



Your Change Drives Change

You can make a positive change by rounding up your Rite Aid purchases through our KidCents fundraising program. Your donations help kids lead longer, healthier lives.



15M

Rite Aid customers have donated through KidCents since its inception in 2013

4.7M

Rite Aid customers currently enrolled in KidCents

3K

Rite Aid customers donate to KidCents every day

How KidCents Works

By enrolling in KidCents through the Rite Aid Rewards program, customers can round up their purchases to the nearest dollar and donate their change to Rite Aid Healthy Futures. Customers may choose to participate on a per transaction basis or round up during every Rite Aid visit.

What KidCents Supports

Rite Aid Healthy Futures reinvests generous customer donations into causes, charities and communities through its three signature grant programs: Empowering Children, Connecting Communities and Strengthening Cities.

To learn more about KidCents visit www.RiteAidHealthyFutures.org

To un-enroll: Please call Rite Aid at 1-800-748-3243.

Funds raised



\$112,000,000

Since 2013, Rite Aid customers have donated more than \$112 million to support children's health and wellness initiatives. Rite Aid Healthy Futures, formerly known as The Rite Aid Foundation, re-invests the donations into our shared communities, completing a virtuous cycle of philanthropy that starts with nickels, dimes and quarters and adds up to big change.

empowering children

Working with partners focused on youth, we support, inspire and empower children so kids can unlock their full potential and grow up to become the changemakers of tomorrow.

This initiative features several national partners – including leading organizations that support youth mental health – and more than 400 nonprofits providing therapeutic care, child-abuse prevention services, education programs and more.



Girls on the Run

connecting communities

Launched in 2021, this initiative links resources from major institutions to their surrounding communities in ways that promote health equity for children and families.

Currently, initial Connecting Communities programs support children's hospitals as they expand equitable care through deepened community strategies and services.



Children's Hospital of Philadelphia

strengthening cities

This initiative seeks to reduce health disparities for children and youth living in city neighborhoods. With a focus on local partners, funding aims to help address hunger and other pressing needs.

Strengthening Cities launched in 2021, with a focus on food access and food sovereignty in six major cities – Baltimore, Buffalo, Cleveland, Detroit, Fresno and Philadelphia.



Detroit Black Community Food Security Network

We couldn't drive change
without your generous
support.

Thank you

to all the Rite Aid
customers who have
donated to help kids
enjoy a healthy
future.

