

IWK Foundation channels at a glance

(as of November 2024)



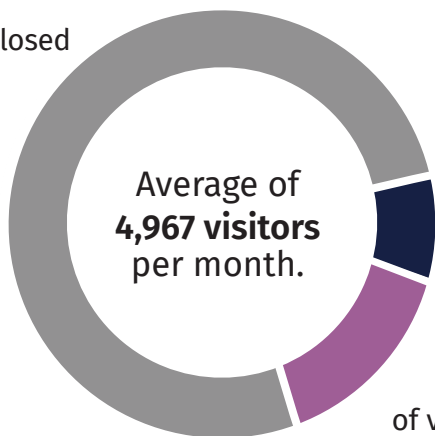
The **IWK Foundation email list** has an average open rate of **37.6%**. This is well above the industry standard of a **21%** open rate for health-related nonprofit organizations.

(2021 M+R Benchmarks Study, Email message rates by type and sector table <https://www.mrbenchmarks.com/>)

WEBSITE TRAFFIC

80%

was undisclosed



7% of visitors are male

13% of visitors are female

SOCIAL MEDIA



Facebook followers

20K+



LinkedIn followers

2200+



Instagram followers

5K+

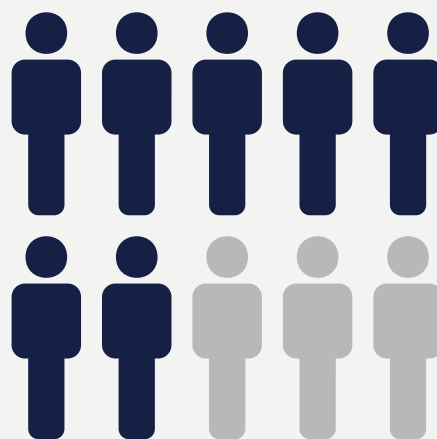
Given similar price and quality

90%

of consumers

are likely to switch to a brand associated with a good cause.

-Employee Giving Report, Children's Miracle Network, 2018



7 out of 10 Employees

want to know what their company is doing to help their community, and are willing to participate to further their company's impact.

-Employee Giving Report, Children's Miracle Network, 2018

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