



Children's
Miracle Network
Hospitals®

Defining the Current Landscape and Positioning for the Future

Presenter:

Staci Cross

VP, Community Operations – Southeast

Today's Goals

- 1) Share an overview of the current charitable landscape in corporate fundraising
- 2) Understand and discuss our competitive advantage, and blind spots, with our charitable peers
- 3) Learn more about the strategic vision for new partnerships within CMN Hospitals





Landscape of 2021 Corporate Fundraising

Evolution of Corporate Social Responsibility

1970: Friedman Doctrine

- “There is one and only one social responsibility of business—to use its resources and engage in activities designed to increase its profits.”

2019: Business Roundtable

- 181 CEOs commit to lead their companies for the benefit of all stakeholders – customers, employees, suppliers, communities and shareholders.

Today's Climate

- 91% of Business Leaders believe business must benefit all stakeholders, not just the shareholders.

83%

of Business Executives
want to use their role as a
business leader to make an
impact on an issue (or
issues) they care about.

89%

of Business Executives
say companies that lead with
purpose have a *competitive*
advantage in the workplace.

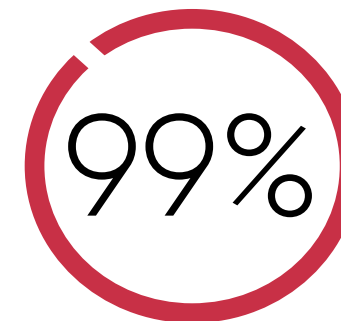
85%

of Business Executives
believe that being a purpose-
driven company *drives profit*.

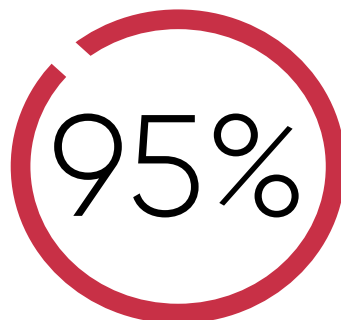
**Executives
prioritize the
needs of the
following
stakeholders
when deciding
whether to
support issues:**



Customers



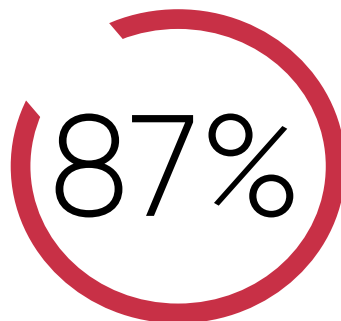
Employees



Communities
where they do
business



Consumers



Shareholders



Government

The Takeaways

Companies must get involved in community and social issues. It's no longer optional. A company must support, and stand for, *something*.

Those decisions of where they should make an impact are being driven by not only their business, but also by the causes/issues that are important to their customers, employees, communities, etc.

It is now a defined business objective – across an entire company's ecosystem – to get involved with causes.





2020 Giving within the Health Sector

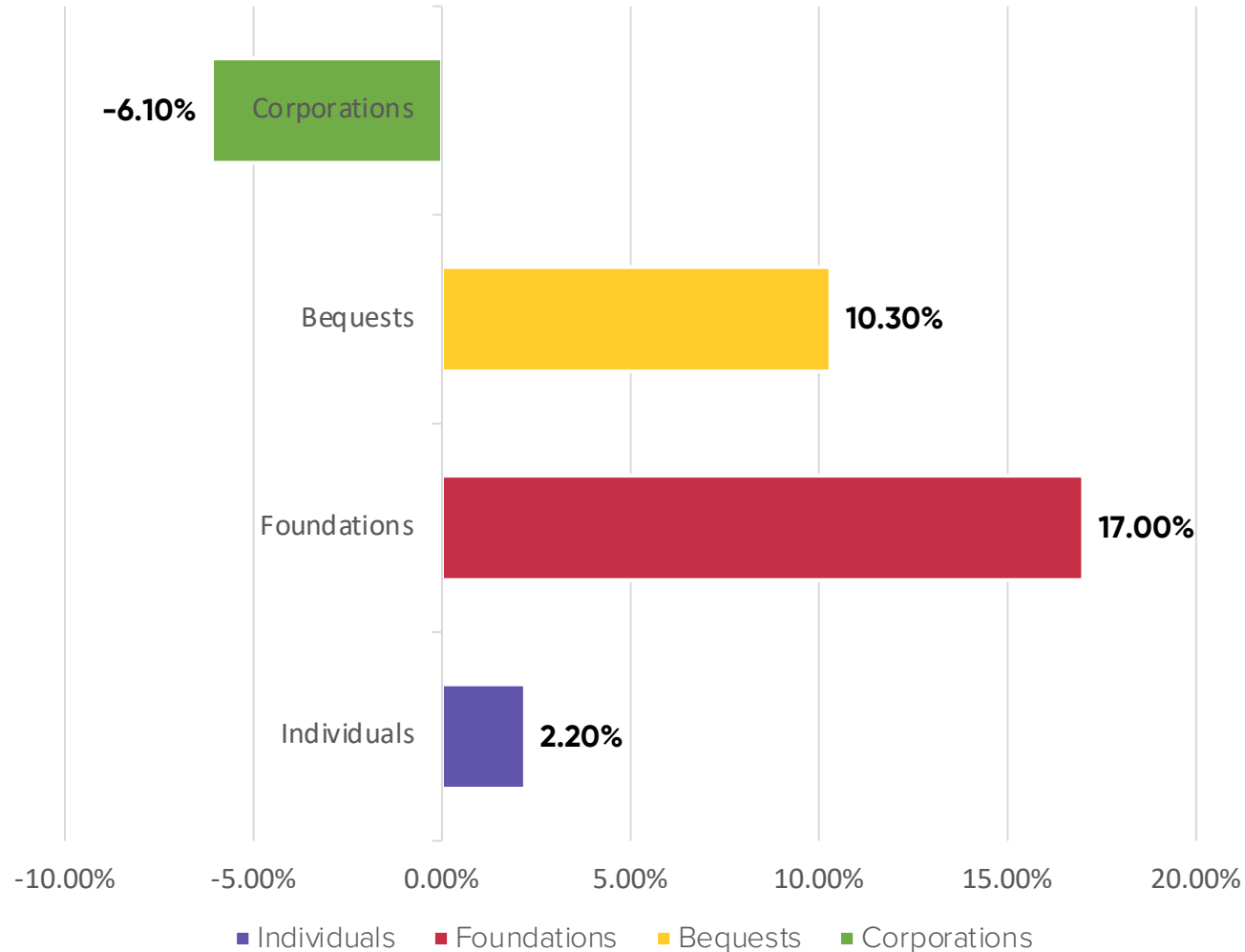
\$471B

Overall Charitable Giving
in 2020 – The highest on record.

Up 5.1%

from 2019 Charitable Giving
The annualized average rate of change
in total giving since 1980 is 5.8%.

2020 Giving by Source

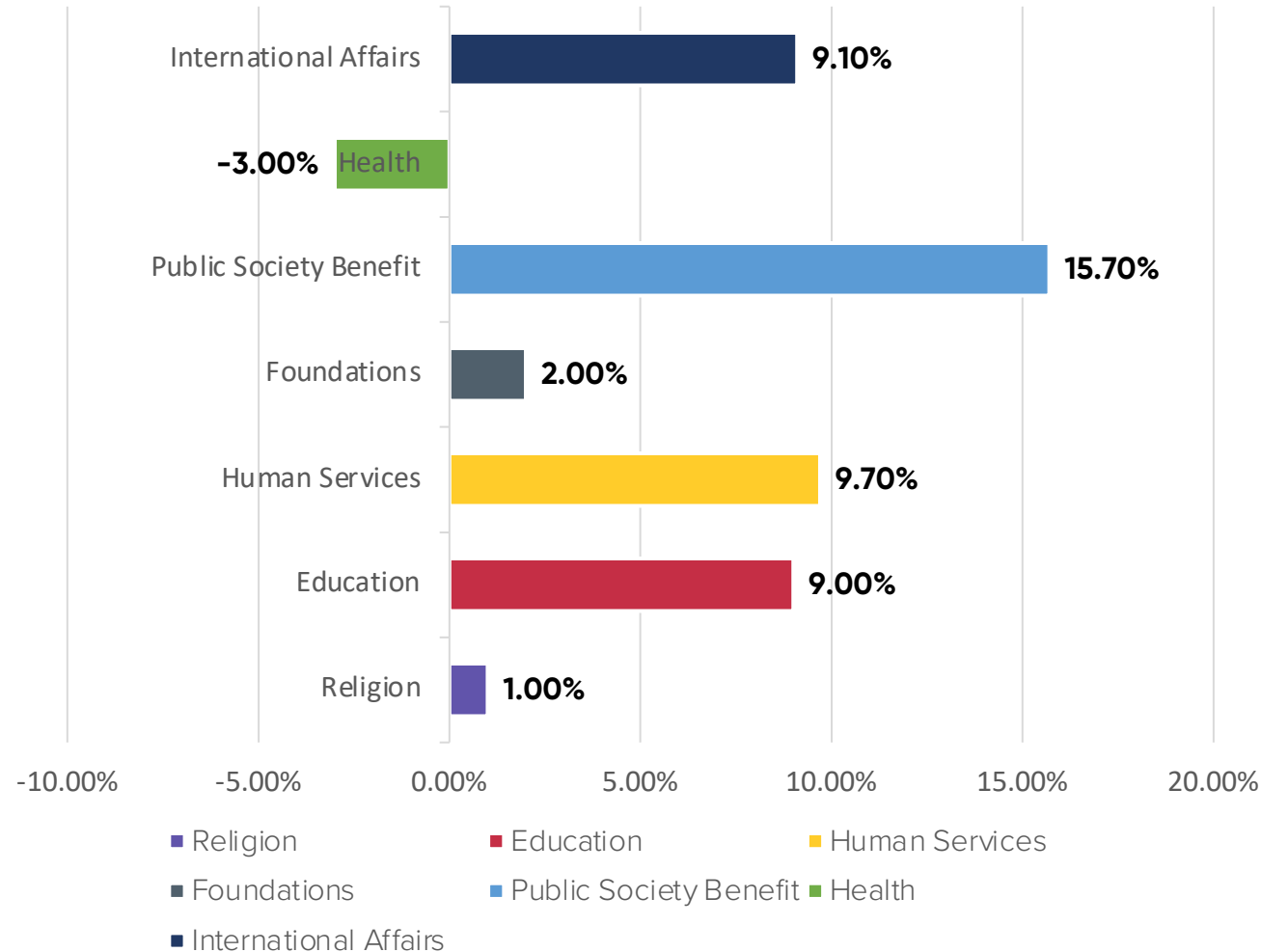


In 2020, fundraising was up through nearly every source...

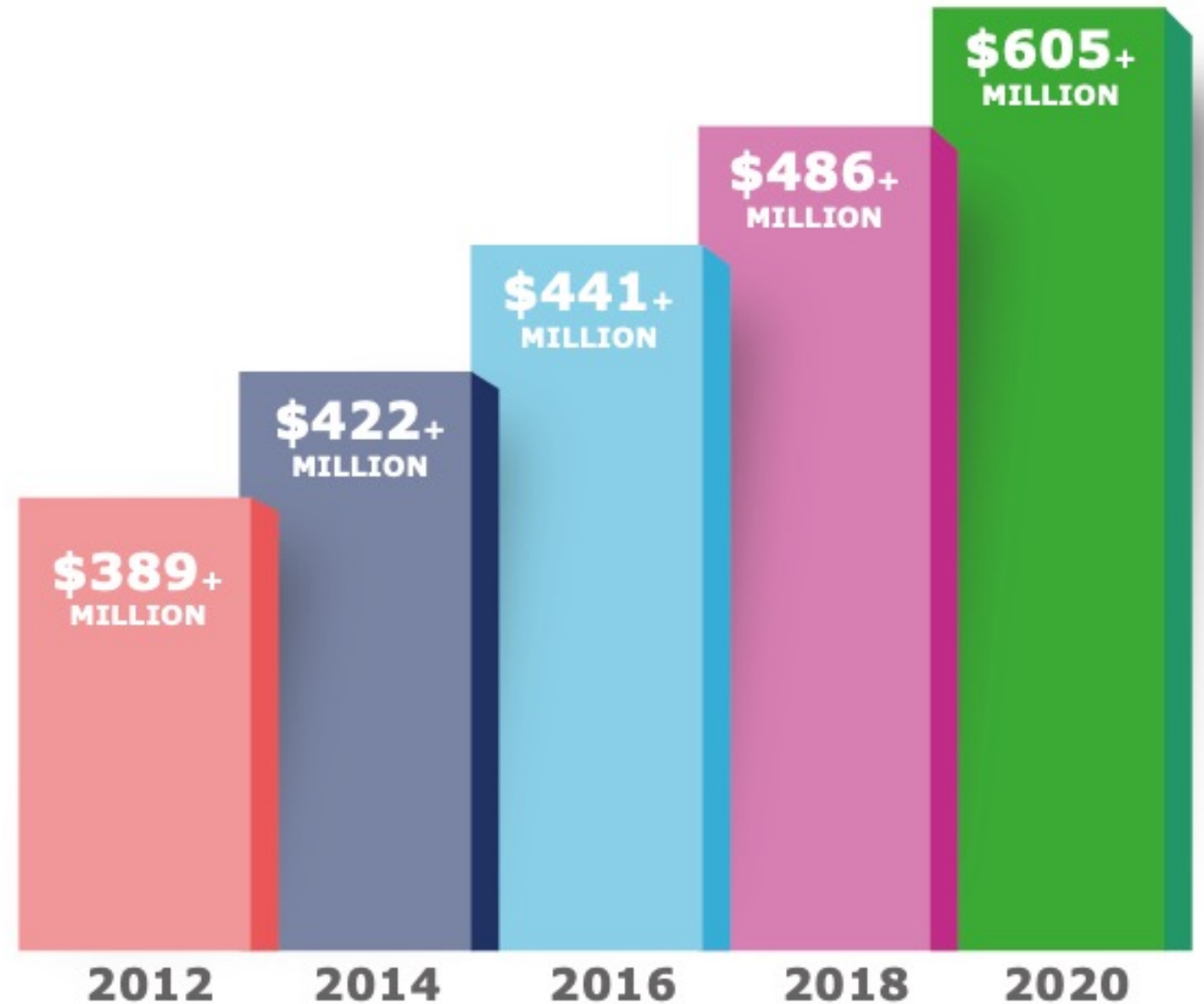
Except Corporate Giving.

Giving to health-related causes also decreased by 3%.

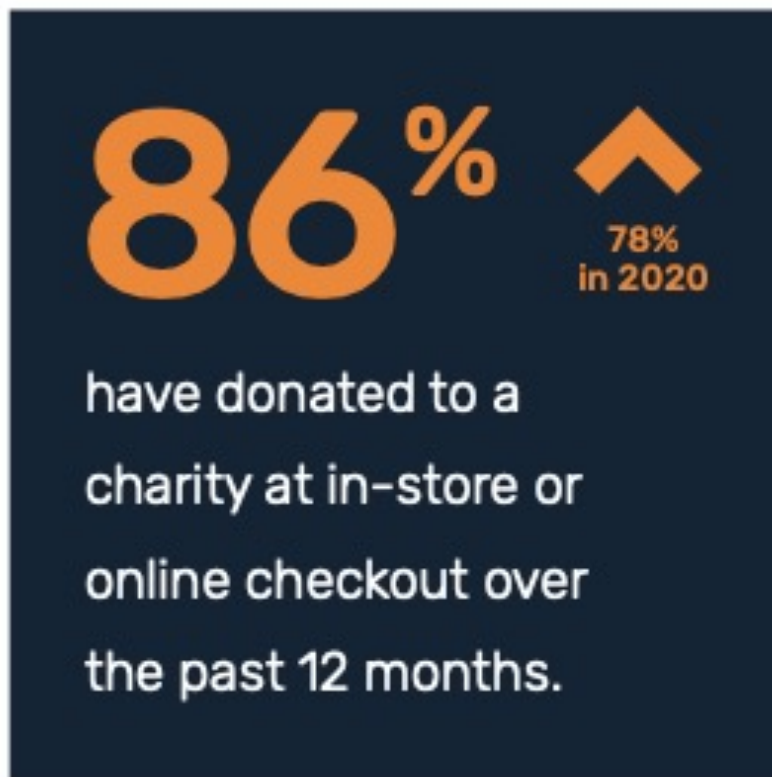
2020 Giving by Recipient



**Point-of-Sale
fundraising grew,
especially in
industries not
damaged by the
pandemic.**



Customer sentiment around POS giving also increased.



**Children's Health
was the leading
cause at the
register in 2020 –

both in number of
campaigns and
funds raised.**



“Children’s health continues as the cause that persuades consumers to open their wallets more than any other in this year’s survey in both dollars raised (\$184.5 million, representing 30% of total dollars raised) and number of campaigns (28 which represent 36% of this year’s list). These huge dollar generators were again powered by legacy corporate fundraisers **Children’s Miracle Network Hospitals** and **ALSAC/St. Jude Children’s Research Hospital.**“

The Takeaways

The COVID-19 pandemic changed the giving strategies of many companies, as sponsorships and large gifts declined.

Point-of-sale campaigns (inclusive of digital and online asks) continue to grow and expand, and they are widely accepted in the marketplace.

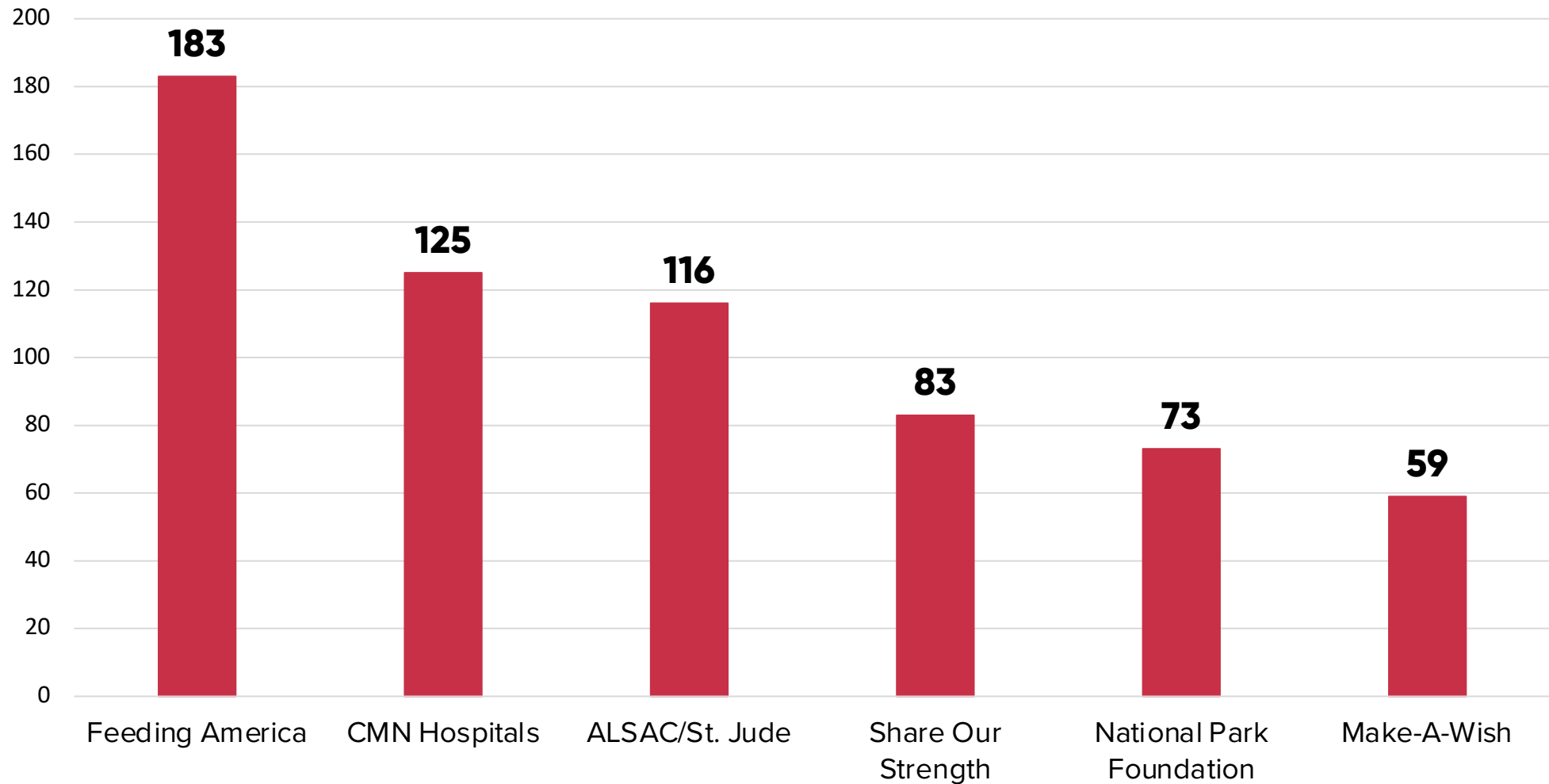
This structure – of engaging corporate partners through a POS campaign – serves CMN Hospitals well throughout the COVID-19 pandemic.



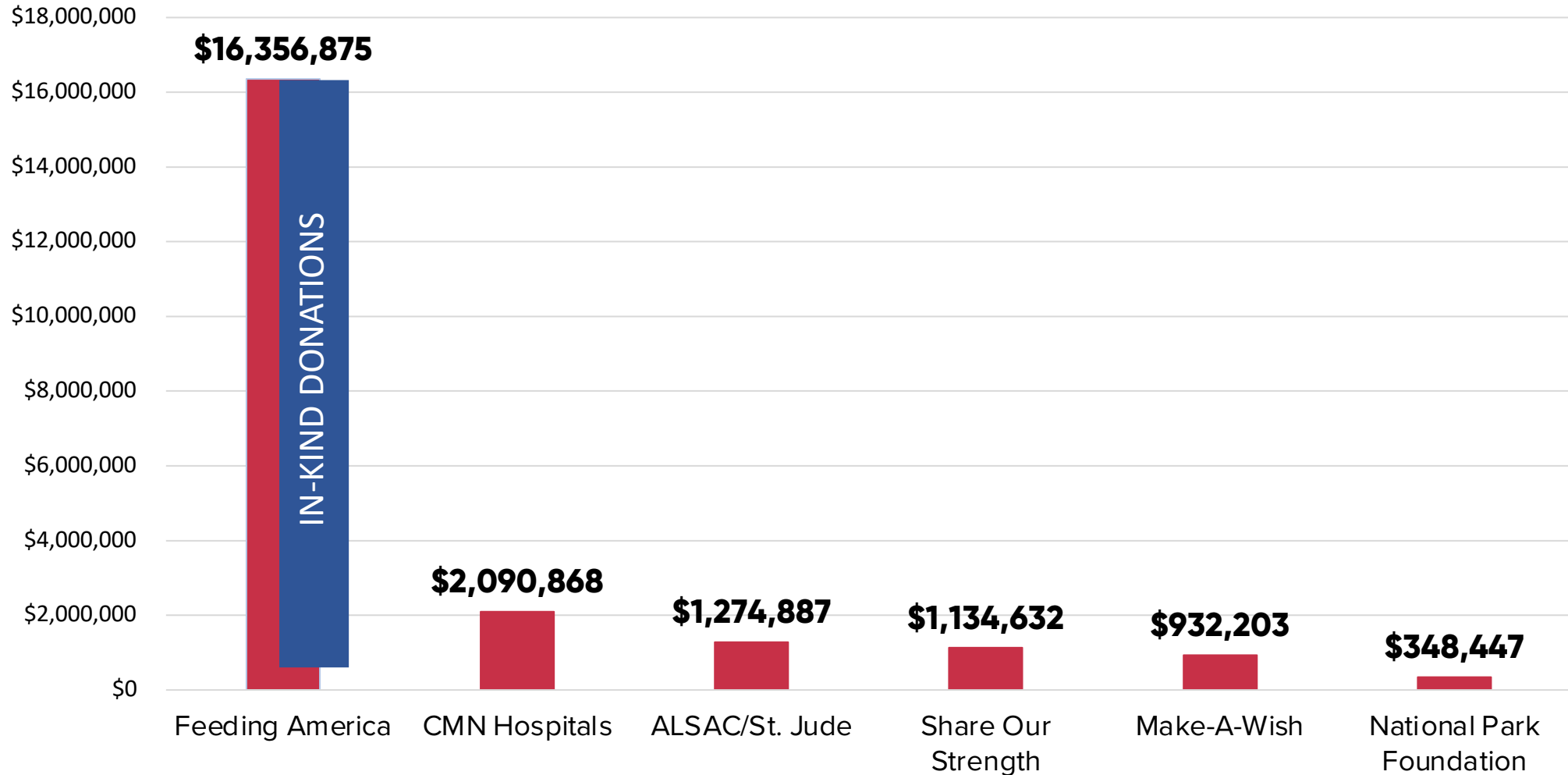
CMN Hospitals & Our Charitable Peers



QUANTITY OF CORPORATE PARTNERS



CORPORATE PARTNER: SUPPORT AVERAGES



24 Years

Average Length
of CMN Hospitals
partnerships raising over
\$3M annually

18 Years

Average Length
of peer charity partnerships
raising over \$3M annually

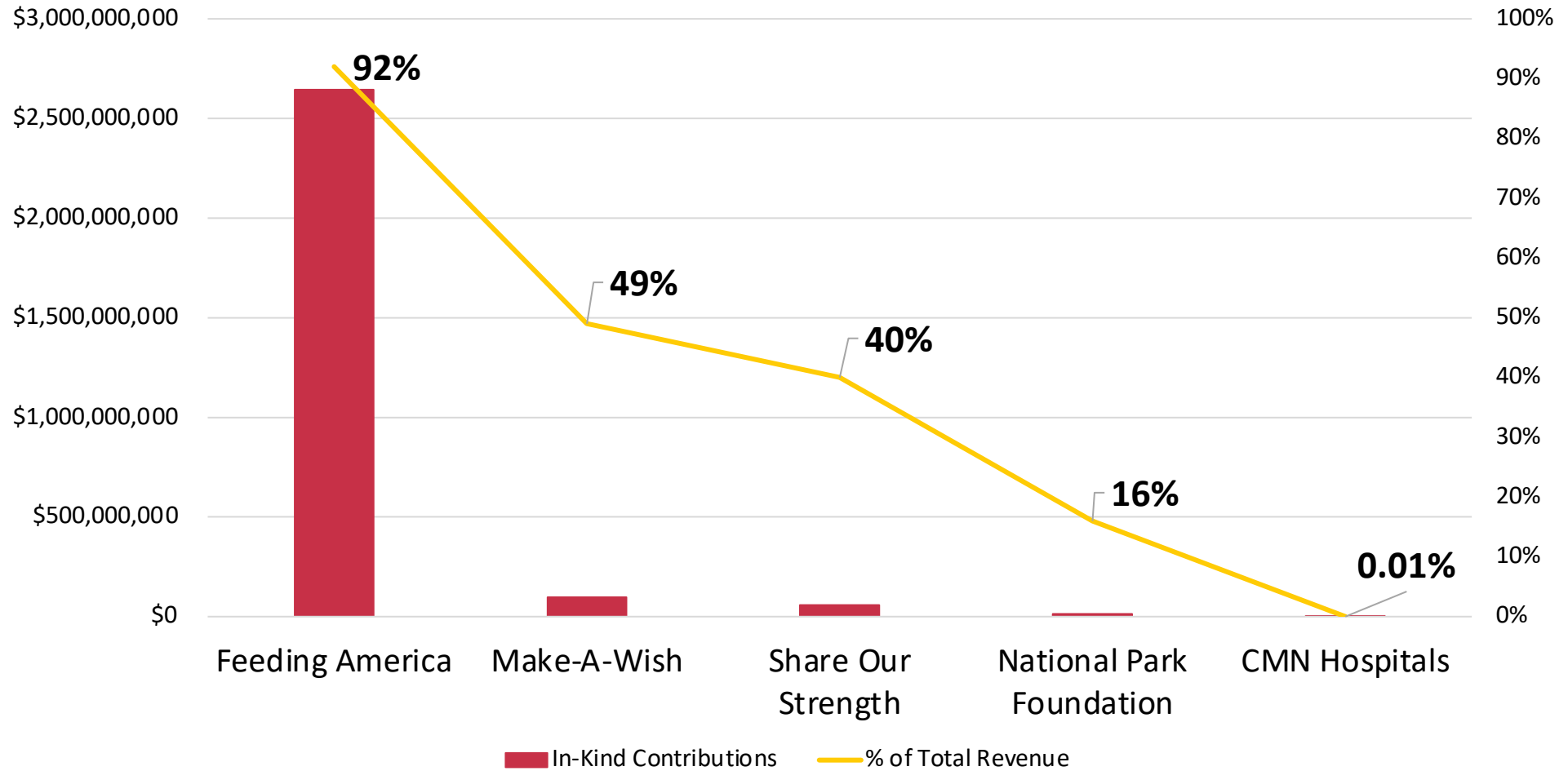


11 Years

for CMN Hospitals partners
to reach \$3M in funds annually campaigns

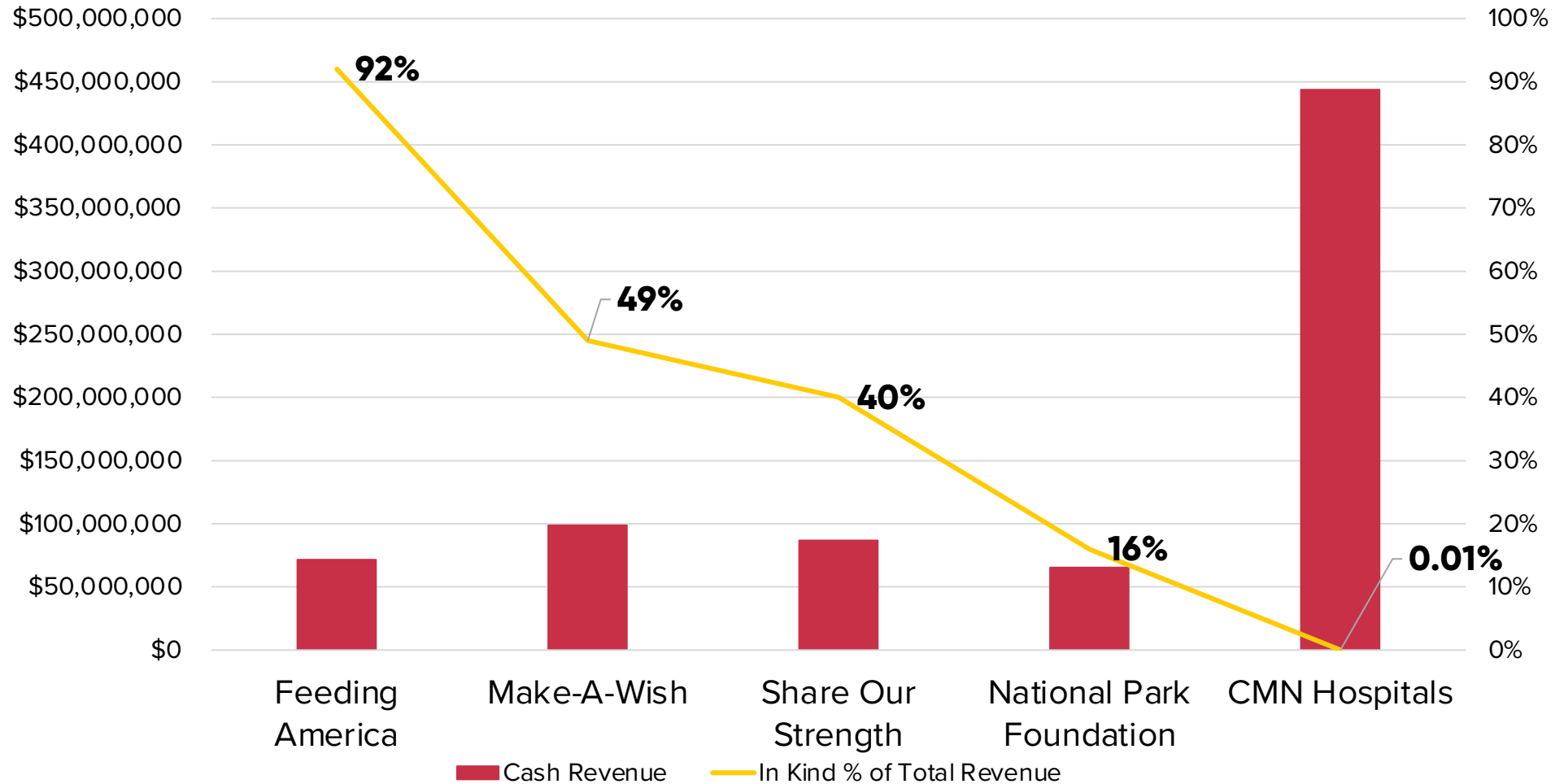


IN-KIND REVENUE



*ALSAC/St. Jude does not current track in-kind revenue in their audited financials but will be within the next year as the organization realizes estimated in-kind revenue of up to \$80,000,000 which would equate to 3% of total revenue

CASH REVENUE



Hunger

Hunger causes took a big jump over 2018, moving from 4% of point-of-sale fundraising dollars raised to 14% in 2020, creating over an \$86 million impact, reflecting the unprecedented need created by the COVID-19 outbreak.



The Takeaways

- CMN Hospitals **ranks #2** among profiled peer nonprofits for **total number of corporate partners** (125), behind only Feeding America (183/500 food donors).
- CMN Hospitals **ranks #2** among profiled peer nonprofits for **\$ per corporate partner average** (\$2,090,868), behind only Feeding America (\$16,356,875/\$5,495,910 food donor average).
- CMN Hospitals **ranks #2** among profiled peer nonprofits for **total dollars raised from corporate support**. When **in-kind donations are removed**, CMN Hospitals **moves to #1** for total dollars raised from corporate support.
- CMN Hospitals has a **history of stewarding, maintaining, and growing our partnerships** with some of the largest in place for 30+ years as well as success in securing new partnerships in more recent years.

A (Virtual) Partner Panel



GIANT[®]

LIFETIME[®]
HEALTHY WAY OF LIFE



**Why did you choose to partner
with CMN Hospitals?**





Emeri Burgher
Director of Marketing



**What do you value in your partnership with
Children's Miracle Network Hospitals?**





Jessica Printy Groves
Community Impact Manager



**Why do you support
Children's Miracle Network Hospitals?**





**What words of wisdom would you share to
Children's Miracle Network Hospitals?**





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LOOKING FORWARD



Our Value Propositions

Our Value Propositions

We're National, and Local.

- Nearly every category surveyed reported supporting local communities.
- CMN Hospitals allows companies to easily make a local impact everywhere they do business.

Our Cause of Children is Unwavering.

- They know their local children's hospital.
- Their kids, their customers' kids, their employees' kids, are being treated by your hospitals.

We Fit Many Business Needs.

- Due to the variety of care within children's hospitals, CMN Hospitals can fit a lot of business needs – even as those needs change.

We Build Strong Relationships.

- Our expertise in corporate fundraising gives us credibility and trust.
- It also helps us test, try and grow with companies as their business evolves.

#1 Reason

Why people donate at the register
Is because they feel passionate about
the cause or charity.





A Focused, Strategic, and Data-Driven Approach

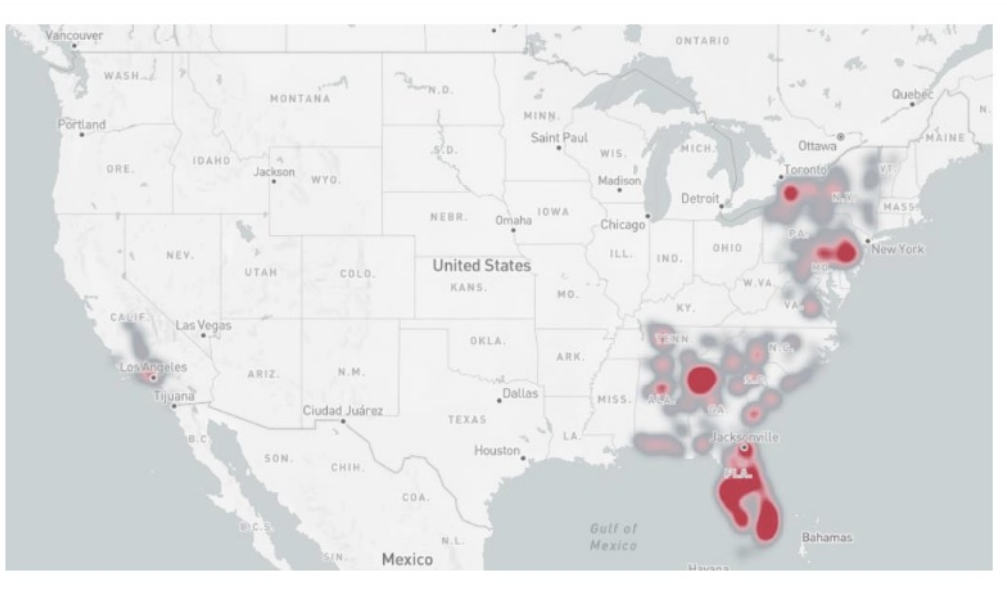
2022: POINT-OF SALE CAMPAIGNS IN TARGETED INDUSTRIES

These companies are brick-and-mortar, fit within the store count guidelines and are based on optimal geographies.

This is how we deliver results quickly, and with the least effort, to local hospitals.



EXAMPLE: SUPERMARKET & GROCERY



* Current CMN Hospitals supermarket & grocery partner locations heat map

Where we want to focus:

- 27% (7) of the Supermarket & Grocery companies profiled have company headquarters in the state of **California**—likely because of California's numerous region-specific chain companies.
- States with 8% (or 2) companies headquartered are **Arizona, Iowa, Idaho, Illinois, Texas, and Utah.**



Overwhelmingly, companies in this industry either call out specific CSR initiatives dedicated to **fighting hunger and food insecurity** -though several mention related causes they support like overall community health/wellness and nutrition education.

BEYOND 2022: EXPAND TURN-KEY FUNDRAISING AND TARGET NEW INDUSTRIES

We must evolve how we support partners, both nationally and locally.

We will also continue to test and deliver new opportunities for supporters to donate where funds are transacted.





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QUESTIONS & DISCUSSION

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BREAKOUT DISCUSSION TOPICS

What do you think would make CMN Hospitals a charity of choice for a prospective corporate partner?

How might we as local hospitals help increase our collective value to a prospective corporate partner?

How can CMN Hospitals partner with local hospitals to grow corporate fundraising?



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Change Kids' Health.
Change the Future.