

The Kroger Co. - Central Division

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CRITERIA & APPLICATION PROCESS; 2013 Kroger Central Division K12 Education Grants to Local Schools & Libraries:

Background:

In January 2009, The Kroger Co.'s Central Division headquartered in Indianapolis announced a \$2.1 million, two-year strategic plan in support of K12 education. In February 2012 Central Division announced a three-year, \$3.8 million strategy to continue building on our investments in K12 education. That strategy includes commitments to 10 partner organizations who have exceptional, best in class education programs, a \$100,000 per year grant program for local schools or libraries in communities where Kroger has stores, as well as funds for local schools through the "Kroger Cares" reloadable gift card program. Kroger will modify and enhance this K12 education strategy each year. Kroger works collaboratively with educators, administrators and other corporations to effectively focus and leverage the resources Kroger invests in K12 education.

Purpose:

Kroger's decision to further strengthen our historical support of education going back more than 100 years is motivated by three purposes; 1) improving the educational opportunities available to children in the local communities we serve, 2) protecting our economic investments in local stores and 2) building the best possible workforce critical to our company's long-term viability. We are determined to have a positive and measurable impact on core skills, while letting professional teachers and administrators decide the most effective methods of classroom instruction for students in their local schools. We intend to strengthen our local school partnerships in as many local communities as possible. Kroger looks forward to the catalytic impact of our investments and celebrating the academic successes of students and teachers.

Strategic Goals & Key Drivers:

Kroger believes five key drivers underlie all requisite improvements and desired educational outcomes. Our K12 education strategy will be consistent with these drivers. Local grant requests that contribute to one or more of these strategic drivers will be given more favorable consideration; requests not consistent with these key drivers are not likely to receive support.

1. Sustained, **exceptional leadership** in our schools as a magnet to attract exceptional people, performance and results
2. Effective measurement, skill enhancement and rewards for **teaching excellence**, including data analysis that links teaching quality to student results
3. **Early intervention**, with sufficient resources directed to the earliest years possible within the K12 system to provide long-term impact through pre-K, K12, higher education and workforce entry
4. **New and innovative approaches** to education; educational entrepreneurship
5. Welcoming support of effective, appropriate **community stakeholder engagement** in schools; every community stakeholder is responsible for proactively identifying, validating and helping to implement "best in class" solutions

Kroger Central Division K12 Grant Requirements:

- ❑ The grant must relate to a program or skill enhancement activity focused on one of the following:
 1. *Enhancing student core skills* - developing core math, science, reading or writing skills using content, methodology and processes consistent with state standards
 2. *Teacher excellence* – enhancing skills of our best performing teachers (as measured by student outcomes)
 3. *Leadership excellence* – enhancing leadership skills of our best performing principals, including non-traditional school leaders (as measured by student outcomes)
- ❑ *Grants are available up to \$5,000 each.* Repeat grants to the same school or library will not be considered for a minimum of three years.
- ❑ There is no limit to the number of schools or libraries in one community that may receive grants, but it is the desire of the Charitable Committee that recipients be distributed across the operating division.
- ❑ Kroger's Charitable Committee will not second-guess teaching methodology, but will make a determination on likelihood of successful learning.
- ❑ Local library reading programs that are certified to maintain or improve literacy skills are eligible to apply.
- ❑ All applications must include an endorsement by or active partnership with a local Central Division store in the same community as the recipient school or library.
- ❑ There is no deadline – requests are reviewed monthly. You may apply at any time, but if you have time constraints, please make those clear.

Kroger Central Division K12 Grant Procedures:

Please provide a brief, written description of your local school or library's K12 education program. This description should include a statement about the following:

- a. Educational purpose and core skill areas reinforced
 - b. Applicable state standards
 - c. Teaching methodology and any impact on teacher skills
 - d. Resource requirements, including financial detail
 - e. Other sources of funding and resources if appropriate, including local school system's resource commitment
 - f. A clear process for measuring progress and success
 - g. Additional opportunities for students, not limited to educational goals
(*i.e., character building, leadership skill development, career exploration*)
2. If your school or library already has an established relationship with a nearby Kroger, Scott's, Owens, or Pay Less store, please discuss the grant request with that store's Community Ambassador or Store Manager and seek their support before submission.
 3. Submit the application by mail, E-mail or fax to John Elliott (*contact information at top of first page*)
 4. Kroger will schedule a formal grant presentation event at your school or library, including representatives of the local Kroger store team.

Background:

The Kroger Co. has been serving local communities for 130 years. The Kroger Central Division has 136 food stores, 114 pharmacies and 77 fuel centers operating under four banners; Kroger, Scott's, Owen's and Pay Less, with locations primarily in Indiana and Illinois, in addition to three stores in Missouri, one in Michigan and one in Ohio. Kroger Central Division is dedicated to supporting every local community it serves, contributing more than \$13.3 million in 2012 to local organizations, primarily focusing on hunger relief, K-12 education, health causes and diversity. The Kroger Co. was recently named the most generous company in America in a *Chronicle of Philanthropy* listing detailed in *Forbes Magazine*. At Kroger we value: honesty, respect, inclusion, diversity, safety and integrity.



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