been donated to charitable causes and are directly helping children in need. This year, a second line of smaller soft-bodied dolls, the Travel Charmers, are being launched, following in the footsteps of their larger counterparts.

## **Early Days**

KidsGive, the company behind Karito Kids, was created to help kids in need, and to embed in our children a sense of social responsibility from an early age. It was also based on the idea that by teaching children about different countries and cultures, we can encourage understanding and acceptance, as well as a desire to help others.

Central to this concept was the observation that children are naturally compassionate and altruistic, they are ready and willing to help others and delight in fund-raising and charitable activities. By enabling children to help others, and by making it fun, doing the right thing would appeal to kids and their parents alike.

Lisa Steen Proctor and Laura Rangel are the entrepreneurial team behind KidsGive, and the creators of the Karito Kids. Alreadyfriends, these talented individuals combined their set of business skills, entrepreneurial drive and creativity to take their idea from drawing board to store shelf, and worked diligently to make their dream a reality.

Lisa is an attorney by trade, but also a mother of two young children. Living comfortably in a beautiful suburb of Los Angeles, she began to wonder how to best expose her children to the realities of other children who are less fortunate in the U.S. and around the globe.

Laura was a successful marketer and entrepreneur looking for a new challenge; a venture with a sound, socially responsible business model, which would help her to make a difference to the world.

In 2005, Lisa and Laura agreed to partner together and started KidsGive, a socially responsible for-profit company. . The aim was to develop a product that directly links the child into the actual process of giving to, and understanding the development of, children's humanitarian

projects around the world. They determined the first product would be play dolls that represent modern-day 11-year-old girls from various countries.

Lisa and Laura chose the brand name Karito Kids, taken from the constructed language, Esperanto (which was formed to foster peace and international understanding), the definition behind Karito is charity and love of one's neighbor.

Laura drew on her experience in marketing and branding, and Lisa provided professional insight as an attorney. With \$10,000 each, the women started their search for talented experts in the disciplines needed to make their dream a reality.

## **Creating The Karito Kids**

Lisa and Laura began their search for a talented set of designers, and found a renowned doll sculptor, who was formally trained at the Rhode Island School of Design. She was selected specifically for her ability to sculpt wonderful eyes, unlike many existing doll sculpts. It was critical that Karito Kids' sculpts depict the diverse ethnicities rather than tint the vinyl with a generic face as many existing ethnic dolls do today. Desiring the clothes to have a sophisticated fashion flair that reflects the world's catwalk, they brought aboard a highly talented fashion designer. Given all this expertise, the quality of production could be no less, leading the founders to choose a factory that produces many of the world's quality dolls.

Although the dolls were showstoppers, it was equally important to have the stories be engaging. Written in a style that blends fiction and non-fiction, the stories take the character through an exciting adventure in each country. Walter Sorrells, an Edgar Award-winning novelist with a book named as one of the top ten mysteries of 2005 by Booklist, was just the guy for the job. Rounding out the "fun factor" to these books are illustrations by former Disney animators who have worked on such classic movies as *Lion King*, *Aladdin*, *Beauty and The Beast* and *Lilo and Stitch*.

## **Helping Kids To Give**

Karito Kids dolls, books and accessories introduce children to the concept of charity by inviting each child to donate a portion of the retail cost to one of four charitable causes (food, home, school or health). Every purchase helps another child as it comes with a code to activate the donation online. As a result, children learn about humanitarian projects from around the world, while the funds provide underprivileged children with medical assistance, housing, education and nutrition.

KidsGive works with Plan International, to whom the company donates 3% percent of the sales price from every product. Plan International was formed in 1937 and is now present in over 65 countries, where it is dedicated to the well-being, rights and interests of the world's children. Plan International also provides information on each cause so that KidsGive can update the donor on the program's progress.

## **Achievements**

The original line of Karito Kids dolls created by KidsGive, the Karito Kids World Collection, received much acclaim and over 17 awards, including the Family Fun #1 Toy of The Year (T.O.Y.) Award in 2007, the Oppenheim Gold, the National Parenting Center's 2007 Seal of Approval, Parent's Choice Foundation, iParenting Media Outstanding Product, 2007 NAPPA Award, Mr. Dad's Seal of Approval, Teacher's Choice for the Family Award and Creative Child Magazine's Preferred Choice Award.