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# CVS/pharmacy Focuses on Children with Disabilities to Ensure **All Kids Can**

Open the annual report of any big American company, and you may be in for a surprise. Along with the usual data on revenues and expenses, you're likely to discover sections on "giving back to the community" and "corporate social responsibility." Profits still matter, of course—but since the 1980s, U.S. companies have become increasingly active as corporate citizens dedicated to supporting communities and causes at the local, state, national, and global levels.

"Corporate philanthropy has moved beyond grant-making and check writing," says Cari Parsons, Director of the Committee to Encourage Corporate Philanthropy. "It is now a key component of a corporation's broader social responsibility and includes cash gifts, product donations, and employee volunteerism. It is often included as part of a company's mission and business practices. And it provides a major link between the corporation and the communities it serves."

## Defining a Mission

In many instances, a company's focus as a corporate citizen has a direct connection to the products and services it offers. When CVS/pharmacy—America's largest retail pharmacy, with more than 6,100 stores in 44 states—set out to choose a focus for its community giving, the company surveyed more than 1,100 customers, physicians, healthcare experts, and educators. "The research pointed to an opportunity to help millions of American children with disabilities," says Eileen Howard Dunn, Vice President of Corporate Communications and Community Relations at CVS/pharmacy. "And in March 2006, CVS All Kids Can was born." A five-year, \$25 million initiative, CVS All Kids Can was created to make life easier for children with disabilities. Through partnerships with leading non-profit organizations, the program seeks to remove barriers to play and school activities, and to increase access to much-needed medical rehabilitation and cutting-edge therapies. "CVS All Kids Can truly demonstrates the company's dedication to giving people the support they need to reach their greatest potential and live longer, healthier, happier lives," says Dunn.

CVS All Kids Can is opening up a world of possibilities for teens like Matthew Cavedon. Matthew, 17, serves as an adviser to and spokesman for Boundless Playgrounds®, one of the national partners in the All Kids Can initiative. Since its founding in 1997, the organization has helped 100 communities around the country complete their own

"It's all about changing perceptions and breaking down barriers," says Matthew Cavedon (at bottom right). "And that can start on a playground."

Boundless™ playgrounds, enabling an estimated 5 million kids with and without disabilities to play together. Matthew's dream is "to have a universally accessible playground within driving distance of every child in America," so that no child will have to sit on the sidelines wanting to play—an experience that Matthew, who uses a wheelchair, recalls firsthand. "It's all about changing perceptions and breaking down barriers," he says. "And that can start on a playground." To find out more about Boundless Playgrounds, visit [www.boundlessplaygrounds.org](http://www.boundlessplaygrounds.org).

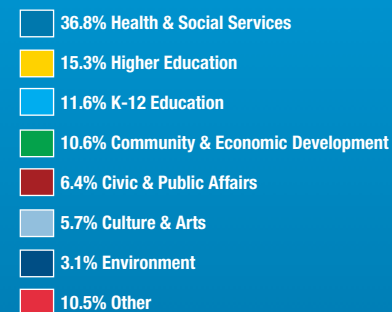
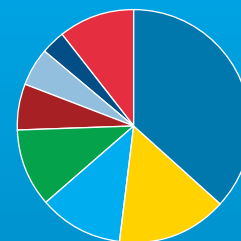
## Pushing Her Limits

Easter Seals—the leading national non-profit organization serving people with disabilities and special needs—is another CVS All Kids Can partner. That came as good news to Palmer Harston, who credits Easter Seals with "helping put my life back together when I wasn't sure it was possible." When Palmer (pictured at right) was 8, a car accident paralyzed her legs. She spent a month as an inpatient at Easter Seals Kentucky Cardinal Hill Hospital undergoing extensive rehabilitation, then two months in Cardinal Hill's outpatient program, where Easter Seals therapists pushed her limits nine hours a day. Now a student at Vanderbilt University, Palmer says Easter Seals "taught me that no one can put limits on what I can do because of my disability." Visit [www.easterseals.com](http://www.easterseals.com) to learn more about Easter Seals.



In addition to supporting young people like Palmer and Matthew, decision-makers at CVS expect multiple other positive outcomes from the program for both customers and associates. "CVS All Kids Can is giving members of the CVS team powerful new ways to get involved in their communities and support the idea of inclusion," says Dunn. For example, CVS employees (also known as associates) are helping build new playgrounds, participating in "Walk with Me" events to benefit local Easter Seals programs, and volunteering at schools and community organizations affiliated with program partners. Matthew Cavedon points to another benefit: "To see CVS supporting Boundless Playgrounds—that definitely does make me feel better about shopping at their stores," he says. "It reflects very positively on their core values, because it shows that it's not all words and fluff."

## Corporate Giving WHERE THE MONEY GOES



Source: The Center for Corporate Responsibility at Boston College's *Adding It Up 2004*, a survey of corporate giving by 72 leading companies.