

Kohl's Cares for Kids

2008 Web cast



Welcome

Agenda

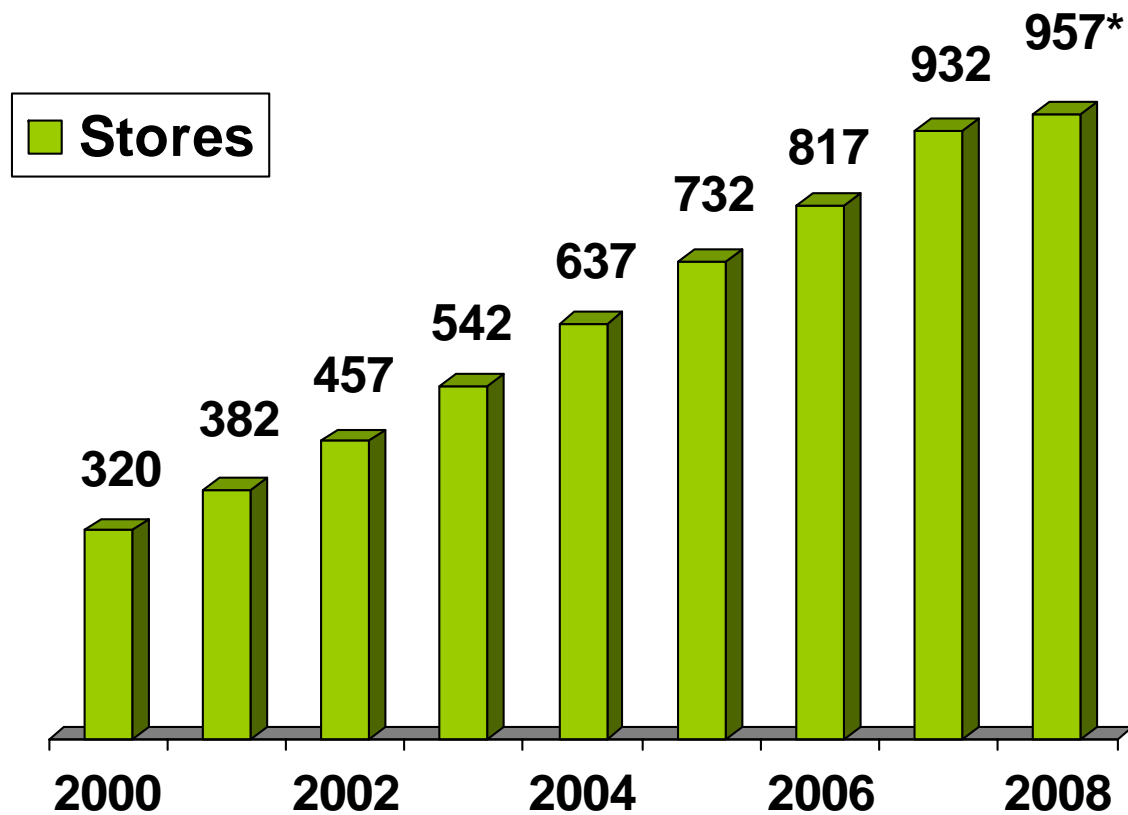
- Kohl's & Kohl's Cares for Kids
- A-Team & Kids Who Care
- Best in Class Presentations
- 2008 Proposal Process



Kohl's Today



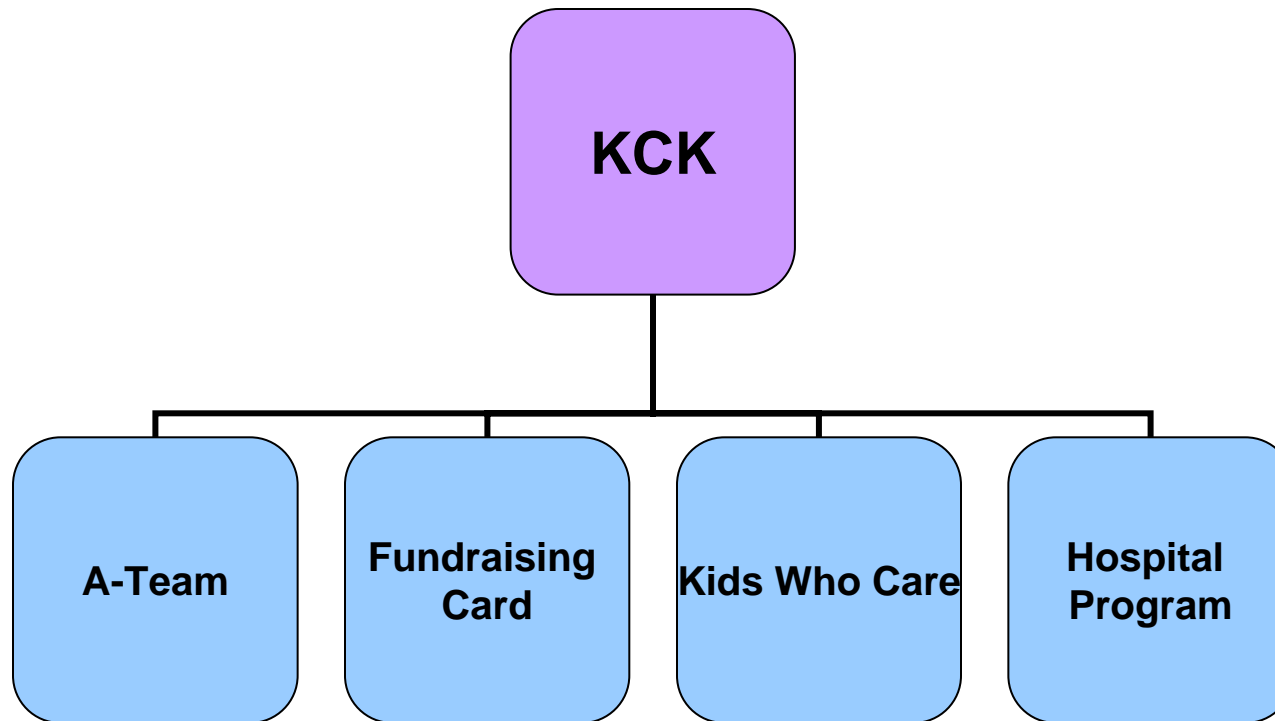
Kohl's Growth



**Fall stores not included*



KCK Programs



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

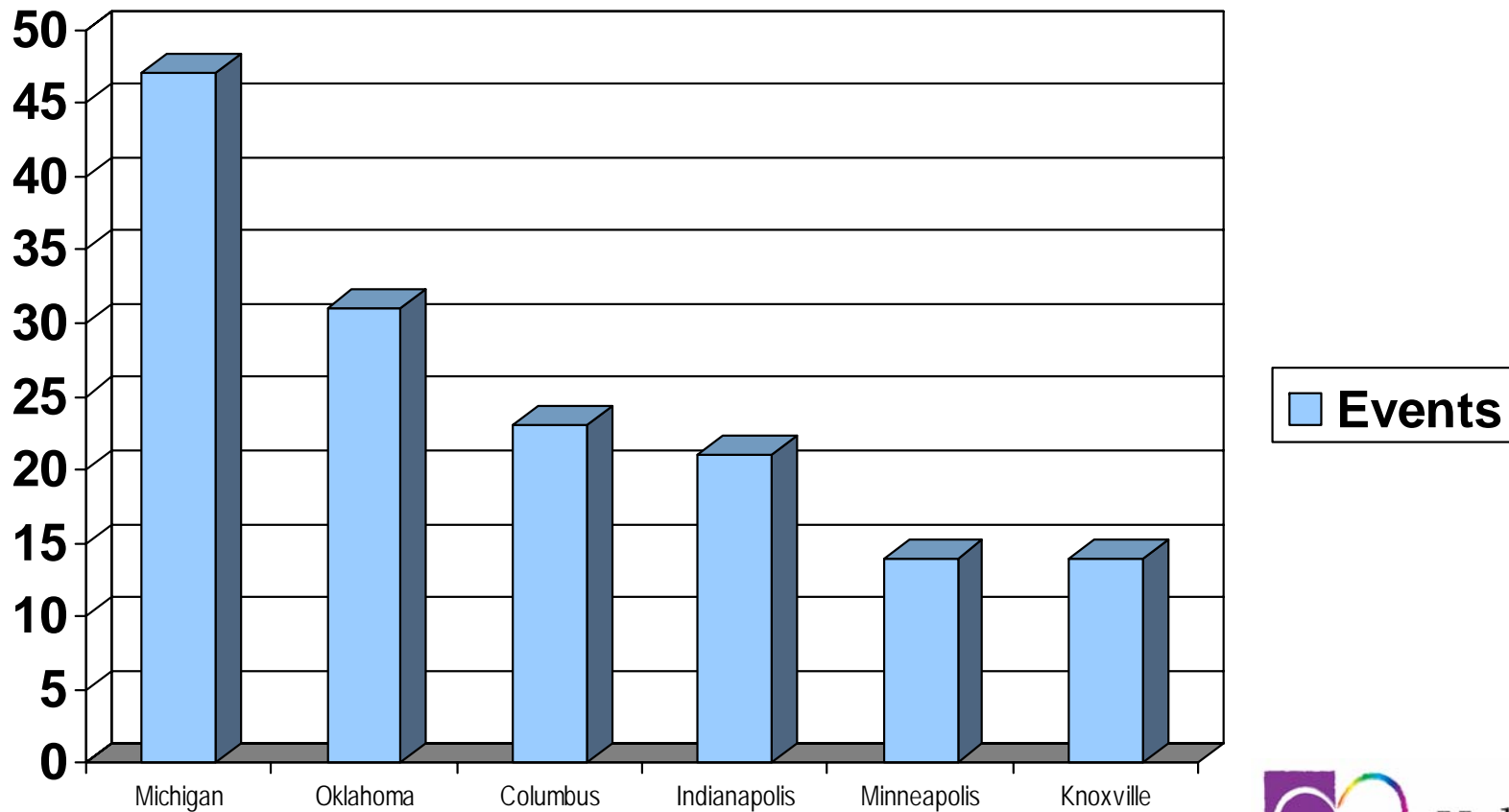


Hospital A-Team Events

- 453 Events
- 750 Kohl's Locations
- 4,331 Kohl's Associates
- 15,202 Volunteer Hours
- Over \$369,500
(11% of total given)

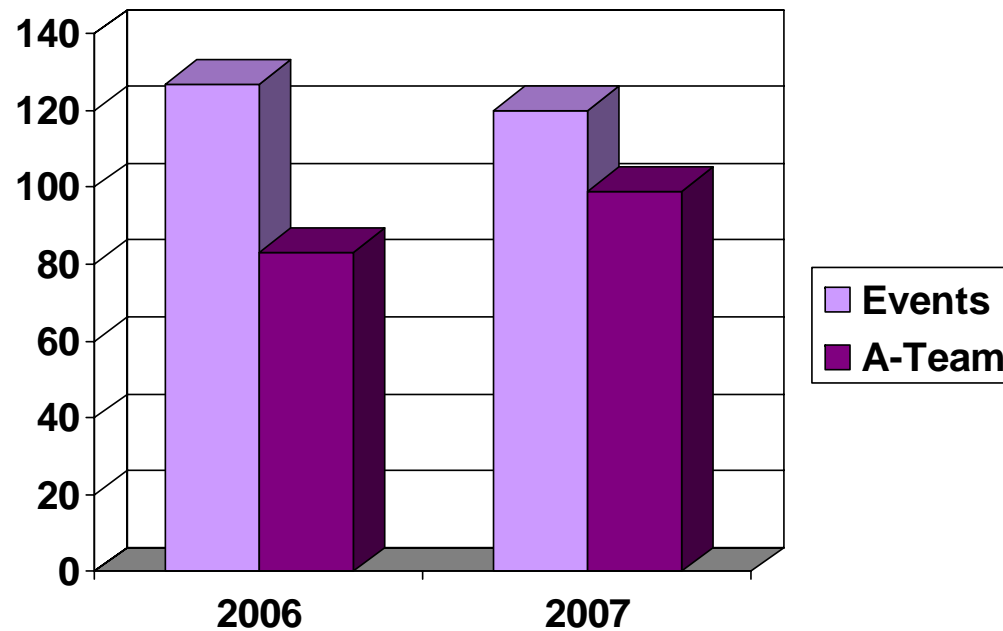


Top Hospitals: A-Team



Donation Announcement Events

Associate involvement is vital to the partnership



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!



Kids Who Care

- 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.

**Kohl's Kids Who Care®
Scholarship Program**
Stand-up kids deserve to stand out.

nominate

Help Kohl's reward kids (ages 6-18) whose volunteer efforts have made a positive impact on their communities. For official rules and to nominate a deserving youth, visit kohls.com/kids.

Entry deadline is March 15, 2008.

reward

This year the Kohl's Kids Who Care® Scholarship Program plans to recognize more than 1,000 outstanding kids and award over \$100,000 in scholarships and prizes. In addition, Kohl's will contribute \$1,000 to a nonprofit organization of the kid's choice.



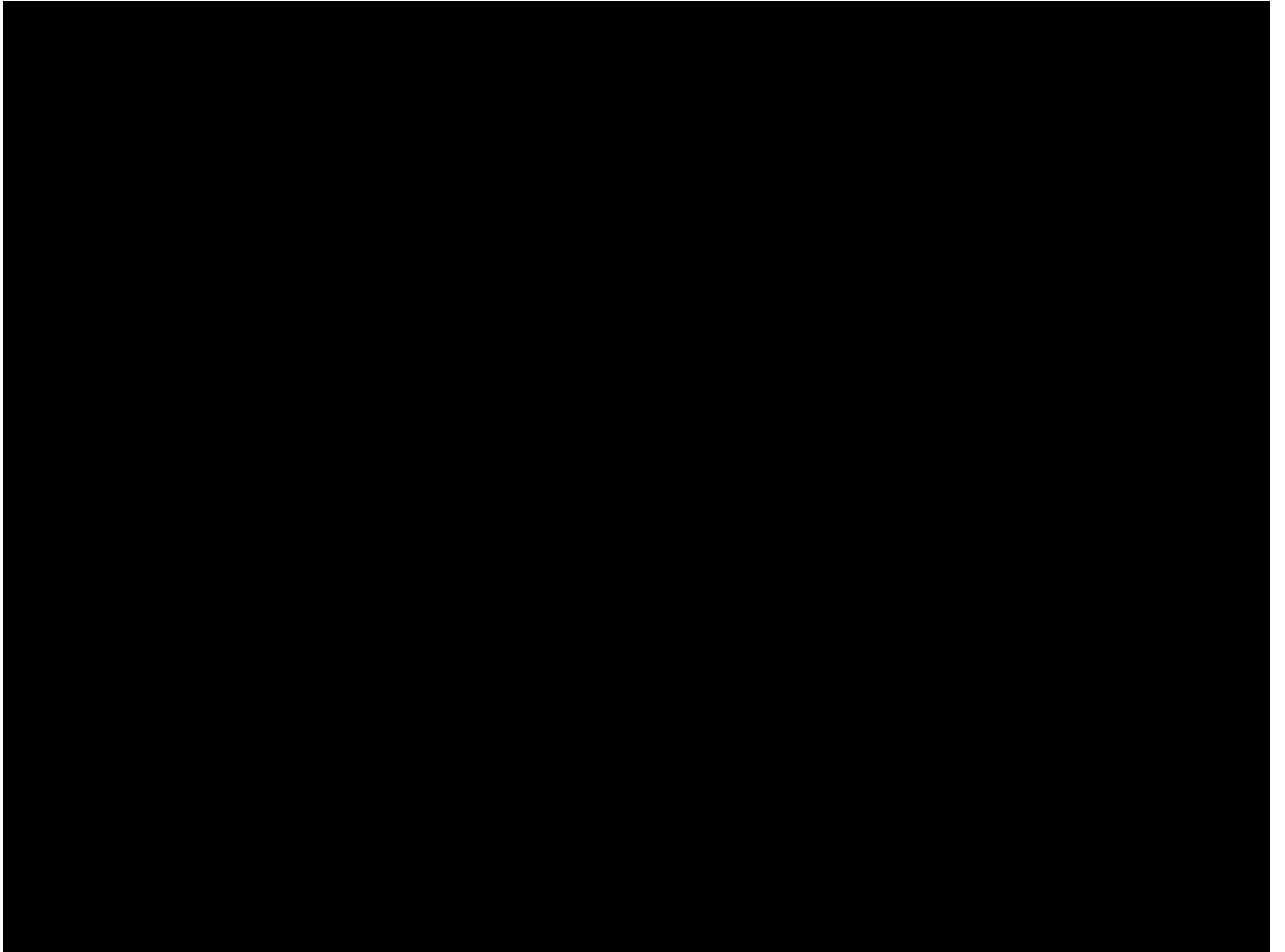
Kids Who Care

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

There are still 18 days to nominate a
young volunteer!

Deadline: March 15th





Trivia Question

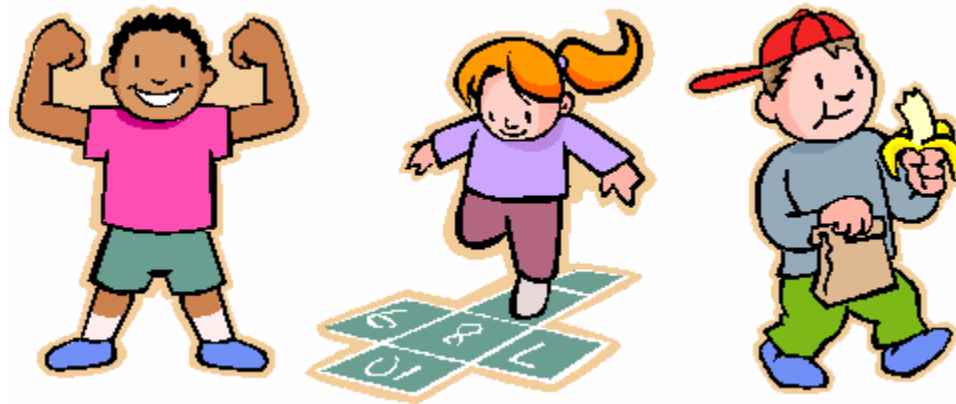
What is the exact dollar amount Kohl's gave in A-Team grants in 2007?



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.

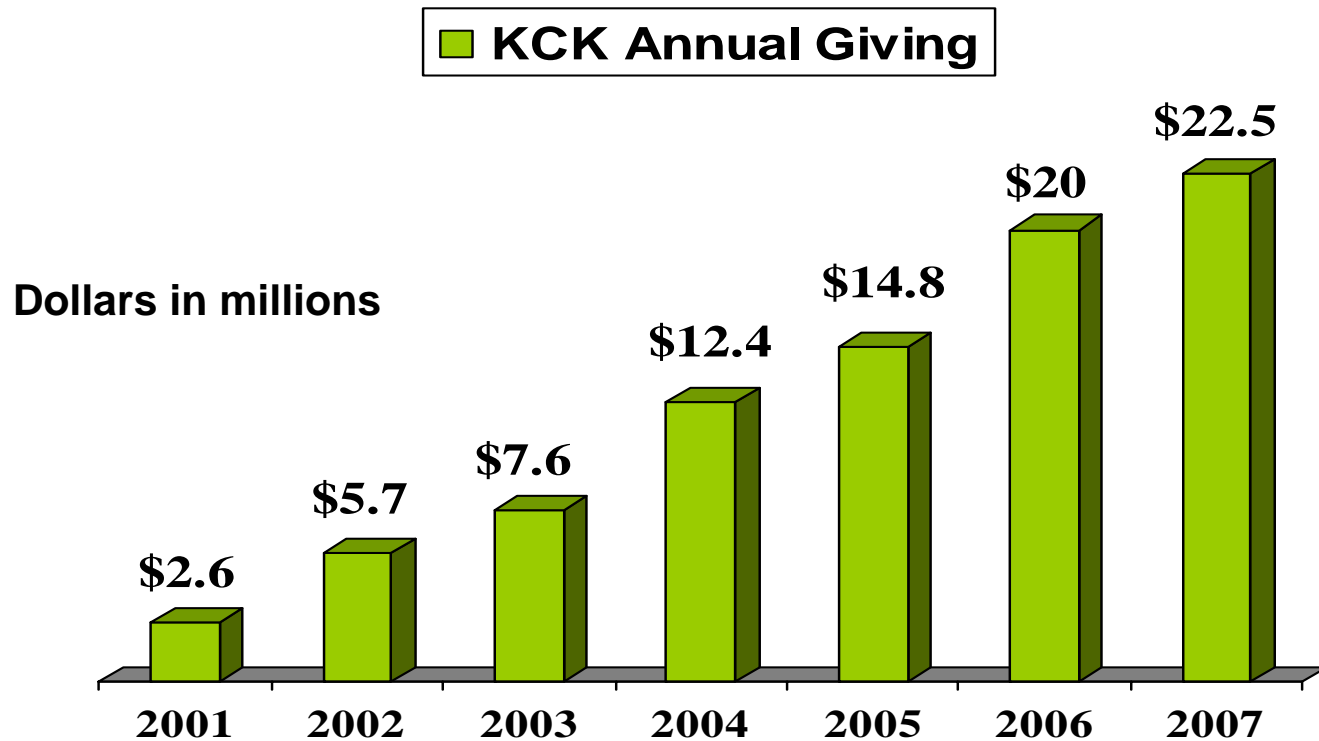


Education Update

- Progress is being made
- Program to be unveiled in 2009
- 2008 funds reallocated to hospitals



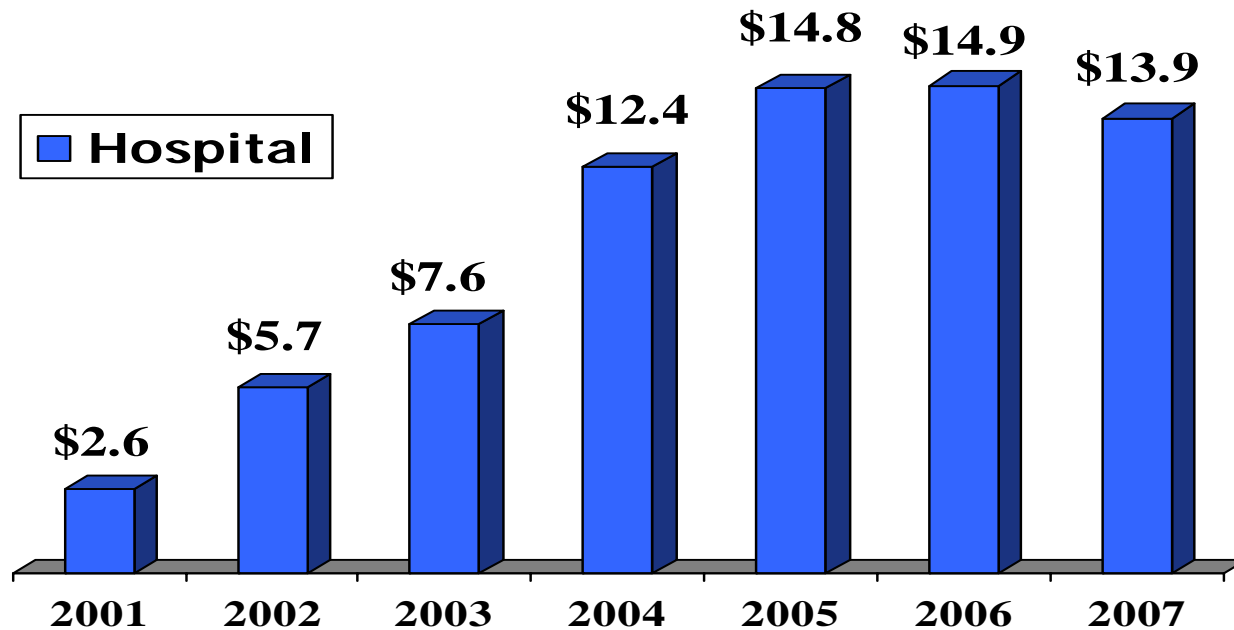
Annual Giving



That's more than \$85 million dollars to children's health and education!



Hospital Donations

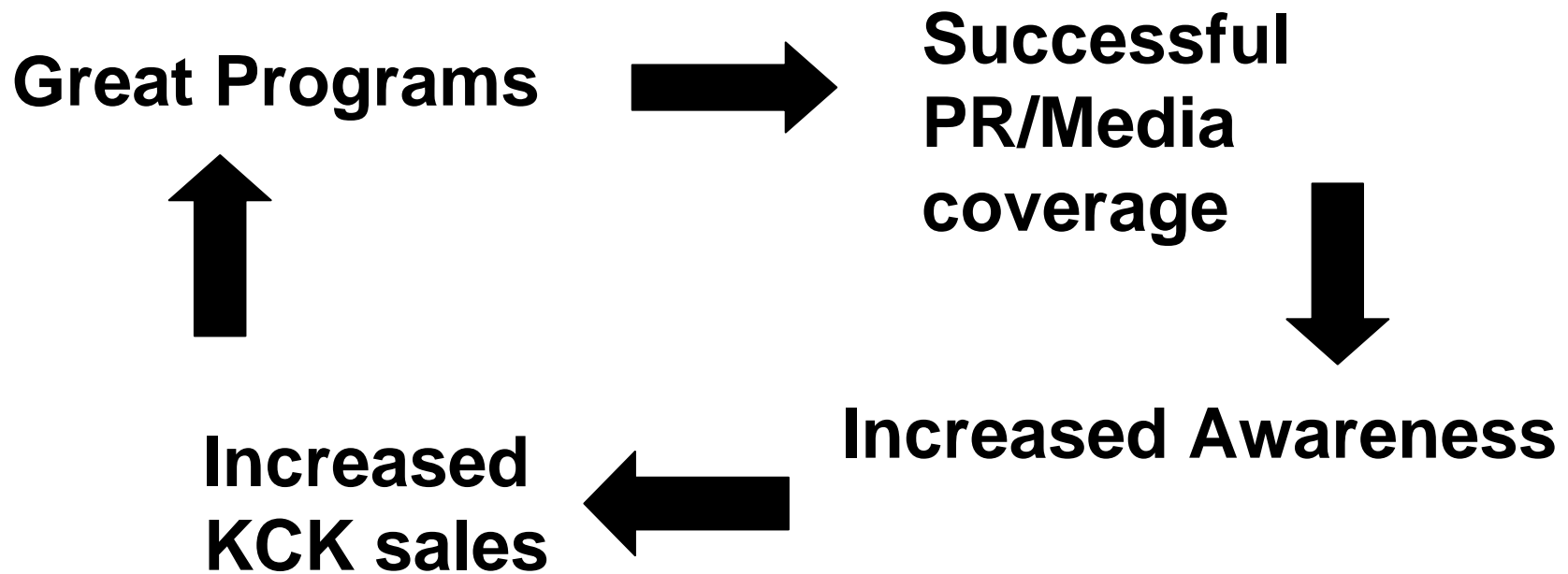


That's more than \$71 million dollars to children's health!

Dollars in millions



Cycle of Success



Merchandise Program

Local KCK purchases = Increased local donations

WHAT'S NEWS
BY ASHLEY D. HAUGEN AND CHAD YOUNG

kohl's cares for kids
(and dr. seuss does, too!)



Dr. Seuss would be proud! Kohl's departments store are selling plush characters from four of Seuss' children's books in the name of charity. Now through Wednesday, April 30, people can purchase collector's editions of Horton Hatches the Egg, Hop on Pop, Fox in Socks and Marie the Turtle along with his character plush dolls for \$5. All of the proceeds raised go directly to Kohl's Cares for Kids, a clearinghouse that distributes money to charities that improve children's lives. "Kohl's has donated millions of dollars to support a host of community outreach initiatives that impact the lives of children and families," says Courtney Regazzoni, a public relations specialist for Kohl's. Supported initiatives include injury prevention, immunization programs, mobile health units and obesity, diabetes and asthma education. Area Kohl's are located at 2330 Jackson Downs Blvd., Hermitage; 1050 Glenbrook Way, Hendersonville; 810 Industrial Blvd., Smyrna; 300 Spring Creek Drive, Franklin; and 2535 Old Fort Place, Murfreesboro. Learn more about Kohl's Cares for Kids at kohls.com. FOR MORE NONPROFITS IN THE NEWS, TURN TO PAGE 25.



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- 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?

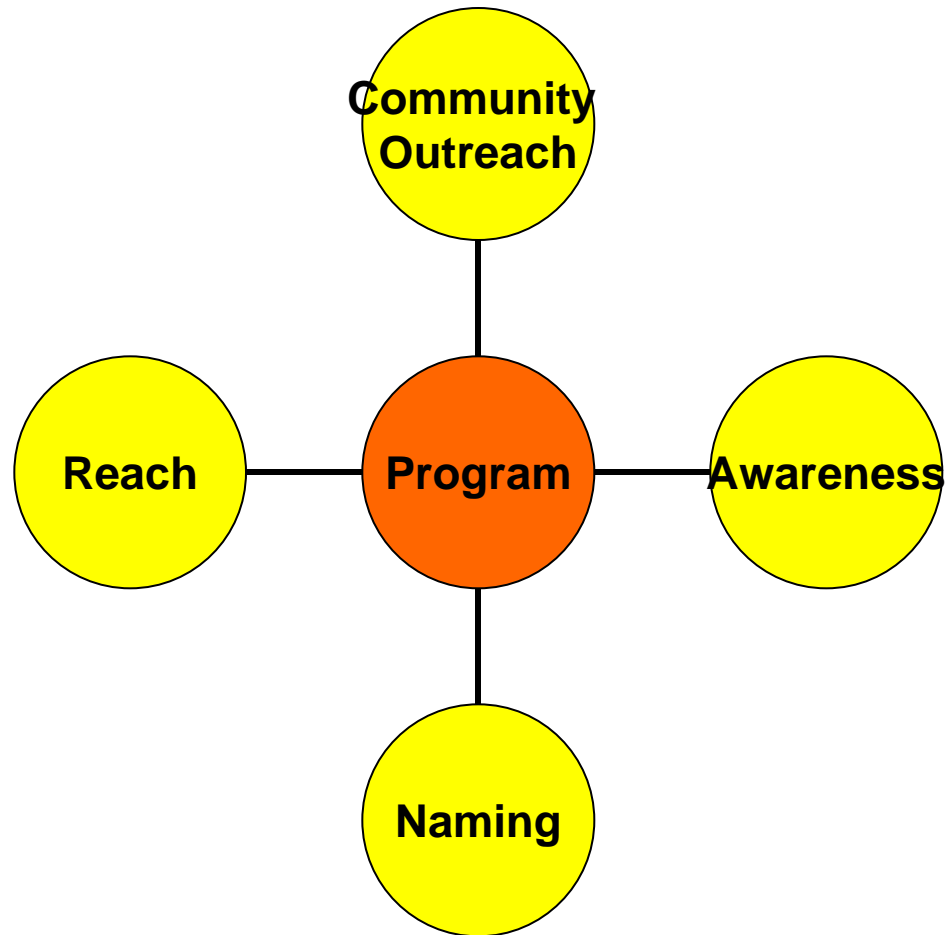


Vision

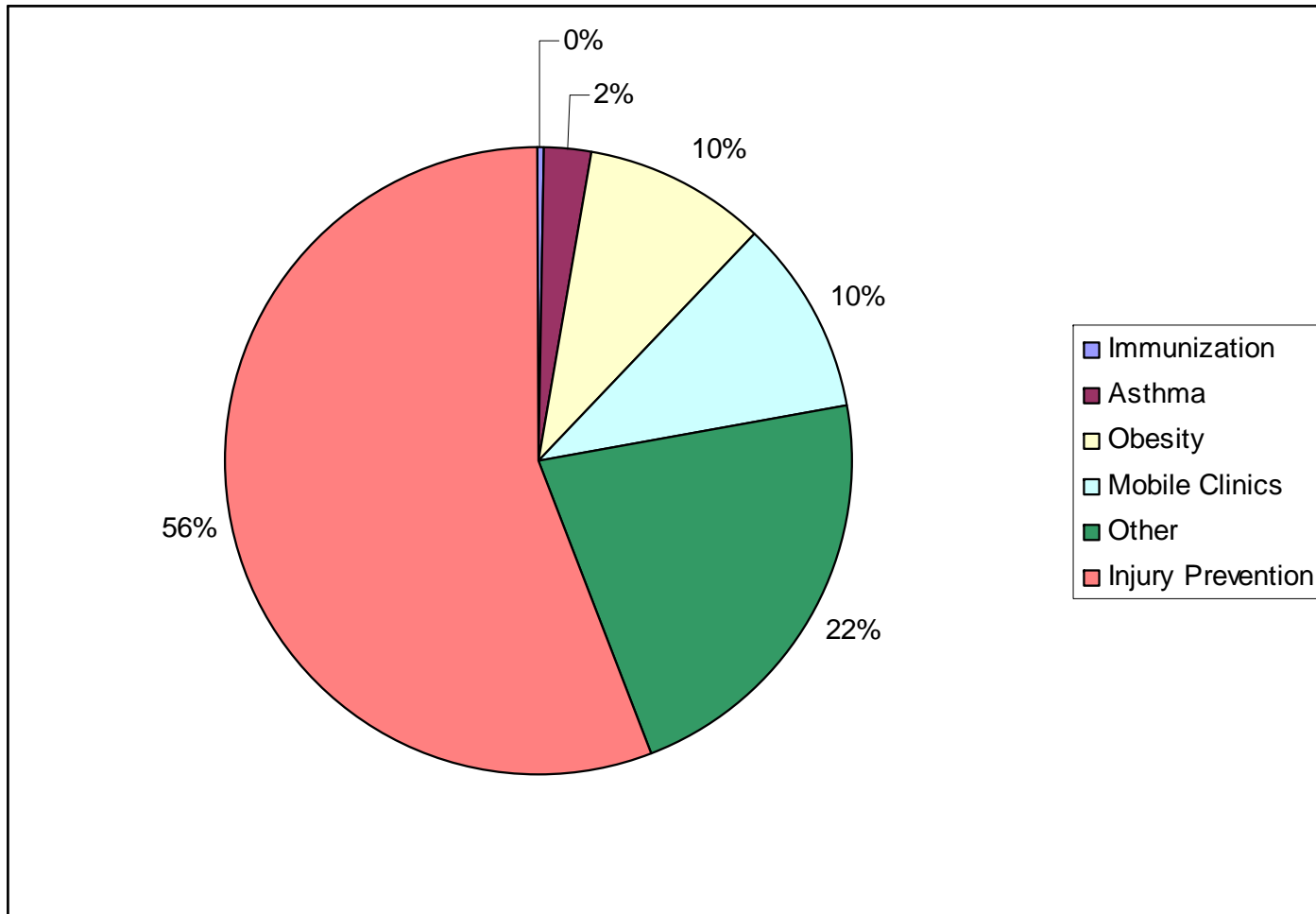
The vision for the Kohl's Cares for Kids® hospital program is to support programs that provide needed health related services which reach out into the community to keep children healthy and out of the hospital.



Key Priorities



Community Outreach Programs



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



Naming

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

Kohl's Fitness Blitz



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
Cares
for kids®



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!

For more information on the Kohl's Kids on the Move program, please call the Communications and Community Outreach Department at The Children's Hospital at Johnson City Medical Center: 423-431-1014 or e-mail SwinehartJK@msha.com.



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
expect great things®



The Children's Hospital
AT JOHNSON CITY MEDICAL CENTER
Mountain States Health Alliance

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



Tweens



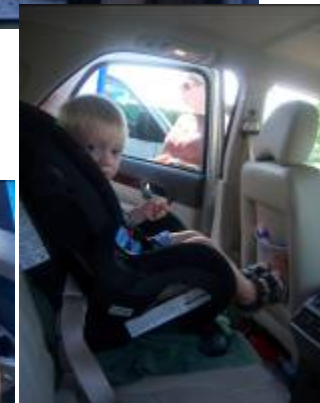
Big Kids



Pre-schoolers



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



BOOST YOUR BOOTY

Must be used in a car seat. Do not use in a stroller or on a car. If your child isn't sitting properly, we are sorry that we have the seat from your store. That's probably why that your child is not sitting properly. It's a safety seat without a parent.

CAR SEAT SIZE-UP

| Weight | Height |
|-------------|------------|
| 22-24 lbs | 48-50 in |
| 25-27 lbs | 49-51 in |
| 28-30 lbs | 50-52 in |
| 31-33 lbs | 51-53 in |
| 34-36 lbs | 52-54 in |
| 37-39 lbs | 53-55 in |
| 40-42 lbs | 54-56 in |
| 43-45 lbs | 55-57 in |
| 46-48 lbs | 56-58 in |
| 49-51 lbs | 57-59 in |
| 52-54 lbs | 58-60 in |
| 55-57 lbs | 59-61 in |
| 58-60 lbs | 60-62 in |
| 61-63 lbs | 61-63 in |
| 64-66 lbs | 62-64 in |
| 67-69 lbs | 63-65 in |
| 70-72 lbs | 64-66 in |
| 73-75 lbs | 65-67 in |
| 76-78 lbs | 66-68 in |
| 79-81 lbs | 67-69 in |
| 82-84 lbs | 68-70 in |
| 85-87 lbs | 69-71 in |
| 88-90 lbs | 70-72 in |
| 91-93 lbs | 71-73 in |
| 94-96 lbs | 72-74 in |
| 97-99 lbs | 73-75 in |
| 100-102 lbs | 74-76 in |
| 103-105 lbs | 75-77 in |
| 106-108 lbs | 76-78 in |
| 109-111 lbs | 77-79 in |
| 112-114 lbs | 78-80 in |
| 115-117 lbs | 79-81 in |
| 118-120 lbs | 80-82 in |
| 121-123 lbs | 81-83 in |
| 124-126 lbs | 82-84 in |
| 127-129 lbs | 83-85 in |
| 130-132 lbs | 84-86 in |
| 133-135 lbs | 85-87 in |
| 136-138 lbs | 86-88 in |
| 139-141 lbs | 87-89 in |
| 142-144 lbs | 88-90 in |
| 145-147 lbs | 89-91 in |
| 148-150 lbs | 90-92 in |
| 151-153 lbs | 91-93 in |
| 154-156 lbs | 92-94 in |
| 157-159 lbs | 93-95 in |
| 160-162 lbs | 94-96 in |
| 163-165 lbs | 95-97 in |
| 166-168 lbs | 96-98 in |
| 169-171 lbs | 97-99 in |
| 172-174 lbs | 98-100 in |
| 175-177 lbs | 99-101 in |
| 178-180 lbs | 100-102 in |
| 181-183 lbs | 101-103 in |
| 184-186 lbs | 102-104 in |
| 187-189 lbs | 103-105 in |
| 190-192 lbs | 104-106 in |
| 193-195 lbs | 105-107 in |
| 196-198 lbs | 106-108 in |
| 199-201 lbs | 107-109 in |
| 202-204 lbs | 108-110 in |
| 205-207 lbs | 109-111 in |
| 208-210 lbs | 110-112 in |
| 211-213 lbs | 111-113 in |
| 214-216 lbs | 112-114 in |
| 217-219 lbs | 113-115 in |
| 220-222 lbs | 114-116 in |
| 223-225 lbs | 115-117 in |
| 226-228 lbs | 116-118 in |
| 229-231 lbs | 117-119 in |
| 232-234 lbs | 118-120 in |
| 235-237 lbs | 119-121 in |
| 238-240 lbs | 120-122 in |
| 241-243 lbs | 121-123 in |
| 244-246 lbs | 122-124 in |
| 247-249 lbs | 123-125 in |
| 250-252 lbs | 124-126 in |
| 253-255 lbs | 125-127 in |
| 256-258 lbs | 126-128 in |
| 259-261 lbs | 127-129 in |
| 262-264 lbs | 128-130 in |
| 265-267 lbs | 129-131 in |
| 268-270 lbs | 130-132 in |
| 271-273 lbs | 131-133 in |
| 274-276 lbs | 132-134 in |
| 277-279 lbs | 133-135 in |
| 280-282 lbs | 134-136 in |
| 283-285 lbs | 135-137 in |
| 286-288 lbs | 136-138 in |
| 289-291 lbs | 137-139 in |
| 292-294 lbs | 138-140 in |
| 295-297 lbs | 139-141 in |
| 298-300 lbs | 140-142 in |
| 301-303 lbs | 141-143 in |
| 304-306 lbs | 142-144 in |
| 307-309 lbs | 143-145 in |
| 310-312 lbs | 144-146 in |
| 313-315 lbs | 145-147 in |
| 316-318 lbs | 146-148 in |
| 319-321 lbs | 147-149 in |
| 322-324 lbs | 148-150 in |
| 325-327 lbs | 149-151 in |
| 328-330 lbs | 150-152 in |
| 331-333 lbs | 151-153 in |
| 334-336 lbs | 152-154 in |
| 337-339 lbs | 153-155 in |
| 340-342 lbs | 154-156 in |
| 343-345 lbs | 155-157 in |
| 346-348 lbs | 156-158 in |
| 349-351 lbs | 157-159 in |
| 352-354 lbs | 158-160 in |
| 355-357 lbs | 159-161 in |
| 358-360 lbs | 160-162 in |
| 361-363 lbs | 161-163 in |
| 364-366 lbs | 162-164 in |
| 367-369 lbs | 163-165 in |
| 370-372 lbs | 164-166 in |
| 373-375 lbs | 165-167 in |
| 376-378 lbs | 166-168 in |
| 379-381 lbs | 167-169 in |
| 382-384 lbs | 168-170 in |
| 385-387 lbs | 169-171 in |
| 388-390 lbs | 170-172 in |
| 391-393 lbs | 171-173 in |
| 394-396 lbs | 172-174 in |
| 397-399 lbs | 173-175 in |
| 400-402 lbs | 174-176 in |
| 403-405 lbs | 175-177 in |
| 406-408 lbs | 176-178 in |
| 409-411 lbs | 177-179 in |
| 412-414 lbs | 178-180 in |
| 415-417 lbs | 179-181 in |
| 418-420 lbs | 180-182 in |
| 421-423 lbs | 181-183 in |
| 424-426 lbs | 182-184 in |
| 427-429 lbs | 183-185 in |
| 430-432 lbs | 184-186 in |
| 433-435 lbs | 185-187 in |
| 436-438 lbs | 186-188 in |
| 439-441 lbs | 187-189 in |
| 442-444 lbs | 188-190 in |
| 445-447 lbs | 189-191 in |
| 448-450 lbs | 190-192 in |
| 451-453 lbs | 191-193 in |
| 454-456 lbs | 192-194 in |
| 457-459 lbs | 193-195 in |
| 460-462 lbs | 194-196 in |
| 463-465 lbs | 195-197 in |
| 466-468 lbs | 196-198 in |
| 469-471 lbs | 197-199 in |
| 472-474 lbs | 198-200 in |
| 475-477 lbs | 199-201 in |
| 478-480 lbs | 200-202 in |
| 481-483 lbs | 201-203 in |
| 484-486 lbs | 202-204 in |
| 487-489 lbs | 203-205 in |
| 490-492 lbs | 204-206 in |
| 493-495 lbs | 205-207 in |
| 496-498 lbs | 206-208 in |
| 499-501 lbs | 207-209 in |
| 502-504 lbs | 208-210 in |
| 505-507 lbs | 209-211 in |
| 508-510 lbs | 210-212 in |
| 511-513 lbs | 211-213 in |
| 514-516 lbs | 212-214 in |
| 517-519 lbs | 213-215 in |
| 520-522 lbs | 214-216 in |
| 523-525 lbs | 215-217 in |
| 526-528 lbs | 216-218 in |
| 529-531 lbs | 217-219 in |
| 532-534 lbs | 218-220 in |
| 535-537 lbs | 219-221 in |
| 538-540 lbs | 220-222 in |
| 541-543 lbs | 221-223 in |
| 544-546 lbs | 222-224 in |
| 547-549 lbs | 223-225 in |
| 550-552 lbs | 224-226 in |
| 553-555 lbs | 225-227 in |
| 556-558 lbs | 226-228 in |
| 559-561 lbs | 227-229 in |
| 562-564 lbs | 228-230 in |
| 565-567 lbs | 229-231 in |
| 568-570 lbs | 230-232 in |
| 571-573 lbs | 231-233 in |
| 574-576 lbs | 232-234 in |
| 577-579 lbs | 233-235 in |
| 580-582 lbs | 234-236 in |
| 583-585 lbs | 235-237 in |
| 586-588 lbs | 236-238 in |
| 589-591 lbs | 237-239 in |
| 592-594 lbs | 238-240 in |
| 595-597 lbs | 239-241 in |
| 598-600 lbs | 240-242 in |
| 601-603 lbs | 241-243 in |
| 604-606 lbs | 242-244 in |
| 607-609 lbs | 243-245 in |
| 610-612 lbs | 244-246 in |
| 613-615 lbs | 245-247 in |
| 616-618 lbs | 246-248 in |
| 619-621 lbs | 247-249 in |
| 622-624 lbs | 248-250 in |
| 625-627 lbs | 249-251 in |
| 628-630 lbs | 250-252 in |
| 631-633 lbs | 251-253 in |
| 634-636 lbs | 252-254 in |
| 637-639 lbs | 253-255 in |
| 640-642 lbs | 254-256 in |
| 643-645 lbs | 255-257 in |
| 646-648 lbs | 256-258 in |
| 649-651 lbs | 257-259 in |
| 652-654 lbs | 258-260 in |
| 655-657 lbs | 259-261 in |
| 658-660 lbs | 260-262 in |
| 661-663 lbs | 261-263 in |
| 664-666 lbs | 262-264 in |
| 667-669 lbs | 263-265 in |
| 670-672 lbs | 264-266 in |
| 673-675 lbs | 265-267 in |
| 676-678 lbs | 266-268 in |
| 679-681 lbs | 267-269 in |
| 682-684 lbs | 268-270 in |
| 685-687 lbs | 269-271 in |
| 688-690 lbs | 270-272 in |
| 689-691 lbs | 271-273 in |
| 692-694 lbs | 272-274 in |
| 695-697 lbs | 273-275 in |
| 698-700 lbs | 274-276 in |
| 701-703 lbs | 275-277 in |
| 704-706 lbs | 276-278 in |
| 707-709 lbs | 277-279 in |
| 710-712 lbs | 278-280 in |
| 713-715 lbs | 279-281 in |
| 716-718 lbs | 280-282 in |
| 719-721 lbs | 281-283 in |
| 722-724 lbs | 282-284 in |
| 725-727 lbs | 283-285 in |
| 728-730 lbs | 284-286 in |
| 729-731 lbs | 285-287 in |
| 732-734 lbs | 286-288 in |
| 735-737 lbs | 287-289 in |
| 738-740 lbs | 288-290 in |
| 739-741 lbs | 289-291 in |
| 742-744 lbs | 290-292 in |
| 745-747 lbs | 291-293 in |
| 748-750 lbs | 292-294 in |
| 749-751 lbs | 293-295 in |
| 752-754 lbs | 294-296 in |
| 755-757 lbs | 295-297 in |
| 756-758 lbs | 296-298 in |
| 759-761 lbs | 297-299 in |
| 760-762 lbs | 298-300 in |
| 763-765 lbs | 299-301 in |
| 764-766 lbs | 300-302 in |
| 765-767 lbs | 301-303 in |
| 766-768 lbs | 302-304 in |
| 767-769 lbs | 303-305 in |
| 768-770 lbs | 304-306 in |
| 769-771 lbs | 305-307 in |
| 770-772 lbs | 306-308 in |
| 771-773 lbs | 307-309 in |
| 772-774 lbs | 308-310 in |
| 773-775 lbs | 309-311 in |
| 774-776 lbs | 310-312 in |
| 775-777 lbs | 311-313 in |
| 776-778 lbs | 312-314 in |
| 777-779 lbs | 313-315 in |
| 778-780 lbs | 314-316 in |
| 779-781 lbs | 315-317 in |
| 780-782 lbs | 316-318 in |
| 781-783 lbs | 317-319 in |
| 782-784 lbs | 318-320 in |
| 783-785 lbs | 319-321 in |
| 784-786 lbs | 320-322 in |
| 785-787 lbs | 321-323 in |
| 786-788 lbs | 322-324 in |
| 787-789 lbs | 323-325 in |
| 788-790 lbs | 324-326 in |
| 789-791 lbs | 325-327 in |
| 790-792 lbs | 326-328 in |
| 791-793 lbs | 327-329 in |
| 792-794 lbs | 328-330 in |
| 793-795 lbs | 329-331 in |
| 794-796 lbs | 330-332 in |
| 795-797 lbs | 331-333 in |
| 796-798 lbs | 332-334 in |
| 797-799 lbs | 333-335 in |
| 798-800 lbs | 334-336 in |
| 801-803 lbs | 335-337 in |
| 802-804 lbs | 336-338 in |
| 803-805 lbs | 337-339 in |
| 804-806 lbs | 338-340 in |
| 805-807 lbs | 339-341 in |
| 806-808 lbs | 340-342 in |
| 807-809 lbs | 341-343 in |
| 808-810 lbs | 342-344 in |
| 809-811 lbs | 343-345 in |
| 810-812 lbs | 344-346 in |
| 811-813 lbs | 345-347 in |
| 812-814 lbs | 346-348 in |
| 813-815 lbs | 347-349 in |
| 814-816 lbs | 348-350 in |
| 815-817 lbs | 349-351 in |
| 816-818 lbs | 350-352 in |
| 817-819 lbs | 351-353 in |
| 818-820 lbs | 352-354 in |
| 819-821 lbs | 353-355 in |
| 820-822 lbs | 354-356 in |
| 821-823 lbs | 355-357 in |
| 822-824 lbs | 356-358 in |
| 823-825 lbs | 357-359 in |
| 824-826 lbs | 358-360 in |
| 825-827 lbs | 359-361 in |
| 826-828 lbs | 360-362 in |
| 827-829 lbs | 361-363 in |
| 828-830 lbs | 362-364 in |
| 829-831 lbs | 363-365 in |
| 830-832 lbs | 364-366 in |
| 831-833 lbs | 365-367 in |
| 832-834 lbs | 366-368 in |
| 833-835 lbs | 367-369 in |
| 834-836 lbs | 368-370 in |
| 835-837 lbs | 369-371 in |
| 836-838 lbs | 370-372 in |
| 837-839 lbs | 371-373 in |
| 838-840 lbs | 372-374 in |
| 839-841 lbs | 373-375 in |
| 840-842 lbs | 374-376 in |
| 841-843 lbs | 375-377 in |
| 842-844 lbs | 376-378 in |
| 843-845 lbs | 377-379 in |
| 844-846 lbs | 378-380 in |
| 845-847 lbs | 379-381 in |
| 846-848 lbs | 380-382 in |
| 847-849 lbs | 381-383 in |
| 848-850 lbs | 382-384 in |
| 849-851 lbs | 383-385 in |
| 850-852 lbs | 384-386 in |
| 851-853 lbs | 385-387 in |
| 852-854 lbs | 386-388 in |
| 853-855 lbs | 387-389 in |
| 854-856 lbs | 388-390 in |
| 855-857 lbs | 389-391 in |
| 856-858 lbs | 390-392 in |
| 857-859 lbs | 391-393 in |
| 858-860 lbs | 392-394 in |
| 859-861 lbs | 393-395 in |
| 860-862 lbs | 394-396 in |
| 861-863 lbs | 395-397 in |
| 862-864 lbs | 396-398 in |
| 863-865 lbs | 397-399 in |
| 864-866 lbs | 398-400 in |
| 865-867 lbs | 399-401 in |
| 866-868 lbs | 400-402 in |
| 867-869 lbs | 401-403 in |
| 868-870 lbs | 402-404 in |
| 869-871 lbs | 403-405 in |
| 870-872 lbs | 404-406 in |
| 871-873 lbs | 405-407 in |
| 872-874 lbs | 406-408 in |
| 873-875 lbs | 407-409 in |
| 874-876 lbs | 408-410 in |
| 875-877 lbs | 409-411 in |
| 876-878 lbs | 410-412 in |
| 877-879 lbs | 411-413 in |
| 878-880 lbs | 412-414 in |
| 879-881 lbs | 413-415 in |
| 880-882 lbs | 414-416 in |
| 881-883 lbs | 415-417 in |
| 882-884 lbs | 416-418 in |
| 883-885 lbs | 417-419 in |
| 884-886 lbs | 418-420 in |
| 885-887 lbs | 419-421 in |
| 886-888 lbs | 420-422 in |
| 887-889 lbs | 421-423 in |
| 888-890 lbs | 422-424 in |
| 889-891 lbs | 423-425 in |
| 890-892 lbs | 424-426 in |
| 891-893 lbs | 425-427 in |
| 892-894 lbs | 426-428 in |
| 893-895 lbs | 427-429 in |
| 894-896 lbs | 428-430 in |
| 895-897 lbs | 429-431 in |
| 896-898 lbs | 430-432 in |
| 897-899 lbs | 431-433 in |
| 898-900 lbs | 432-434 in |
| 901-903 lbs | 433-435 in |
| 902-904 lbs | 434-436 in |
| 903-905 lbs | 435-437 in |
| 904-906 lbs | 436-438 in |
| 905-907 lbs | 437-439 in |
| 906-908 lbs | 438-440 in |
| 907-909 lbs | 439-441 in |
| 908-910 lbs | 440-442 in |
| 909-911 lbs | 441-443 in |
| 910-912 lbs | 442-444 in |
| 911-913 lbs | 443-445 in |
| 912-914 lbs | 444-446 in |
| 913-915 lbs | 445-447 in |
| 914-916 lbs | 446-448 in |
| 915-917 lbs | 447-449 in |
| 916-918 lbs | 448-450 in |
| 917-919 lbs | 449-451 in |

Pause to Click




2008 Proposal Process



Online Process

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

Proposal Application Process



Kohl's Cares for Kids® Children's Hospital Program Proposal Application Process

From coast to coast, Kohl's partners with hospitals with the goal of improving health of children through community outreach programs in the communities we serve. Through this program, Kohl's has provided millions of dollars to support community outreach initiatives such as injury prevention, vaccine education, healthy eating and exercise habits and more.

Kohl's is pleased to offer a new on-line proposal application process. To begin, please follow the application instructions below:

Please remember that applications will not be accepted after May 1, 2007.

Step 1:

- Create an account by entering your current email address and password.
- Returning applicants may also access existing applications by entering the Tax ID for their account.

Step 2:

- Complete the online application in its entirety.
- Attach hospital logo, 501(c)3 and annual budget. (see sample budget)
- Submit proposal no later than May 1, 2007. Please remember to print a copy for your records.

Step 3:

- Kohl's will review all applications.



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?

KOHL'S
expect great things®

Please Sign In

E-mail Address:

I am a new online applicant.

I am a returning online applicant.

My password is:

Continue

[Forgot your password? Click here](#)

Create an Account



Tax-ID

- Step 1:
 - Tax-ID must be validated before you can access the Proposal form

Please enter your Tax ID:

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

Eligibility Quiz

Community outreach is the focus of serving children and families outside the hospital & clinic walls on a variety of health-related topics from safety, to immunization, to obesity, etc. throughout the year. Kohl's donation should be allocated only to community outreach programs. Is your proposal a community outreach program?

-Select One-

Your program should reach a broad sector of the population. Does the proposal have multiple touch-points for Kohl's customers (families) in your community and create opportunities for Kohl's Associates to be involved at the local level?

-Select One-

Kohl's would like to help you create awareness for the issue your program is addressing in your community. Our dollars can be used for things like newspaper ROP ads, weekly/monthly safety columns, radio PSA's, billboards etc. Does your program create key messaging regarding the program/health issue that will reach the community at large via broad based awareness tools (media elements)?

-Select One-

Is your program one of the following: Multi-year donation requests, capital campaigns, medical equipment to be used inside the hospital, beds, etc., internal programs such as child life, in house cable systems, etc., brick and mortar requests such as resource centers, patient rooms, etc., programs / events that are sponsored by another retailer (CMN Telethons, Reach Out and Read, etc.), program that focus education strictly to medical professionals (doctor training, specialist conferences, etc.)?

-Select One-

Kohl's prefers to support one large program with multiple touch-points, media plan, etc. versus numerous small programs. Is this a proposal for one program? If no, note that you must submit a separate proposal if you are requesting funding for two different programs.

-Select One-

Submit



Application

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

2007 KCK Hospital Proposal

[Frequently Asked Questions](#)

Required before final submit Page 1 2 3 4 [Review My Application](#) [Printer Friendly Version](#)

Hospital Information

Instructions

Use standard capitalization

◆ Hospital Name
This will be the name the donation check is made out to.

◆ Address

◆ City

◆ State

◆ Postal Code

◆ Phone Number with Area Code

◆ Web site Address
i.e. www.kohls.com

◆ Tax ID
710471266



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

Page [1](#) [2](#) [3](#) [4](#) **Review My Application**

[Save & Finish Later](#) **Submit**



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

| <u>Item</u> | Cost per unit | Number of units | Total | % of total | % of Kohl's support |
|---|------------------|-----------------|------------------|----------------|---------------------|
| <u>Operating Expenses</u> | | | | | |
| 1 Part time program admin salary (including benefits) | | | \$20,000 | 14.16% | 14.16% |
| <u>Education/Collateral Materials</u> | | | | | |
| Kohl's/KCK stickers | less than \$0.01 | 11,000 | \$1,210 | 0.86% | 0.86% |
| <u>Equipment/Giveaways</u> | | | | | |
| Bike Helmets | \$4 | 5,000 | \$20,000 | 14.16% | 14.16% |
| <u>Media Awareness</u> | | | | | |
| Radio ads-PSA safety campaign (12 month total) | | | \$100,000 | 70.82% | 70.82% |
| Total Program Budget | | | \$141,210 | 100.00% | 100.00% |



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



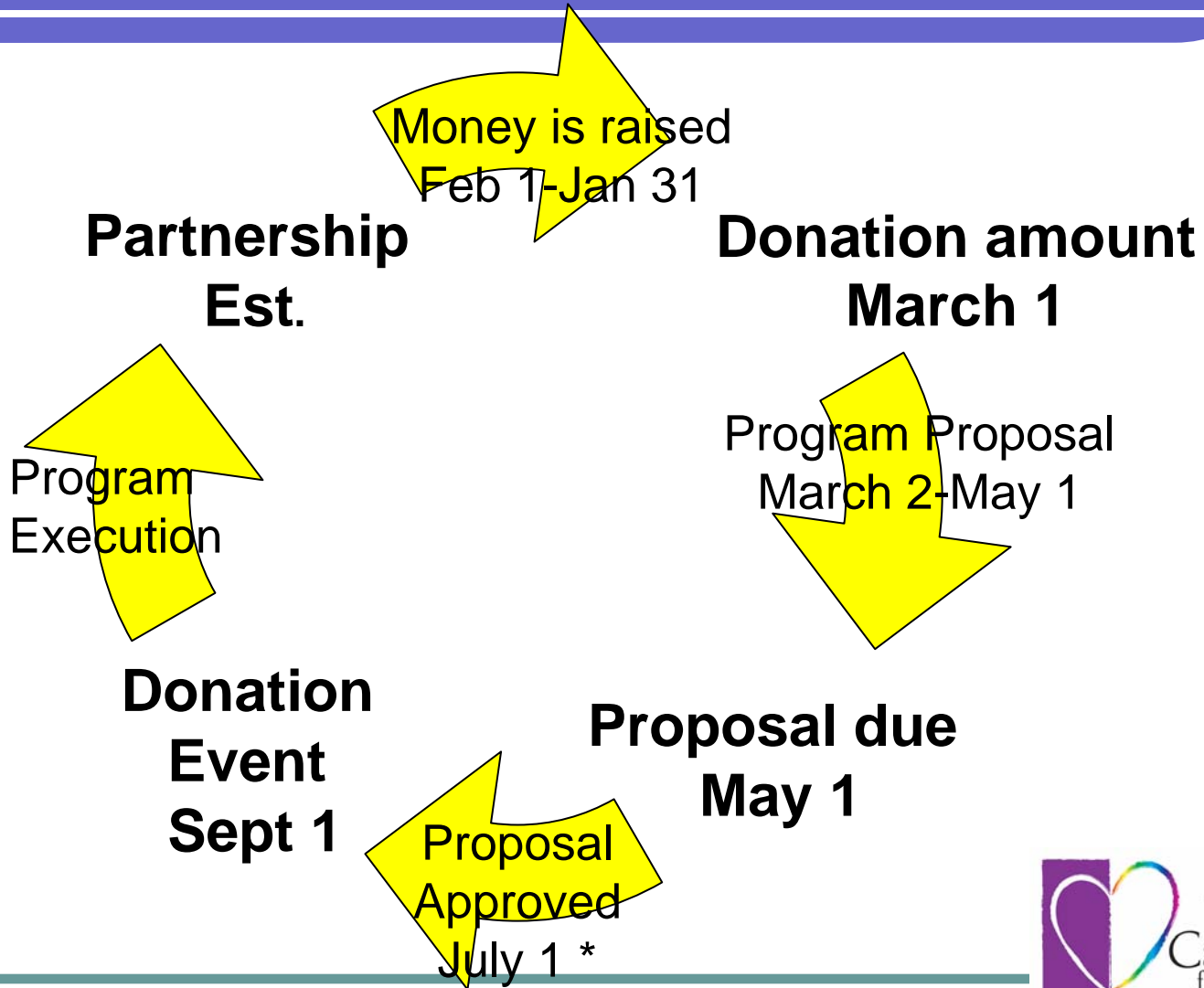
- *Please briefly describe how you will measure the success of this program?*

Helpful Hints

- Submit your proposal early!
(Due on or before May 1, 2008)
- Answer questions completely
with important details.



Annual donation cycle



**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?

QUESTIONS?

1-800-407-0782

