



CHANGE KIDS' HEALTH
CHANGE THE FUTURE

CMN Hospitals: Giving Levels and Guidelines for Hospital Fundraising Partners

CMN Hospitals maintains a standard of excellence with our partnerships. We aim to enhance that excellence while creating consistency across partner groups and ensuring scalability in support.

Preferred Fundraising Giving Levels (all amounts on an annual basis) for Hospital Partners

- **National Partnerships:** \$1,000,000 or more; Preferred at \$3,000,000 or above
- **Regional Partnerships:** \$500,000 or more

Special consideration may be given to partnerships that can significantly increase brand awareness for CMN Hospitals through their products, promotion, or general affiliation. Examples include promotional support, number of impressions, logos on pack, etc. that can provide brand awareness in the millions.

National Partner – Fundraising Standards

The following are guidelines for the recruitment of national partners that raise funds for hospitals:

- **Fundraising Capacity:** Partnership should generate a minimum donation of \$250,000 in the first year but have the capacity to raise at least \$1 million annually by year three. The ideal target is at least \$3M in funds raised annually.
- **Minimum Hospitals Impacted:** For national partner status, we aim to recruit partners that impact at least 50 hospitals.
- **Ideal Fundraising Programs:** To reach fundraising capacity needed, the ideal programs are direct to consumer or direct to employee.

Regional Partner – Fundraising Standards

The following are guidelines for the recruitment of regional partners that raise funds for hospitals:

- **Fundraising Capacity:** The general target will be a long-term fundraising capacity of at least \$500,000 by the third year of partnership, using the formulas determined by the organization.
- **Minimum Hospitals Impacted:** Fundraising should impact 5+ hospitals with the capacity of raising \$500k total. Or, fundraising should impact 50 hospitals raising \$10k each, for \$500k total.
- **Ideal Fundraising Programs:** Fundraising programs proposed should be turn-key/off-the-shelf solutions (i.e. POS or Employee Giving) that require little support from CMN Hospitals or its member hospitals.

In many cases, CMN Hospitals has smaller partners who do not raise significant funds, but need minimal support and are otherwise good fits for the organization (i.e. strong brand or local hospital impact). Partners must raise \$250,000 or more annually for member hospitals to be deemed official partners. However, the goal for all partners is to raise at least \$500,000 annually for hospitals by year 3 of partnership.