

**RANDALL CHILDREN'S
HOSPITAL**

LEGACY EMANUEL



***2026 Karts for Kids Program
Supporting Randall Children's Hospital at
Legacy Emanuel***

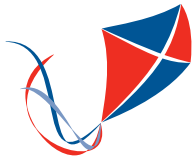
With over 200,000 patient visits per year, Randall Children's Hospital has become a trusted partner in family-integrated care where children will always get the best medical treatment available. Family-integrated care means involving parents and families in the care, from making critical decisions to 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 care for infants born as early as 16 weeks premature and up to 28 days old, including those weighing less than a pound, multiples, and critically ill newborns.





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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
- Approximately 300 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, 2026

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

Kris Brouhard
Albertsons/Safeway

Robin Johnson
HS&R

Matt Krager
Advantage Solutions

Mario Molony
Maletis Beverage

Matt Saruwatari
Fred Meyer



Karts for Kids has raised over \$1.5 million for the NICU over the past nine years!

Help us reach \$2 MILLION!



The Heredia Family with Teddy in yellow

KFK helps support families like Teddy's

Born at just 14 ounces, Teddy entered the world at Randall Children's Hospital under extraordinary circumstances. Diagnosed with intrauterine growth restriction due to a failing placenta, he was delivered at 27 weeks but measured closer to 22. With survival odds under 10%, Teddy defied expectations—breathing on his own and fighting through infections common in micro-preemies.

Music therapy became a source of comfort during stressful procedures. The hospital's Child Life team supported his family, helping siblings Poppy and Elliot understand Teddy's journey. Over 137 days in the NICU, Teddy grew stronger, surrounded by love and expert care.

*Today, Teddy's story is one of **resilience and gratitude**. His family cherishes the hospital staff who not only saved his life but supported them through their most challenging days.*

What you have helped us provide...

- **Family Support & Reunion** – Supporting parents and families through the stress of having a baby in the NICU, and celebrating children's growth with festive reunions.
- **C-MAC Video Laryngoscope** – Enhances intubation and offers a non-invasive method for delivering surfactant, a lung treatment for neonates.
- **NICU Point-of-Care (POC) Ultrasound** – Provides bedside assistance for vascular access, catheter and tube verification, and neonatal emergency response.
- **Music therapy** – Delivered in the NICU to support procedural pain control, feeding facilitation, vital sign stabilization, reduced 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 the risk of contamination of bacteria that can occur with other warming methods.





2026 Karts for Kids Participation Agreement

The four-week Karts for Kids program runs from April 1 - 30, 2026. The participation fee is \$3,500 for the first product category and \$1,500 for any additional categories. Funds from the 2026 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 2026 participants.

_____ will participate in the 2026 Karts for Kids program
(name of brand) and agrees to the following:

Participation Fee: Payment due no later than March 31, 2026.

(4 shelf tags allocated per store, per category)

- ☐ \$3,500 (first category) ☐ \$5,000 (one additional category) ☐ \$6,500 (two additional categories)
☐ \$ _____ additional 100% tax-deductible donation to the NICU at Randall Children's Hospital

Participating Product Category (i.e. Ice cream, wine, body care): _____

List your brand to be tagged (Bob's Red Mill Flour products, Don Francisco coffee, etc.): _____

Where items are generally found in store: _____

Brand name to appear on promotional materials (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, 2026.

Payment information – Karts for Kids participation payment due by March 1, 2026.

- ☐ 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 or visiting legacyhealthgiving.org/karts.

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, WinCo Foods, Roth's Fresh Markets and Chuck's Fresh Markets.