



*"We were so excited to receive our Toolbox for Education grant. I can say with absolute certainty that our project would not have been possible without your support and funding. We sincerely thank Lowe's for awarding Nathan Hale High School this Toolbox for Education grant."*

Jessica Torvik  
Nathan Hale High School  
Seattle, WA

## Case Study

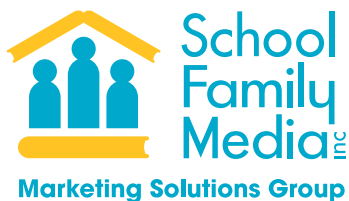
### LOWE'S TOOLBOX FOR EDUCATION Community relations, PR and brand awareness through the development of a turnkey, custom-designed grant program

#### THE CHALLENGE

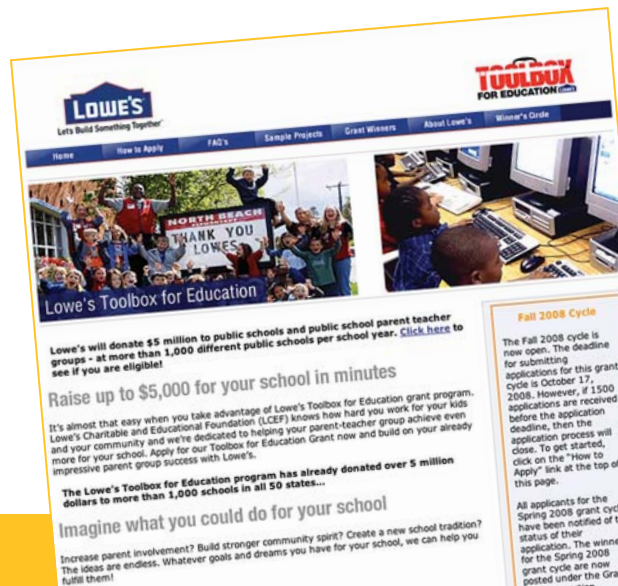
Lowe's Home Improvement came to School Family Media looking for assistance in creating a proprietary school grant program to be funded by their Charitable and Educational Grant Foundation. Lowe's recognized School Family Media's expertise and ability to reach out to the community through influential PTO and PTA leaders across the country - making them the perfect partner. Their goal was to give away \$5 million per year to more than 1,000 schools nationwide.

#### THE SOLUTION

School Family Media conceptualized, developed and executed a custom grant program called Lowe's Toolbox for Education. The program provided funds towards school improvement projects ranging from a reading gardens and student art exhibits to peer tutoring centers. Toolbox for Education was promoted to over 90,000 PTO and PTA leaders through School Family Media's extensive print, online and event media that directed interested groups to [toolboxforeducation.com](http://toolboxforeducation.com), the custom website designed and built by School Family Media for Lowe's.



800-644-3561  
[www.schoolfamilymedia.com](http://www.schoolfamilymedia.com)



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At [toolboxforeducation.com](http://toolboxforeducation.com), PTO and PTA leaders could easily apply for up to a \$5,000 grant simply by submitting their school's idea for a school improvement project. The user-friendly website made the entire grant process straightforward and simple for PTO and PTA leaders – featuring program FAQs, an online application, and projects and photos of past grant winners – showcasing the broad-reaching benefits of the Lowe's program being enjoyed by local communities across the country.

Schools receiving grants were mailed a 'toolbox' containing the grant check, certificate of achievement, templated press releases, helpful hints and posters to build support and public awareness of the Lowe's-sponsored project. The website and entire program were supported by a dedicated, live-assistance School Family Media customer service team.



*"We thank you from the bottom of our hearts. Our reading garden could not have been completed without the Lowe's Toolbox for Education grant. Lowe's truly gives back to the community in so many ways and we are so grateful."*

Carrie Saba  
Alcott Elementary  
Westerville, OH

## THE RESULTS

Over the past three years, Lowe's Toolbox for Education has donated over \$10 million to more than 2,200 schools from all 50 states and the District of Columbia. Through School Family Media's powerful connection to influential PTO and PTA leaders, Lowe's established a unique way to help turn school improvement ideas into a reality, garnering unprecedented brand awareness and recognition in local communities in the market areas surrounding their stores.



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