

## ABOUT THE FOUNDERS

### How did it start?

NEED magazine was conceptualized and founded by married couple Kelly (40) and Stephanie Kinnunen (39). The two were profoundly impacted by humanitarian work they saw first-hand while on trips in Russia, South America and Mexico. After those experiences the Kinnunen's wanted to create a media platform to provide exposure for the life-changing humanitarian efforts that they had the privilege of witnessing.

As a result the idea for NEED magazine was created. Moving beyond its conceptual stages the Kinnunen's grappled with larger issues. First, neither Kelly nor Stephanie had any publishing or journalism experience. Second, they were completely self-funded. Third, they needed employees but could not afford to pay them. When initially started the Kinnunen's had no experience, no money and no workers.

To follow their passion the Kinnunen's left high paying teaching positions in Europe and moved to the US where they worked temporary jobs and lived in a by-the-week hotel. All their friends and family thought they were crazy for even thinking about such a project let alone attempting it.

Yet the Kinnunen's passion and enthusiasm for NEED magazine proved to be contagious and over the course of two years they attracted a small staff of volunteer workers and have received praise and acclaim from respected individuals and organizations in the humanitarian aid world. The release of NEED magazine's first two issues is the accomplishment of two years of uncertainty and struggle.

Ultimately the Kinnunen's are driven and sustained by the idea that the stories in NEED magazine will inspire a reader to become personally involved with a humanitarian cause.

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Why NEED?

The creators of NEED magazine believe that in order to motivate people to act on their own humanitarian intentions they should be inspired by the possibilities of their actions. The hopeful stories in NEED magazine show the world that positive change is not only possible, but that it is happening all around us.

In a recent interview with NEED magazine former US President Jimmy Carter was asked to comment on how NEED magazine, as a media outlet, can better assist those in need. In response President Carter said “I think what the media can do in general is publicize not only the plight of people who are suffering in some way, but also publicize the examples of successfully alleviating that suffering.”

NEED magazine strives to be a source of inspiration, motivation and validation for those who are involved or who are thinking about becoming involved in humanitarian affairs.

Who is Involved?

NEED magazine works with professional photographers including Steve McCurry, Ami Vitale and Alex Webb. The publication maintains professional collaborations with the American Refugee Committee, Wings of Hope, International Justice Mission, UNHCR, FilmAid International, Sharing and Caring Hands, The Hunger Project and more. NEED magazine is sustained by a small staff of dedicated volunteers and operates out of Minneapolis, MN.

**“WE’RE NOT OUT TO SAVE THE WORLD,  
BUT TO TELL THE STORIES OF THOSE WHO ARE.”**

—KELLY KINNUNEN, EXECUTIVE DIRECTOR AND CO-FOUNDER