Kohl’s Cares for Kids

2008 Web cast
Welcome

Agenda

• Kohl’s & Kohl’s Cares for Kids
• A-Team & Kids Who Care
• Best in Class Presentations
• 2008 Proposal Process
Kohl’s Growth

Approximately 1,400 stores by 2012!

*Fall stores not included
KCK Programs

- A-Team
- Fundraising Card
- Kids Who Care
- Hospital Program
2007 A-Team Results

- 5,017 Events
- 6,523 Kohl’s Locations
- 39,193 Kohl’s Associates
- 136,275 Volunteer Hours
- $3,253,000 Million
Hospital A-Team Events

- 453 Events
- 750 Kohl’s Locations
- 4,331 Kohl’s Associates
- 15,202 Volunteer Hours
- Over $369,500 (11% of total given)
Top Hospitals: A-Team

Events

- Michigan
- Oklahoma
- Columbus
- Indianapolis
- Minneapolis
- Knoxville
Associate involvement is vital to the partnership

Donation Announcement Events

![Bar chart showing events in 2006 and 2007 for Events and A-Team]
Fundraising Card Program

- Youth-serving organizations purchase special Fundraising Gift Cards at a discounted rate
  - Sell them at face value
  - Keep profits
  - $1,000 = 5% discount
  - $500-999=3% discount

- You work with youth serving organizations that can benefit!
Through the Kohl's Kids Who Care Scholarship Program, we recognize kids ages 6-18 who volunteer in their communities with scholarships and prizes ranging from $50-$5,000.
Kids Who Care

Nominate a stand-up kid you know at www.kohlskidswhocare.com

There are still 18 days to nominate a young volunteer!

Deadline: March 15th
What is the exact dollar amount Kohl’s gave in A-Team grants in 2007?
Kohl’s Cares for Kids
KCK Mission

Kohl’s dedicates its charitable efforts to improving children’s health and education nationwide.
Funding Evolution

- KCK mission focuses on health and education. This allows us to equally support our commitment.

- To help our partners adjust to the transition, evolution is phased.

- By 2009, our giving will be balanced between health and education.

- Look forward to continued growth for Kohl’s and our commitment to children.
Donation Shortfall

• Soft 2007 KCK merchandise sales.

• 100% of the net profit from funds raised in 2007 to our hospital partners.

• This decision does not align with our funding evolution strategy and is a one-time exception.
Education Update

• Progress is being made
• Program to be unveiled in 2009
• 2008 funds reallocated to hospitals
That’s more than $85 million dollars to children's health and education!
Hospital Donations

That’s more than $71 million dollars to children’s health!

Dollars in millions
Cycle of Success

Great Programs → Increased Awareness → Successful PR/Media coverage → Increased KCK sales
Local KCK purchases = Increased local donations

• Press releases
• Hospital Newsletters
• Hospital Display Case
• Display Posters
• Newspaper Story
• Radio
• TV Interview’s
• E-mail
Trivia Question

How much was raised in 2007 that will be donated in 2008 to our hospital partners?
The vision for the Kohl’s Cares for Kids® hospital program is to support programs that provide needed health related services which reach out into the community to keep children healthy and out of the hospital.
Key Priorities

Community Outreach

Reach

Program

Naming

Awareness
Actively engaging your community with health information will ultimately make a difference for the children you serve.

Make sure the community knows:

- Your health-related message
- How to access your programs
- Kohl’s is your partner
We saw a 311% increase in named programs!

Examples:
- Kohl’s Fitness Blitz
- Kohl’s Kids in Action
- Kohl’s Bike Safety Program
- Kohl’s Safe Rids for All Kids
- Kohl’s Injury Prevention Program
Reach

- Number of people served through one-on-one education
- Number of attendees at events
- Number of impressions (tv, radio, print)
- Total number of people reached
Trivia Question

What four key elements should your community outreach program include?
Best in Class
Kohl’s Kids on the Move

The Children’s Hospital at Johnson City Medical Center
Johnson City, TN

Joanna Swinehart
Kohl’s Kids on the Move

- A little can go a long way
- Community partnerships are key to success
- Utilize hospital system resources and communication tools
Kohl’s Kids on the Move

JUMP UP AND GET MOVING!

Kids on the Move

The Kohl’s Kids on the Move program is a great way to get our kids to jump up and get moving for improved health and fitness. As part of the program, “Move It Moments” incorporate small spurts of activity throughout the day, using a song called “Jump Up” that will inspire kids of all ages to get moving!

How do I bring Kohl’s Kids on the Move to my children’s organization? Scheduling is available for an instructor to visit preschools, elementary schools, after-school programs and any organization that works with children to show how just a few spare minutes can be transformed into a Move It Moment!

Did You Know ...

- One-third of our nation’s children are overweight
- More children are being diagnosed with diabetes and high blood pressure at younger ages
- Kids should engage in at least 60 minutes of physical activity each day
- Children who watch less TV are more likely to be involved in physical activities and eat less

Kohl’s expects great things

The Children's Hospital at Johnson City Medical Center: "Children's" is cared for in the best possible way at the Children's Hospital at Johnson City Medical Center. We believe in the potential of all children. We will do all we can to help them reach their full potential. Where the doctors are for kids.
Kohl’s Kids on the Move

- Simple delivery – have trunk, will travel!

- Perfect for the classroom, kids’ events and health-related events

- Most importantly, it has to be FUN!
Kohl’s Safe Rides for All Kids

Rainbow Babies and Children’s Hospital
Cleveland, OH

Kathy Wesolowski
Kohl’s Safe Rides for All Kids 2007
Safe Rides for All Kids

Kohl’s Cares for Kids
Karrie Kangaroo says to Buckle Up!
Buckle Up Every Time

Kohl’s
expect great things

University Hospitals Case Medical Center
Rainbow Babies & Children’s Hospital

Kohl’s Cares for kids
Boost Your Booty
Pause to Click
2008 Proposal Process
Online Process

- Partner Web site
- Proposal Application Process
- Step 1: Create an account
Account Info

- **New: Create an account**
  1. Enter your E-mail address
  2. Select “I am a new online applicant.”
  3. Click Continue

- **Returning:**
  1. Enter your E-mail address
  2. Select “I am a returning online applicant.”
  3. Enter password
  4. Click Continue
  *Forgot your password?*

Create an Account
Step 1:

Tax-ID must be validated before you can access the Proposal form

Enter Your 9-Digit Tax-ID #
Quiz

- Questions help determine whether your program is eligible for funding

- Answer each question in the quiz, then click Submit

- If one or more answers are incorrect:
  - You may still continue to the application; however,
  - Your program may not be eligible for funding
Application

- Required fields ( ) MUST be completed
- ALL pages must be completed
- Upload attachments on Page 4
- Save to MyAccount to finish later
Submit

- Review application first
- Check your answers
- Check your attachments
- Submit proposal
  - E-mail confirmation will contain copy of proposal
  - Copy is saved in MyAccount
Tips

- Click “Printer Friendly Version” to print your proposal
  - Print a blank copy first so you know what you have to enter!
- Click “Review my Application” to see all entries on one page
- Type long answers offline; copy and paste online
- Do NOT paste special characters into online form:
  - Bullets
  - Numbers
  - Tables
- After browsing and finding attachments, click UPLOAD!
Proposal Format

- Statement of Need
- Program Summary
- Recognition
- Budget
Program Summary

• Provide requested detail

• Answer every question

• Vivid description of program (picture)

• Organize information
## Budget

**2008 Children's Hospital Safety & Injury Prevention Program**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost per unit</th>
<th>Number of units</th>
<th>Total</th>
<th>% of total</th>
<th>% of Kohl's support</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Part time program admin salary (including benefits)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Education/Collateral Materials</strong></td>
<td></td>
<td></td>
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<tr>
<td>Kohl's/KCK stickers</td>
<td>less than $0.01</td>
<td>11,000</td>
<td>$1,210</td>
<td>0.86%</td>
<td>0.86%</td>
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<tr>
<td><strong>Equipment/Giveaways</strong></td>
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<tr>
<td>Bike Helmets</td>
<td>$4</td>
<td>5,000</td>
<td>$20,000</td>
<td>14.16%</td>
<td>14.16%</td>
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<tr>
<td><strong>Media Awareness</strong></td>
<td></td>
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<tr>
<td>Radio ads-PSA safety campaign (12 month total)</td>
<td></td>
<td></td>
<td>$100,000</td>
<td>70.82%</td>
<td>70.82%</td>
</tr>
<tr>
<td><strong>Total Program Budget</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>100.00%</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

Total Program Budget: $141,210
Decision Factors

- Community outreach program
- Number of children and families served
- Is the program visible to the community?
- Does the program create awareness for the health related focus?
- Is it a Kohl’s named program?
- Opportunities for Associates involvement
- Paid Media
New Question

- Please briefly describe how you will measure the success of this program?
Helpful Hints

- Submit your proposal early! (Due on or before May 1, 2008)

- Answer questions completely with important details.
Annual donation cycle

Money is raised
Feb 1-Jan 31

Partnership Est.

Donation amount
March 1

Program Proposal
March 2-May 1

Proposal due
May 1

Proposal Approved
July 1 *

Program Execution

Donation Event Sept 1

*approximate date
Hospital Partner Web site

- Online proposal application
- Merchandise posters and press releases
- Logos
- Collateral Form
- Web cast information
- Much much more

www.kohlscorporation.com/communityrelations/hospital/index.htm
Password: KCK2005
Trivia Question

When are proposals due?