



2009  
Kohl's Cares for Kids Hospital Program

Proposal Application  
Instructions and Sample Proposal

## Instructions:

IT WOULD HELP TO PRINT THIS DOCUMENT IN COLOR and on LEGAL SIZE PAPER

### Getting Started:

- This document :
  1. helps you get the proposal process started by providing directions to submit your proposal online
  2. provides instructions and clarification for each proposal question
  3. provides sample answers to each question in order to give you a thorough understanding of the detail required in your proposal

### Key:

- **Black Highlighted Headers** = Proposal Sections
  - **Gray Highlighted Headers** = Sub categories within proposal sections
- **Blue Bold Copy** = Instructions (included in online proposal application)
- **Black Bold Copy** = Proposal Questions (answer required)
- Standard Black Copy = Sample answers
- **Red Bold Copy** = Instructions for this document NOT included in online proposal application

### Notes:

- As you know, this process is online and will look different on your computer screen, however, all questions/ areas to fill in are included in the below instructional document.
- This is a sample and ONLY a sample – we've pulled numbers, process, data, etc. from numerous proposals from 2008 to create this sample proposal. In no way should you copy this information exactly or recreate this "program" – it is meant solely to be a tool to help simplify the proposal application process.

### Tips:

- Bigger is not always better – we want this to be straightforward for you when completing and for us when reviewing, so don't write 6 paragraphs when 3 sentences will do, but please address the question asked.
- When a number can help better explain a point, add it. We like numbers and we like quantified objectives.
- Online 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.
    - Spell check is not an online system option. Please double check spelling before sending.
  - Do NOT paste special characters into online form: bullets, numbers, tables – the online system cannot read these.

### Help:

- Kohl's Cares for Kids Hospital Liaison:
  - Courtney Rogaczewski
  - [courtney.rogaczewski@kohls.com](mailto:courtney.rogaczewski@kohls.com)
  - 262-703-7568

Go to:

<http://www.kohlscorporation.com/CommunityRelations/Hospital/Hospital01.htm>

Click on "Proposal Application Process" on the left toolbar:

**KOHL'S**  
COMMUNITY RELATIONS

## Welcome, Hospital Partners!

Kohl's Department Stores strongly believes in supporting the communities it serves.

As a family-oriented company, we dedicate our charitable efforts to improving health and educational opportunities for children.

In our communities, our customers have come to expect great things from Kohl's. Our partnership with children's hospitals across the country is one way we exceed the expectations of our Associates, our customers and our communities. It is our sincere hope that through these partnerships we can inspire, support and reward our communities for their continued support of the program.

This web site has been created as a resource for our hospital partners to help give you the information you need in one easy place. Here, you'll find:

- logos and guidelines for usage.
- all our required forms.
- answers to frequently asked questions.
- a contact list for Kohl's.
- a complete list of our [Hospital Partners](#).
- [Upcoming merchandise programs](#) and ads.

### Kohl's Healthy Kids Program

The Kohl's Healthy Kids program is one example of our hospital partnerships at work. A featured element of this program is a monthly column with topics designed to help keep kids healthy and safe.

**What's Happening**

See a [video](#) of the power of our Kohl's Cares for Kids® program in action!

Our KCK Merchandise program has made the news — listen to the latest [radio spot](#) promoting our spring program!

Kohl's Healthy Kids: A monthly column from our partners at the Children's Health Education Center!

[Read & customize](#) this month's column for your community!

Click on Step 1 – "Submit a new application":

**KOHL'S**  
COMMUNITY RELATIONS

## Proposal Application Process

From coast to coast, Kohl's partners with hospitals with the goal of improving the 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 online proposal application process. To begin, please follow the application instructions below:

- Step 1:**
  - Submit a new application by entering your current e-mail address and password.
  - Returning applicants may also access [saved applications](#) by entering e-mail address and password.
- Step 2:**
  - Complete the online application in its entirety.
  - Attach hospital logo, 501(c)(3), [\(required Kohl's budget template\)](#), hospital naming policy and storyphoto.
  - Submit proposal. Please remember to print a copy for your records.
- Step 3:**
  - Kohl's will review all applications.
- Step 4:**
  - Applicants will be notified of approval.
- Step 5:**
  - Upon approval, applicants will receive an [Event Form](#) which should be completed and returned to Kohl's.

Enter sign-in information below:

- If you are a new applicant – click “I am a new online applicant.”
  - Enter your e-mail address
  - Click “Continue”
- If you’re a returning applicant – click “I am a returning online applicant.”
  - Enter your e-mail address
  - Enter your password
  - Click “Continue”



**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:

[Forgot your password? Click here](#)

For new online applicants (returning applicants will be sent right to the Eligibility Quiz):

- You will be asked to create and verify a password
- Enter requested information
- Click “Create Account”



**Create an Account**

An account allows you to access your saved and submitted applications at anytime. It also allows us to send you a submission confirmation e-mail and notify you if additional information is necessary to process your application.

E-mail Address:

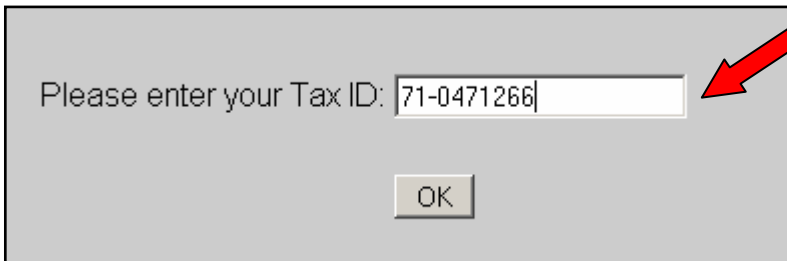
Password (minimum of 5 characters):

Confirm Password:

[Click here to go back to the login page](#)

Tax ID (EIN)

- Tax ID must be validated before you can access the Proposal form
- Enter Your 9-Digit Tax-ID #
- Click “Ok”



Please enter your Tax ID:

Example Tax ID#



## 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 throughout the year. Kohl's donation should be allocated only to community outreach programs. Is your proposal a community outreach program?

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?

Kohl's would like to help you **create awareness** for the issue your program addresses in your community. We ask that our dollars are used for things like newspaper ROP ads (Run of press – can be placed anywhere), weekly/monthly safety columns, radio PSA's (Public Service Announcements), billboards, transit ads, etc. Does your program create key messaging regarding the program/health issue that will reach the community at large via broad based awareness tools (e.g. paid media elements)?

**Kohl's Cares for Kids dollars do not fund 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 sponsored by another retailer (CMN Telethons, Reach Out and Read, etc.), program focused on education strictly to medical professionals (doctor training, specialist conferences, etc.) or are dollars being used for salaries previously covered by the hospital. Do you plan to use KCK dollars to support any of these?

Kohl's prefers to **support a program that satisfies the following needs:** is focused outside the hospital (clinic, etc.) walls, is named for Kohl's, creates consumer awareness through paid media, has one singular focus, reaches a broad section of the population by having multiple touch points within the community, addresses a real need for children and includes Kohl's Associate involvement. Does your program include these elements?

Is your program **named for Kohl's**? Kohl's Cares for Kids is a cause merchandise program and thanks to Kohl's and its customers, we are able to fund programs like yours. It's critical we find ways to make the Kohl's connection to these programs visible to the public so our customers can see how their dollars benefit area children. An exclusively named program helps satisfies that need.

**This quiz is meant to help you determine if your program is a good fit for Kohl's. You will supply an answer to each question via a drop down menu. Select "yes" or "no" for each question and click "Submit" to continue.**

## Begin Proposal Form:

- See below for questions, instructions and completed mock proposal
  - Required fields (♦) MUST be completed
  - ALL pages must be completed
  - Upload attachments on Page 4
  - Click "Save & Finish later" to save your current work and finish at a later date
    - At anytime you can stop and save your work to come back to it later – see page 14 to learn how to return to your incomplete proposal.

**KOHL'S**  
expect great things<sup>®</sup>

**2008 KCK Hospital Proposal Application**

Frequently Asked Questions

♦ Required fields (final submit) Page: 1 2 3 4 Review My Application Enter Friendly Version

**Hospital Information**

**Instructions**

Please answer all questions thoroughly and accurately. When entering data be sure to use standard capitalization.

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

♦ Address

♦ City

♦ State  
[Select One]

♦ Postal Code

## Hospital Information

This will be the information included on the grant check.

Hospital Name/ Foundation Name: Kohl's Children's Hospital Foundation

Address: 1234 Milwaukee St.

City: Milwaukee

State (dropdown menu): WI

Postal Code: 55555

Phone Number with Area Code: 414-555-5555

Include hospital and/ or foundation e-mail address depending on programming e.g. www.kohls.com

Web site Address: www.kohlschildrens.com

Tax ID: 391500025

CMN

Indicate if your hospital is Children's Miracle Network affiliated. (dropdown menu)

Yes

No

Safe Kids

Indicate if your program is a Safe Kids program. (dropdown menu)

Yes

No

Hospital Classification

Choose your hospital's classification.

General Hospital

NACHRI – Associate

NACHRI – Freestanding

NACHRI – Primary Teaching

NACHRI – Specialty

NACHRI – Supporter

Non-NACHRI Children's Hospital

Include all visits including ER and clinics. General Hospitals-please provide youth patient numbers.

Total Beds: 250

In-Patient Visits: 23,910

Out-Patient Visits 290,650

## Ethnicity

Numbers served

Caucasian: 193,082

African American: 78,621

Hispanic: 40,430

Asian: 5,645

Native American: 1,283

Native Hawaiian/Pacific Islander: 10

Multiracial: 454

Other: 13,969

## 2008 Ranking of Kohl's Contribution

Rank Kohl's compared to other CORPORATE donors

Please enter a numeral. 2008 Kohl's Rank and Kohl's rank on the List of Top Ten Corporate Donors should match.

2008 Kohl's Rank: 2

List of Top Ten CORPORATE Donors

List your top ten corporate donors

Re/Max

Kohl's

Wells Fargo

Wal-Mart

Exxon Mobile

Starbucks

GE

Nike

Kohler Power

Briggs and Stratton

## Contact Information

**THIS SECTION IS SELF EXPLANATORY; FILL IN EACH CONTACT COMPLETELY.**

### Primary Contact

Enter information for the hospital primary contact -- the main contact for the Kohl's partnership/proposal process.

First Name

Last Name

Title

E-mail

Mailing Address (if different from hospital address)

City

State

Postal Code

Office Phone with Area Code

Extension

Fax

### Secondary Contact

Enter information for a secondary contact should the primary contact for the partnership/ proposal process be unavailable.

First Name

Last Name

Title

E-mail

Office Phone with Area Code

Extension

### Public Relations Contact

Enter information for the hospital public relations contact -- the person who will write/ send press releases and work with the media for the Kohl's program.

First Name

Last Name

Title

E-mail

Office Phone with Area Code

Extension

### Foundation Executive Contact

Enter information for the hospital foundation contact -- the head executive of the foundation.

First Name

Last Name

Title

E-mail

Mailing Address (if different from hospital address)

City

State

Postal Code

Office Phone with Area Code

Extension

### Hospital Executive Contact

Enter information for the hospital executive contact -- the President or CEO of the hospital.

First Name

Last Name

Title

E-mail

Mailing Address (if different from hospital address)

City

State

Postal Code

Office Phone with Area Code

Extension

Board of Directors Contact (1)

[Enter contact information for a lead officer on your Board of Directors.](#)

First Name

Last Name

Title

E-mail

Mailing Address [\(if different from hospital address\)](#)

City

State

Postal Code

Office Phone with Area Code

Extension

Board of Directors Contact (2)

[Enter contact information for a secondary officer on your Board of Directors.](#)

First Name

Last Name

Title

E-mail

Mailing Address [\(if different from hospital address\)](#)

City

State

Postal Code

Office Phone with Area Code

Extension

**Proposal Information**

Request Type

[Select Hospital Program \(dropdown menu\)](#)

Hospital Program

Request Date

[This is the final date you submit your proposal for review.](#)

May 1, 2009

Donation Amount

[Refer to your 2009 donation letter – this should be for the exact amount, no rounding.](#)

\$175,354

Program Title

[List the exact name of your proposed program. Reminder: your program should be named for Kohl's.](#)

Kohl's Healthy Kids Program

Program Area

[Select your program area from the options below. \(dropdown menu\)](#)

[Asthma](#)

[Diabetes](#)

[Immunization](#)

[Infant Care/ Protection](#)

[Injury Prevention](#)

[Injury Prevention – ATV Safety](#)

[Injury Prevention – Bike Helmets](#)

[Injury Prevention – Sun Safety](#)

[Injury Prevention – Water Safety](#)

[Mobile Clinics](#)

[Obesity](#)

[Obesity – Exercise/ Fitness](#)

[Obesity – Healthy Eating](#)

[Other](#)

[School Health](#)

Obesity – Healthy Eating

## Statement of Need

**Explain the need in your community for the program/service you are requesting support for. (2-3 sentences max.)**

The rate of pediatric obesity has tripled since 1980, and the increase in obesity among children is especially alarming. In Southeast Wisconsin it is estimated there are more than 66,000 overweight children between the ages of 5 and 14. Health issues related to weight continue to be one of the leading causes of hospitalization for Wisconsin children, and more than 40,000 children have required hospitalization or have been in Emergency Departments in the State of Wisconsin over the past four years.

## Program Summary

### Summary of the program

**3-4 sentences max.**

The Kohl's Healthy Kids Program is a year-round obesity awareness and education program. The program's goal is to teach children and their parents to make healthy food choices; to teach children and their parents how to increase their physical activity every day and to ultimately teach children and parents how to achieve a healthy weight. The following components are part of the program: weekly nutrition/ fitness programs in 10 schools in the Milwaukee area (includes parent communication) and weekly after school events at the Milwaukee Community Center (includes after school snack menu). Additionally, 4 health fairs will take place out in the community.

### Program Start Date

### Program End Date

**These span of time your program actually takes place.**

September 1, 2009

August 31, 2010

### What are the demographics of those served?

**Provide any social or economic information of your target audience. U.S. Census Bureau data is acceptable.**

The program targets children of ages 5-14 and their caregivers who reside in metro Milwaukee area. The service area includes inner city, rural and suburban communities.

### Is or was this a previously existing program before Kohl's support?

**Sample Answer if program was created for Kohl's:**

No, the program was created with the Kohl's Care for Kids dollars. This is our fourth year of partnership with Kohl's and the second year Kohl's has supported this program.

**Sample Answer if Kohl's supports a preexisting program:**

Yes, the program has been in existence at the hospital for 4 years and is supported by our local women's club, SafeKids and Re/Max as well. Kohl's provides 45% of the total program budget.

### Has Kohl's supported this program in the past?

**If so, list years and donation amounts per year previously given to this project.**

Yes, this is the second year Kohl's is supporting the Kohl's Healthy Kids Program.

2008 - \$85,235

### How can Kohl's Associates (A-Teams) be involved in this program?

Kohl's Associates will be invited to participate in the weekly after school events and 4 community events. We welcome them to help prepare snacks and act as fitness leaders to the children.

### Please briefly describe how you will measure the success of this program.

We will monitor and record participation numbers to evaluate the reach of the program. Additionally, we will measure participants BMI (Body Mass Index) at the end of the program to determine where improvements were made. Also, a survey will be conducted amongst children and their parents to gauge improvement in the categories of daily activity and healthy eating.

## Naming

**Your program needs to be named for Kohl's e.g. Kohl's Safety Scene or Kohl's Healthy Education. A program name such as Safety Scene presented/ supported or funded by Kohl's does not meet the naming requirements.**

**If the program is not named for Kohl's, explain why and attach your hospital's applicable naming policy.**

**How is Kohl's included in the name of the program? Please state the full name of the program.**

The program is named for Kohl's. Kohl's Healthy Kids Program.

## Reach

Number of people reached through events/activities that will take place for this program throughout the year

**Include:**

- number of events/ activities
- timing/ date and location of each event/ activity
- expected number of attendees at each events/ activity
  - **Example:**
    - 6 bike rodeos x 100 attendees each = 600 total attendees
    - 100 people stopped by booth at 6 health fairs (total attendance of each health fair was 1,000) = 600 reached
    - 200 audience members at 10 school lectures = 2,000 reached
    - **TOTAL: 3,200**

90 school programs

10 local schools, one per month September through May (9 months) = 90 programs

Events will be hosted the second Monday morning of each month at the schools September through May.

Schools are:

1. Hartford Middle School, Milwaukee
2. Jefferson Middle School, Wauwatosa
3. Washington Elementary and Middle School, Wauwatosa
4. Franquemont Middle School, West Milwaukee
5. Wilson Middle School, South Milwaukee
6. New Berlin Middle School, New Berlin
7. Eisenhower Elementary and Middle School, Milwaukee
8. Riverside Middle School, Milwaukee (North)
9. Rufus King Middle School, Milwaukee (North)
10. Bay View Middle School, Bay View

Total number reached through school programs = 90 programs x 40 kids enrolled at each school = 3,600

12 after-school events will be hosted at the local community center.

Kids involved in the school programs are encouraged to attend; additionally, these events are open to the public

School program runs the 9 months of the school year but after-school events run year round in order to keep kids healthy year round. Events during the school year are in the evening; summer month events are during the day.

Location: Milwaukee Community Center at 1234 S. Wisconsin St.

Total attendance = 12 after-school events x approx. attendance of 75 per event = 900

4 community events hosted at various locations in Milwaukee.

The Kohl's Healthy Kids Program will have a booth at each event to hand out materials and encourage attendance at 12 after-school events.

1. September 10, 2009 – State Fair Park, MetroParent Kids Fest
2. November 27, 2009 – Kohl's Children's Hospital, Health Fair
3. January 15, 2010 – MetroMilwaukee YMCA, Beat the Winter Blues event
4. April 25, 2010 – Milwaukee Community Center, Spring into Action Fitness Fair

Total attendance = 4 events x approx. 250 attendees = 1,000

Total number reached through events/ activities = 3,600 + 900 + 1,000 = 5,500

**Number of people reached through paid media**

**Include:**

- names of each local newspaper, TV station, outdoor media (billboards, bus or transit signage) and/ or radio station you are buying media with.
- what you are buying/ creating i.e. Print PSAs in the local paper, Radio PSAs, Billboards, Bus or Transit signage, etc.
- newspaper circulation, TV viewership, outdoor media audience, radio listenership for each
- frequency i.e. number of times the Print PSA will appear in the paper, the length the Billboard will be up, number of times the Radio PSA will play, etc. for each
  - **Example:**
    - Milwaukee Journal Sentinel, circulation 230,222, 4 ads per year.  
Total reach = 920,888 (230,000 x 4)
    - PSA running 40 times on WKTI-FM for a span of 10 weeks reaching 100,000 listeners each time. Total reach = 4 million listeners (40 x 100,000)
    - **TOTAL: 4,920,888**

12 ads in the Milwaukee Journal Sentinel

Each appears once the week before each after-school event to encourage attendance

12 ads x 230,222 circulation = 2,762,664

### Radio PSAs on 3 local stations

PSAs are to encourage parents to keep their kids healthy over the summer when school program isn't in session and encourage attendance at after-school events over the summer.

Stations: WKTJ-FM, WKSS-FM, WHQG-FM

PSA runs 15 times a month on each station for 3 months

WKTJ - 15 spots per month x 3 months x 55,000 audience per spot = 2,475,000

WKSS - 15 spots per month x 3 months x 35,000 audience per spot = 1,575,000

WHQG - 15 spots per month x 3 months x 75,000 audience per spot = 3,375,000

Total = 7,425,000

### 2 billboards in Milwaukee

Each billboard will be up for 3 months June through August

Estimated total audience: 600,000 per billboard per month

2 billboards x 3 months x 600,000 audience/ month = 3,600,000 total

### Transit advertising

(1) bus placard (signage on tail of bus) on 5 buses

Will appear on each bus for 3 months June through August

Estimated total audience: 100,000 per bus per month

5 bus placards x 3 months x 100,000 audience/ month = 1,500,000

Total number reached through paid media = 2,762,664 print + 7,425,000 radio + 3,600,000 billboard + 1,500,000 transit = 15,287,664

**Number of people reached through unpaid media (public relations efforts and guaranteed "unpaid media")**

**Include:**

- **Summary of your hospital's PR efforts surrounding your program (2-3 sentences max.)**
- **For guaranteed "unpaid media" e.g. PSA placement in your local papers or on radio or TV secured through your hospital's relationship with local print/ broadcast outlets. Follow instructions in the paid media section above in order to find reach.**
  - **Example: 2 PSA ads in the Milwaukee Journal Sentinel x 230,222 circulation = TOTAL 460,444**

PR efforts: We will reach out to our major daily, community papers and our 4 local TV stations in the suburbs benefiting from the program to encourage attendance at 12 after-school events as well as 4 community events. We will send press releases and media alerts/ advisories to each.

Unpaid media: Our hospital has a relationship with the local TV station. The station gives us 20 free PSA spots a year. 5 of those spots will be dedicated to the Kohl's Healthy Kids Program.

WITI-TV (ABC) Milwaukee

Five spots during various times of the day (the station can't guarantee what time of the day they will run)

Spots will run during the summer (May through August) to encourage attendance at after-school events over the summer and provide health tips

Average station audience: 20,000 to 95,000 (depends upon time of day)

Total number reached through unpaid media = 100,000 to 475,000

**Number of people reached through the hospital system**

**Include:**

- **Types of hospital publications e.g. newsletters, annual reports, inter-hospital e-mail blasts, etc. that Kohl's will be included/ recognized in**
- **Number of people who receive each and how often**
  - **Example: Kohl's article in hospital newsletter 2 times yearly distributed to 1,000 employees + 1 Kohl's article on hospital intranet site reaching 2,000 employees yearly = TOTAL 4,000**

Kohl's will be included in the following:

Hospital newsletter – distributed to 2,000 hospital employees, Kohl's included twice a year = 4,000 reached

Hospital intranet e-mail blast – distributed to 2,000 hospital employees, Kohl's included twice a year = 4,000 reached

External hospital newsletter – distributed to 45,000 community members, Kohl's included once a year = 45,000

Total number reached through hospital = 55,000

## Total number of people reached

### Include:

- Total # of attendees from all events/ activities + total # of people reached through paid media + total # of people reached through unpaid media + # of people reached through the hospital = TOTAL reach
  - Example: 3,200event/ activities + 4,920,888 paid media + 460,444 unpaid media + 4,000 hospital = TOTAL reach of 5,388,532

Events/ Activities = 5,500

Paid media = 15,287,664

Unpaid media = 100,000 to 475,000

Hospital = 55,000

Total = 15,448,164 to 15,823,164

## Recognition

### What giveaways will be handed out via the program and/or at events?

#### Include:

- Each item (examples: brochures, helmets, car seats, stickers, pencils, flashlights, etc.)
- Number of each item

Pedometers – 750, one per child enrolled at schools and additional for public events

Program Workbooks – 400, one per child enrolled at schools to track progress and provide healthy education

Parent Workbooks – 400, one per parent of child enrolled at schools. Book offers tips for encouraging their child, healthy snack ideas, easy fitness activities and parent resources in the community.

Jump ropes – 400, one per child enrolled at schools

Brochures – 5,000, to be handed out at public events to create awareness for program and offer health tips

### How Kohl's will be included on each item (Kohl's logo and/ or full program name)?

Kohl's logo and full program name – Kohl's Healthy Kids Program – will be included on all the above mentioned.

### How will Kohl's be recognized at each event (logo, signs, banners, program ads, etc.)?

Kohl's logo and full program name will be included on the signs and banners used at the four community events and 12 after- school events. Additionally, all program materials for the school program will include Kohl's logo and program name. At each community event, Kohl's logo/ program name will be included in the event program.

### How will Kohl's be recognized in the media/ awareness components?

**Confirm program name will be used in all media and advertising.**

The Kohl's Healthy Kids program name will be used in all paid media and advertising. Kohl's logo will be on all billboards and transit advertising and in all ads in the Milwaukee Journal Sentinel.

## Other

Please list any other relative information not already captured in the previous questions.

## Attachments

**ALL OF THE FOLLOWING ATTACHMENTS ARE REQUIRED AND MUST BE SUBMITTED**

1.) Did you attach your HOSPITAL LOGO?

Macintosh-formatted is preferred.

Logos should be saved as Adobe Illustrator EPS files – no JPGs or PDFs

Artwork may include PANTONE colors, but please note that we will be converting them to CMYK process or grayscale. Spot colors will NOT be used in printing (there are few exceptions).

2.) Did you attach your PROGRAM BUDGET?

You are required to use the Kohl's budget template provided.

**SEE APPENDIX 1**

3.) Did you attach your 501c3 TAX EXEMPT LETTER?

4.) Did you attach KOHL'S STORY AND PHOTO?

Attach a story (250 words or less) and photo of a child who was helped by your Kohl's funded program. Word is acceptable. Not required for new partners in 2008.

5.) Did you attach your HOSPITAL and/or FOUNDATION NAMING POLICY?

If the program is not named for Kohl's, attach your hospital's applicable naming policy.

**To upload attachments:**

- Select the title of what you are uploading (this will be a drop down menu)
- Use the "Browse" button to find your file on your computer
- Click "Upload" after you find each attachment.

**Upload**  
The maximum size for all attachments combined is 7 MB. Please note that files with certain extensions (such as ".exe", ".com", ".vbs", or ".bat") cannot be uploaded.

Title: Logo (Required) [v]  
File Name: [ ] [Browse...]  
[Upload]

[Save & Finish Later] [Review & Submit]

## Completion

Review application first:



- Check your answers
- Check your attachments
- Submit proposal; Click "Submit" button
  - E-mail confirmation will contain copy of proposal
  - Copy is saved in MyAccount – see "Returning to your account" below for instructions how to get to My Account.

Once you've submitted your proposal, Kohl's will download your proposal and review. From there, Kohl's will contact you if questions arise regarding your submission.

Kohl's review timeline:

- Review April through July
- Proposals approved by August


## Miscellaneous Functionality

### Returning to your account (MyAccount):

- Click the “saved applications” link on the Proposal Application Process page (on Partner Web site – see page 3) to access saved or submitted proposals
- At the “Please Sign In” page:
  - Enter your e-mail address
  - Select “I am a returning online applicant.”
  - Enter your password
  - Click Continue
- Click “Forgot your password? Click here” to receive an email with your password.

### From your account, you can:

- Find saved proposals in “Open” section
  - Click a link to return to that proposal
- Find submitted proposals in “Submitted” section
  - Click a link to view completed proposal
  - Sorry—submitted proposals can’t be changed
- Other MyAccount options:
  - Change e-mail address
  - Change password



**Account: srevness@nyc.rr.com**

[Change E-mail/Password](#)

**Open**

The following applications have been started but have not yet been submitted. To edit or submit an application, click on the application name. Please note: applications that have not been updated in over 120 days will be automatically deleted.

Application Name	Requested Amount	Last Updated	Action
<a href="#">2007 KCK Hospital Proposal</a>	33	Feb 25, 2007	<a href="#">Delete</a>

**Submitted**

These applications have already been submitted. To view a summary of the application information, click on the application name.

Application Name	Requested Amount	Submitted
You currently have no SUBMITTED applications.		