



# 2011 Kohl's Cares® Hospital Partnerships Program

## Proposal Question Guide with Sample Answers

## INSTRUCTIONS

This document is color-coded to help you distinguish instructions from sample answers. For your ease of use, we recommend that you print a hard copy of this document in color to use as a reference while you complete your proposal online.


### This document:

- Provides instructions and clarification for each proposal question.
- Provides sample answers to each question in order to give you a thorough understanding of the detail required in your proposal.

### This key appears at the top of each page for your reference:

- **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** = Additional suggestion/tip for your response (not included in online proposal)

### Required Fields:

- When completing the proposal online, required fields are denoted with this symbol:  All fields marked with this symbol MUST be completed.

### 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 this document.
- This is a sample and ONLY a sample – we've pulled numbers, process, data, etc. from numerous 2010 proposals to use as sample answers. In no way should you duplicate 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 illustrate 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.

### Questions?

Contact Gina Airaudi  
Kohl's Cares® Hospital Liaison  
262-703-7786  
gina.airaudi@kohls.com

## Eligibility Quiz

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.

**Is your program named for Kohl's?**

Kohl's Cares® 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 satisfies that need.

**Is your proposal a community outreach program?**

**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.

**Does the proposal have multiple touch-points for Kohl's customers (families) in your community?**

Your program should reach a broad sector of the population.

**Does the program create opportunities for Kohl's Associates in Action (Kohl's Associate Volunteer Program – formerly A-Team) to be involved at the local level?**

**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 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, TV, radio PSA's (Public Service Announcements), billboards, transit ads, etc.

**Do you plan to use KC dollars to support any of the following?**

Reminder - Kohl's Cares® 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.)
- "Train the Trainer" initiatives
- Dollars for salaries previously covered by the hospital
- Costs described as "indirect costs", administrative fees, development office gift fees or any other fees benefiting the hospital or foundation

**Does the Kohl's program include the following elements?**

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
- Includes Kohl's Associate involvement

## 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

### Website Information

Include hospital and/ or foundation web site address e.g. www.kohls.com

Web site Address: www.childrenshospital.com

Hospital or Foundation 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

### Total Patient Count

Children's Hospitals - Provide total number of visits including ER and clinics.

General Hospitals – Provide total for youth patient numbers

Total Beds: 250

In-Patient Visits: 23,910

Out-Patient Visits: 290,650

## Ethnicity

Numbers served (enter numerals, not percentages, for the following):

Caucasian: 193,082

African American: 78,621

Hispanic: 40,430

Asian: 5,645

Native American: 1,283

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Native Hawaiian/Pacific Islander: 10  
Multiracial: 454  
Other: 13,969  
Total: 333,494

## 2010 Ranking of Kohl's Contribution

### Kohl's Rank

Rank Kohl's compared to your other CORPORATE donors. 2010 Kohl's Rank and Kohl's rank on the Top Ten CORPORATE Donors List should match.

2010 Kohl's Rank (enter a numeral): 2

### Top Ten CORPORATE Donors List

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

### Primary Contact

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

First Name Children's Hospital Found

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 not be available.

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

## Program Results

### 2010 Program Results

**Provide qualitative/quantitative data, key learnings, successes/opportunities garnered from your 2010 program.**

In 2010, the Kohl's Healthy Kids program reached out to more than 250,000 children/families. We distributed more than 10,000 brochures/educational materials and surveyed 1,500 families that attended our 10 events. 1,200 families reported finding out about our website via our marketing materials and all found the website to be both interactive and valuable. As part of the program we gave out 200 car seats and properly fit more than 400 children with bike helmets. As a result of our helmet fittings, we saw a 12% decline in head trauma patients being seen in the emergency room.

Going forward, we will apply many key learnings and expect to incorporate the following elements into our 2011 proposal:

- The website has proved valuable however is geared primarily to parents. We will look to enhance the website design, adding games in an attempt to engage more children.
- The need for proper safety equipment is higher than anticipated. In 2011 we will look to increase the number of car seats we provide and add 2 more helmet fitting events.
- Our media efforts resulted in more than 4,000,000 impressions including magazine and radio. We plan to increase our media spend by 3% to add TV and newspaper.

## Proposal Information

### Request Type

**Select Hospital Program (dropdown menu)**

Hospital Program

### Donation Amount

**Refer to your 2011 donation letter – this should be for the exact amount, no rounding.**

\$175,354

### 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

## Program Details

### 2011 Program Title/Naming

List the exact name of your proposed program. Reminder: your program should be named for Kohl's. 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.

The program is named for Kohl's - "Kohl's Healthy Kids Program"

OR

The minimum gift level for donors to have their name associated with a program is \$500,000. Refer to attached naming policy for details.

### 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.

### Summary of the program

Tell us about the program. What is it? How will it impact your community? Etc.?

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 Dates

Provide start and end dates for the Kohl's program

August 1, 2011

July 31, 2012

### Demographics

What are the demographics of those expected to benefit from the program?

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

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

### Kohl's Support

How many years has the Kohl's/Hospital partnership existed? List each year individually.

This is our 6<sup>th</sup> year of partnership with Kohl's Cares®.

2006

2007

2008

2009

2010

2011

### Program – Existing or New

Did this Kohl's program exist in the past or is this the first year it is being proposed? If this is an existing Kohl's program, list the years and donation amounts per year previously given to this project.

Existing. This particular program was created with the Kohl's Cares® dollars in 2009.

2010 - \$42,485

2011- \$48,525

OR

New. This is the first year we are proposing the program.

### Kohl's Program Web Site/Web Page

Does this Kohl's program include a web site or web page? If so, provide the web site or web page address. If the web site/web page is in production, please provide the anticipated launch date.

[www.kohlshealthykids.com](http://www.kohlshealthykids.com) will launch in April 2012.

### Kohl's Program Web Site/Web Page Promotion

Describe how the Kohl's program web site/web page will be promoted through media/awareness components. How will you educate the community that the web site/web page exists?

Note: This refers to the program web site/web page only. It does not include [kohls.com](http://kohls.com) or [kohlscorporation.com](http://kohlscorporation.com).

We will include the web page address on all printed materials and giveaway items. It will also be included in TV and radio ads to drive people to the site.

### Kohl's Associates in Action Involvement

Describe ways Kohl's Associates in Action (Kohl's Associate Volunteer program) can 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.

### Program Measurements

Briefly describe how you will measure the success of the 2011 program.

NOTE: We will want to see how the program performed compared to the measurements you established the prior year

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.

## Reach

### Event/Activity Reach

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

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 distribute materials and encourage attendance at 12 after-school events.

1. September 10, 2011 – State Fair Park, MetroParent Kids Fest
2. November 27, 2011 – Kohl's Children's Hospital, Health Fair
3. January 15, 2012 – MetroMilwaukee YMCA, Beat the Winter Blues event
4. April 25, 2012 – Milwaukee Community Center, Spring into Action Fitness Fair

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

TOTAL EVENT/ACTIVITY REACH = 5,500

#### **Paid Media Reach**

##### **Include:**

- **Names of each local newspaper, TV station, outdoor media (billboards, bus or transit signage) and/or radio station you are buying media with. State how many people will be reached through this media.**
- **What you are buying/creating i.e. Print PSAs in the local paper, Radio PSAs, TV, Billboards, Bus or Transit signage, etc. State how many people will be reached through this media.**
- **Newspaper circulation, TV viewership, outdoor media audience, radio listenership for each. State how many people will be reached through this media.**
- **Frequency i.e. number of times the Print PSA will appear in the paper, the length of time the Billboard will be up, number of times the Radio PSA will play, etc. for each. State how many people will be reached through this media.**

Example:

- **Milwaukee Journal Sentinel, circulation 230,222, 4 ads per year.**

**TOTAL = 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 = 4 million listeners (40 x 100,000)**

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

Stations: WKTI-FM, WKSS-FM, WHQG-FM

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

WKTI - 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 PAID MEDIA = 15,287,664

**Unpaid Media Reach (public relations efforts and guaranteed "unpaid media")**

**Include:**

- **Summary of your hospital's PR efforts surrounding your program (2-3 sentences max.)**
- **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. State how many people will be reached through this media (refer to the instructions in paid media section to help 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 UNPAID MEDIA = 100,000 to 475,000

### Internal Communications Reach

#### 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 INTERNAL COMMUNICATIONS REACH = 55,000

### Total Program Reach

#### 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

### TOTAL PROGRAM REACH

Events/ Activities =

Paid media =

Unpaid media =

Internal Communications =

Total =

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

### Kohl's Recognition in Media/Awareness

Describe how Kohl's will be recognized in media/awareness components.

Confirm the Kohl's 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.

## Recognition

### Description of Giveaways

Describe what giveaways will be handed out to the public via the program and/or at events. The giveaways should relate to the program's focus.

Include:

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

Reminder – Giveaway items purchased with Kohl's funds must be given away or donated. They are not to be resold.

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

### Kohl's Name on Giveaways

Describe how Kohl's will be represented on each giveaway item e.g. 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.

### Kohl's Name at Events

Describe how Kohl's will be recognized at each event e.g. 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.

## Other

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

## Submission Checklist

Use this opportunity to review your proposal, utilizing the following checklist as a guide. It will help ensure you have covered all of the elements Kohl's seeks in a program and may help expedite the approval process if all are represented in your proposal at the time of submission. Check each box as complete once you have confirmed.

### Proposal

- My program is focused on community outreach and does not take place within the walls of the hospital
- My program is named for Kohl's
- My program has a singular focus
- My program has multiple touch points within the community and the proposal includes event/media information including details of impressions, dates/times, number of attendees and/or audience size
- My program integrates Kohl's Associates in Action involvement
- I've included qualitative & quantitative information in my rationale for my program and in my plans for measuring success

### Budget

- Budget line items are detailed and correlate directly back to the proposal
- The giveaways relate to the program focus and the number of giveaways is reasonable relative to how many people I expect to attend each event

*KEY: **Blue Bold Copy** = Instructions (included in online proposal application) | **Black Bold Copy** = Proposal Questions (answer required)  
Standard Black Copy = Sample answers*

## Proposal Submission

Proposal Request Date

**Provide the date you submit your final proposal for review.**

April 1, 2011