



## Profile

### Lorain County Ohio Dept. of Job and Family Services

The Lorain County Ohio Dept. of Job and Family Services provides school clothing to needy families and children. Their services include, but are not limited to: home visits, case management, services coordination and evaluation, information and referral, developmental and supportive services, activities to enhance parenting skills and building support systems.

## Challenge

Create a program for the Dept. of Job and Family Services to purchase back-to-school clothing for children. If participants use a JCPenney Gift Card, DJFS wants to ensure participants purchase only school clothing items. JCPenney Incentive Sales' mission was to assist the county with concerns such as:

- Gift Card labeling for specific use only
- Collaboration with the JCPenney Store and its associates to communicate details
- Cost

## Solution

In response to these challenges, the JCPenney Incentive Sales team offered DJFS the following:

- Easy program implementation
- Volume discount
- Specific Gift Card denomination of \$150
- Ability to custom imprint Gift Cards with approved verbiage
- Interaction with JCPenney Store and its associates

## Outcome

Although price was an important factor in selecting a vendor, it was not the sole factor on the county's decision to select JCPenney. Transportation is a major barrier for low income households and the county looked at the proximity of stores that were easily accessible by public transportation. The county also reviewed our ability to imprint directly on the card and that store associates would ensure proper purchases were made by eligible participants.

Lorain County purchased over 5,000 Gift Cards in the \$150 denomination through JCPenney Incentive Sales. Gift Cards were distributed to needy families within the county. The front of each Gift Card was imprinted with the verbiage: **Lorain County DJFS school clothing only-no shoes** and could not be altered.

The JCPenney Midway Mall store in Elyria, Ohio was designated as the store authorized to accept the Lorain County Gift Cards. The Store Manager worked with JCPenney Incentive Sales on the logistics and communicated details on the back-to-school program with associates.

This is the second straight year Lorain County selected the JCPenney Gift Card for their back-to-school program. The results from last year were well-received by both the county and the participants. JCPenney is instrumental in working with local communities and focuses its efforts primarily on school programs.

it's all inside:



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