

**RANDALL CHILDREN'S
HOSPITAL**

LEGACY EMANUEL



***2027 Karts for Kids Program
Supporting Randall Children's Hospital at
Legacy Emanuel***

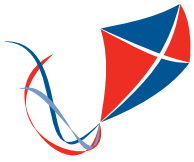
With over 200,000 patient visits per year, Randall Children's Hospital has become a trusted partner in family-integrated care where children will always get the best medical treatment available. Family-integrated care means involving parents and families in the care, from making critical decisions to 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, 2027

Website

legacyhealthgiving.org/kfkvendors

Karts for Kids Board Members

Jill Stanchfield, chair
Alliance Sales & Marketing

Gary Blackmer
Acosta

Kris Brouhard
Albertsons/Safeway

Ashley Fisher
Fred Meyer

Chelsie Jewell
Del Rio Vineyards

Robin Johnson
HS&R

Matt Krager
Advantage Solutions

Mario Molony
Maletis Beverage

Matt Saruwatari
Fred Meyer



Karts for Kids has raised over \$2 million for the NICU over the past ten years!



The Heredia Family with Teddy (right), Summer 2026

KFK helps support families like Teddy's

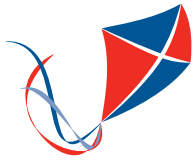
Born at just 14 ounces in November 2023, Teddy arrived at Randall Children's Hospital under extraordinary circumstances. Delivered at 27 weeks with survival odds under 10%, Teddy defied expectations—breathing on his own and fighting through infections common in micro-preemies. He spent 137 days in the NICU, where expert medical care, music therapy, and the support of the Child Life team helped both Teddy and his family navigate an incredibly challenging journey.

Today, Teddy is thriving and continues to reach incredible milestones. He graduated from physical and speech therapy and continues to make steady progress with the support of his feeding team. Full of energy, Teddy loves dancing, singing, and playing with his siblings. He even rode part of this year's third annual "Tour de Teddy," a family-led bike ride that raises funds to support the exceptional care families receive at Randall Children's Hospital.

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.
- **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.
- **Increased NICU Capacity** – Expanding to additional locations within Randall Children's Hospital to meet the growing demand for specialized neonatal services, ensuring that all infants receive care in a fully equipped, appropriately staffed environment. This includes the purchase of additional equipment such as:
 - **Cribs** – Outfitting patient rooms with safe, efficient, and comfortable cribs for newborns in intensive care.
 - **Neopuffs** – Provides assisted respirator breaths with more control and consistent pressure, which helps protect newborns' lungs.





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The 2027 Karts for Kids program runs from April 1 - 30, 2027. All funds raised through the program support the NICU at Randall Children's Hospital, which cares for more than 650 critically ill and premature newborns each year and has some of the nation's best quality results and survivor rates. Participating stores are located along the I-5 corridor in western Oregon and Southwest Washington.

Thank you to our participating grocery retailers who continue to help make Karts for Kids a success: Albertsons, Chuck's Fresh Markets, Fred Meyer, QFC, Roth's Fresh Market, Safeway and WinCo.

***Please register to join the 2027 Karts for Kids campaign
by visiting us online:***

2027 Karts for Kids Participation Agreement – Fill out form



If you have any questions about your participation in the upcoming Karts for Kids campaign, or would like additional ways to be involved, please email us at **kartsforkids@lhs.org**, call 503-415-4700, or visit us at our **Karts for Kids website**.

Thank you for supporting Randall Children's Hospital Foundation