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Kohl's Reinforces Company's Commitment to Mental Health Through New Hometown Partnership

\$100,000 donation to NAMI Southeast Wisconsin will bring its evidence-based education programs, support groups and classes to communities of color in Milwaukee County

MENOMONEE FALLS, Wis., May 26, 2022 – In support of the company's ongoing commitment to health and wellness and in honor of Mental Health Awareness Month, [Kohl's](#) (NYSE: KSS) announced today a new hometown nonprofit partnership with [National Alliance on Mental Illness \(NAMI\) Southeast Wisconsin](#). Kohl's is donating \$100,000 over one year to the regional affiliate, which the organization will use to bring its evidence-based education programs, support groups and classes to diverse communities in Milwaukee County. This new partnership is an important extension of the company's national nonprofit partnership with [NAMI](#), announced in 2021, in which Kohl's donated a gift of [\\$2 million](#) to address the growing mental health crisis, specifically in diverse communities.

"We want to help increase education and accessibility to high quality mental health care services and decrease cultural stigma surrounding mental health care," said Tara Geiter, Kohl's director of community relations. "We are proud to partner with NAMI Southeast Wisconsin to work together to help local communities in Milwaukee — no matter their background, culture, ethnicity or identity — get the appropriate support and quality of care to live healthy, fulfilling lives."

Expanding Mental Health Resources in the Milwaukee Community

Through this partnership, the Milwaukee-based organization will recruit and hire a diverse Equity, Diversity and Inclusion (EDI) Coordinator to build community relationships throughout Milwaukee County. Focusing heavily on diversity and inclusion, NAMI Southeast Wisconsin's EDI Coordinator will help develop and review programs, policies and practices, as well as assess outcomes, all with a view to ensure NAMI's work is equitable and inclusive of all populations it serves.

Additionally, NAMI Southeast Wisconsin will look to create a network of partnerships with four local, diverse Milwaukee County organizations to provide NAMI peer-to-peer, family-to-family, and basic programming in places their members find comfortable and convenient. Kohl's and NAMI Southeast Wisconsin will leverage those local partnerships to raise awareness among diverse communities regarding mental health and mental health conditions. As a part of the project, NAMI Southeast Wisconsin will recruit and train diverse individuals throughout the community to make NAMI classes available to underserved communities. NAMI classes, designed for those impacted by mental health conditions, include education for family members, parents/caregivers and those who are diagnosed and provide information and resources on achieving and maintaining recovery. Most importantly, participants are able to share experiences and gain support and insight from other attendees.

"We are incredibly grateful to Kohl's for choosing NAMI Southeast Wisconsin for this important partnership. Stigma and difficulty navigating the mental health services system continue to be the biggest reasons that diverse communities do not seek help for mental health issues. This transformative grant will allow us to engage 12 individuals from diverse communities to offer NAMI education classes throughout their communities. NAMI's education programs are designed to reduce stigma and connect people with the right resources. Delivered by people with lived experience, participants gain important insight into mental health conditions and recovery. They expand their support systems and the understanding that they are not alone and help is available," said Mary Madden, Executive Director of NAMI Southeast Wisconsin.

NAMI Southeast Wisconsin provided services for more than 8,000 people in 2021 and with the help of this funding from Kohl's, the organization anticipates that it will be able to connect more than 10,000 individuals in the local community to education-based programming, support groups and mental health services this year.



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NAMI joins Kohl's 17 hometown partners, which touch a wide range of causes, supporting family health and wellness while addressing disparities head-on. Throughout Kohl's history, the company has given more than \$144 million to Milwaukee nonprofits. [\[Source: 2021 ESG Report\]](#)

Commitment to Deepening Mental Health Awareness and Support Nationwide

Kohl's new partnership with NAMI Southeast Wisconsin builds on the company's support of NAMI on a national level, where the partnership is focused on refreshing the organization's support group model making mental health resources and support more widely accessible, particularly in more diverse communities. With Kohl's support, NAMI is enhancing its programming to include new trauma-informed, cross-cultural training and materials to better support those whose mental health has been impacted by trauma, including the impacts of COVID-19 and economic uncertainty. Since the partnership began, NAMI has trained and certified more than 50 [\[actual: 56\]](#) new trainers who will be able to upskill new support group facilitators in their home states.

Kohl's and NAMI's partnership has not only been instrumental on the national level, but has also made impacts in communities across the country. In October 2021, the organization awarded 28 mini-grants to local NAMI affiliates that will be used to expand the availability of and access to support groups for individuals with mental illness and their families, specifically targeting under-reached communities.

Kohl's is also a member of NAMI's [StigmaFree Company](#) initiative. This unique program identifies and assists companies with a culture of openness, acceptance and understanding about employees' overall health and well-being.

To learn more about Kohl's commitment to family health and wellness and community partnerships, or to access [Kohl's 2021 ESG Report](#), visit [Corporate.Kohls.com](#).

About Kohl's

Kohl's (NYSE: KSS) is a leading omnichannel retailer. With more than 1,100 stores in 49 states and the online convenience of Kohls.com and the Kohl's App, Kohl's offers amazing national and exclusive brands at incredible savings for families nationwide. Kohl's is uniquely positioned to deliver against its strategy and its vision to be the most trusted retailer of choice for the active and casual lifestyle. Kohl's is committed to progress in its diversity and inclusion pledges, and the company's environmental, social and corporate governance (ESG) stewardship. For a list of store locations or to shop online, visit Kohls.com. For more information about Kohl's impact in the community or how to join our winning team, visit [Corporate.Kohls.com](#) or follow [@KohlsNews](#) on Twitter.

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