



**CHANGE KIDS' HEALTH**  
**CHANGE THE FUTURE**

## **CMN Hospitals: Partnership Guidelines**

As defined in this document, partnerships relate to corporate partners, including traditional corporate, media, Extra Life, and Play Yellow and underwriting partnerships.

**Partnership Vision Statement:** Children's Miracle Network Hospitals aims to create long-lasting, multi-faceted partnerships that raise significant funds for the member hospitals and positively impact our mission.

### **Business Standards**

- Partnerships must not threaten CMN Hospitals' 501(c)3 not-for-profit status.
- Multi-year partnerships are preferred, with the goal of long-term commitments to CMN Hospitals and the mission.
- Before launching fundraising programs, partnerships should have a signed, legal agreement in place, which clearly outlines the fundraising programs, fundraising goal/commitment and provide use of logos, marks, and other assets necessary for promotions.
- Partnerships and promotions must be supported by an established business of at least two years, have a recognizable brand, and demonstrated corporate social responsibility standards. CMN Hospitals will not partner with new companies not yet in the marketplace.
- Partnerships and promotions must be supported by an existing product or service that has been on the market for at least one year. CMN Hospitals will not partner with new/untested products.
- Partnerships and promotions may not be supported by or utilize direct marketing, door-to-door sales, nor multi-level sales programs.
- CMN Hospitals will not allow the acquisition, use, or solicitation of its donors, Board Members, vendors, partners, volunteers, or employees by any company with whom we choose to partner.
- Partnership and promotions must not be associated with nor sponsored by products or services deemed inappropriate including, but not limited to, alcohol, tobacco, adult, or divisive content.
- Partnerships and promotions must follow the standards of the Better Business Bureau's Wise Giving guidelines.
- Where possible, CMN Hospitals does not offer partnership exclusivity. However, we strongly value our current partnerships and will be sensitive in the recruitment of new partnerships that may directly conflict with current partnerships.
- We recognize that it often takes time to achieve fundraising goals. Therefore, partnership support is based on fundraising capacity and overall commitment to growth.

### **Branding, Awareness and Marketing Standards**

- Partnerships and programs must advance and align with the mission and vision of CMN Hospitals.
- Partnerships should raise awareness of the CMN Hospitals' brand and broaden its donor base.
- Partnerships and promotions must align with the Diversity, Equity & Inclusion standards, policies, and viewpoints of CMN Hospitals.
- CMN Hospitals always reserves the right to review and approve all program materials using CMN Hospitals brands, marks, name, and logo.
- CMN Hospitals will not publicly or privately endorse products or services.
- CMN Hospitals does not market, advertise, or promote products or services to raise funds.
- Where possible, CMN Hospitals encourages the promotion of our partnership on partner channels including social media, employee communication and other avenues.