



**RANDALL CHILDREN'S  
HOSPITAL**  
LEGACY EMANUEL



***2024 Karts for Kids Program  
Supporting Randall Children's Hospital at  
Legacy Emanuel***

With over 150,000 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 survivor 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.





# RANDALL CHILDREN'S HOSPITAL

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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, Facebook, and Google
  - 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

### **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, 2024

### **Cost**

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

### **Website**

[legacyhealth.org/kartsforkids](http://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)*

Ralph Howell  
*DPI Specialty Foods*

Lydia Kumaran  
*Community Volunteer*

Mario Molony  
*Maletis Beverage*

Hannah Raetz  
*Albertsons/Safeway*

Katie Stone  
*Ste. Michelle Wine Estates*

Oswaldo Salcedo  
*Don Francisco's Coffee*

Matt Saruwatari  
*Fred Meyer*

Monte Stowell  
honorary board member –  
*Georgia-Pacific*

Mike Zoesch  
*Advantage Solutions*



# Over \$1 MILLION raised so far!



*"Our family endured two stays at the Randall Children's Hospital NICU, one for each of our daughters. The outcomes differed. But there was one comforting constant: The staff was deeply committed to providing the best possible care for our babies and our family.*

*When we look back on our experiences at Randall, we don't think of the tremendous grief we experienced with the loss of our daughter, Aivlene Rose, or the extreme joy we felt when we got to bring Maebel home. We remember the courageous work that the wise and caring NICU staff did every day. The valuable resources they shared with us brought glimmers of hope for the daunting days ahead.*

*The countless providers who dedicated every ounce of themselves to help our daughters fight and comfort us at a difficult time helped our family survive this whirlwind two years. We offer them our sincerest gratitude."*

–The Bates Family

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## ***What you have helped us provide...***

- NeoPuff device at each NICU bed - used to accurately and reliably provide the safest respiratory assistance to infants.
- 15 web-enabled wireless video cameras for the NICU - these allow families who are unable to be at the bedside to watch their child via a secure website
- A psychologist on the NICU staff
- Family-integrated care rooms
- NICU family support programs





## 2024 Karts for Kids Participation Agreement

The four-week Karts for Kids program runs from April 1 - 30, 2024. The participation fee is \$3,500 for the first product category and \$1,500 for any additional categories. Funds from the 2024 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 2024 participants.

\_\_\_\_\_ will participate in the 2024 Karts for Kids program and agrees to the following:  
(name of organization)

**Participation Fee:** Payment due no later than March 1, 2024.

(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 that will be tagged (i.e. Skor, Kit Kat, Lily's Dark, Heath):  
\_\_\_\_\_  
\_\_\_\_\_

Name to appear on advertisements (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 Gretchen Lawrence at [glawrenc@lhs.org](mailto:glawrenc@lhs.org) or call 503-413-6848 with questions.**

Agreement must be signed and returned prior to December 31, 2023.

**Payment information – Karts for Kids participation payment due by March 1, 2024.**

- 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 past retail partners: Albertsons, Food 4 Less, Fred Meyer, Mega Foods, QFC, Safeway, Select Markets, Sherm's Thunderbird Market Inc., Thriftway, WinCo Foods and Zupan's Markets**