

**RANDALL CHILDREN'S
HOSPITAL**
LEGACY EMANUEL



***2025 Karts for Kids Program
Supporting Randall Children's Hospital at
Legacy Emanuel***

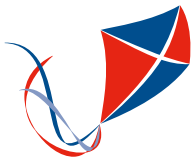
With nearly 200,000 patient visits per year, Randall Children's Hospital has become a trusted partner in family-integrated care where children will always get the best medical treatment available. Family-integrated care means involving parents and families in the care, from making critical decisions to supporting day-to-day progress.

Randall Children's Hospital provides a full array of services, including primary and specialty care to trauma, burn and critical care, as well as a children's Emergency Department staffed 24/7 by nurses and physicians who are trained in pediatric emergency medicine. Our facility was designed to support family comfort by including private patient rooms, family lounges with kitchens, a wellness center, playrooms and even a theater.

***Supporting the most fragile
babies in the Neonatal
Intensive Care Unit (NICU)***

The Randall Children's Hospital NICU cares for more than 650 newborns each year and has some of the nation's best quality results and survival rates. The NICU is dedicated to caring for critically ill and premature infants. All care is evidence-based, continually updated according to national and international best practices, and represents the most advanced approach in caring for fragile newborns. We treat infants born up to 16 weeks early to 28 days old, some weighing less than a pound, as well as multiples and the very ill.





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Karts for Kids at a glance...

Program benefits:

- Highly targeted, four-week promotional campaign, including:
 - Online media promotion through ads purchased on YouTube, Meta, and Google Display
 - Social media promotion via Randall Children's Hospital channels
- Eye-catching shelf tags in Oregon and Southwest Washington stores (70% ACV)
- Approximately 200 shelf tags per store
- POS brand exposure for all participating products
- Association with local, high-profile children's hospital
- Safeway/Albertsons big book advertising
- Advertising for program results in over 2.5 million impressions across all advertising platforms and over 16,000 clicks to Karts for Kids website
- Downloadable participating brand sheet for consumers on Karts for Kids website

Incredible value

- Potential to reach 3.6 million customers (average 500 shoppers per day, per store, over a four-week period)
- Average of three customer visits per week, per store = 18 frequency rate
- 70% consumer reach x 18 frequency = 1260 GRPs

Program run dates

April 1-30, 2025

Cost

\$3,500 for first category, \$1,500 per additional category (4 shelf tags allocated per store, per category)

Website

legacyhealth.org/kartsforkids

Karts for Kids Board Members

Kaylee Rakes, co-chair
Fred Meyer

Jill Stanchfield, co-chair
Alliance Sales & Marketing

Gary Blackmer
Acosta

Blayne Bafaro
Alliance Sales & Marketing

Lynn Gust
honorary board member –
Fred Meyer (retired)

Chandler Hodges
Fred Meyer

Mario Molony
Maletis Beverage

Hannah Raetz
Albertsons/Safeway

Oswaldo Salcedo
Don Francisco's Coffee

Matt Saruwatari
Fred Meyer

Monte Stowell
honorary board member –
Georgia-Pacific

Mike Zoesch
Advantage Solutions



Over \$1.5 MILLION raised so far!

“Our triplet boys came into the world at 30 weeks, 10 weeks premature. They had health complications and needed time to grow and get strong.

As a family with our boys in the NICU and a big sister at home, we were not able to be with them 24 hours a day.

It was so important that we felt safe and confident in the care they were receiving, and we absolutely did with the NICU team at Randall Children’s Hospital.



*The care providers came to work every day with so much **love, compassion and thoughtfulness**. This was such a stressful and scary time for us, and the care they provided to our family was truly magical.”*

–The Milner Family

What you have helped us provide...

- **Family Support & Reunion** – Supporting parents and families as they undergo the stress of having a baby in the NICU.
- **C-MAC Video Laryngoscope** – Improves intubation and provides a non-invasive way to deliver surfactant, a lung treatment for neonates.
- **Baby Paul Simulator** – High fidelity neonate simulator manikin. Provides educational opportunities for both high risk – low volume and frequently seen procedures/ treatments/interventions.
- **Music therapy** – Provides music therapy in the NICU, which is used for procedural pain control, feeding facilitation, vital sign stabilization, decreased length of stay, and relief of parental anxiety and stress.
- **NICU Milk Warmers** – Warms milk to safe and consistent temperatures for premature infants. These waterless warmers eliminate contamination of bacteria that can occur with other warming methods.





2025 Karts for Kids Participation Agreement

The four-week Karts for Kids program runs from April 1 - 30, 2025. The participation fee is \$3,500 for the first product category and \$1,500 for any additional categories. Funds from the 2025 Karts for Kids program will support Randall Children's Hospital at Legacy Emanuel's Neonatal Intensive Care Unit (NICU).

Randall Children's Hospital Foundation agrees to provide all program benefits listed in the Karts for Kids campaign brochure to 2025 participants.

_____ will participate in the 2025 Karts for Kids program
(name of organization) and agrees to the following:

Participation Fee: Payment due no later than March 1, 2025.

(4 shelf tags allocated per store, per category)

- \$3,500 (first category) \$1,500 (each additional category)
 \$ _____ additional 100% tax-deductible donation to the NICU at Randall Children's Hospital

Participating Product Category (i.e. candy, wine, etc.): _____

List your products to be tagged (i.e. Skor, Kit Kat, Lily's Dark, Heath):

Name to appear on promotional materials (please list one name only): _____

Contact name: _____

Company/Broker: _____

Payment to be sent from (company name): _____

Address: _____

City: _____ State: _____ ZIP: _____

Email address: _____

Phone: _____ Fax: _____

Signature: _____ Date: _____

**Please return this form via email to kartsforkids@lhs.org or
call 503-415-4700 with questions.**

Agreement must be signed and returned prior to January 15, 2025.

Payment information – Karts for Kids participation payment due by March 1, 2025.

- Check made payable to Randall Children's Hospital and this form will be mailed by _____ (date).
 Please invoice me.
 Will pay by credit card by calling 503-415-4700.

Thank you for supporting Randall Children's Hospital Foundation

Tax ID #93-1314469
PO Box 4500, Unit 96
Portland, OR 97208-4500

**Thank you to our current retail partners: Albertsons, Fred Meyer, QFC, Safeway,
Select Markets, Sherm's Thunderbird Market Inc., Thriftway and WinCo Foods.**