



THE POWER OF

# PARTNERSHIP



Children's  
Miracle Network  
Hospitals

# ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS



**Children's  
Miracle Network  
Hospitals**

Helping Local Kids

As a network of 170 member hospitals, Children's Miracle Network Hospitals® are there when your child needs them most. Through our network of blue-chip corporate and media partners, award-winning fundraising programs and passion-filled communities, we've helped provide more than \$5 billion in donations, all to support the greatest needs of our hospitals across the United States and Canada.

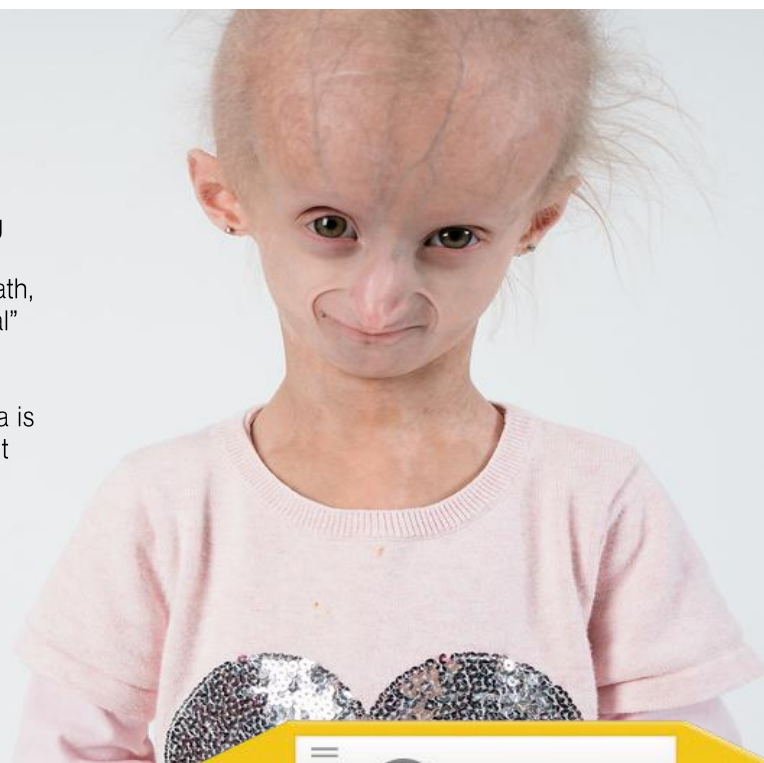
From funding critical treatments or pediatric medical equipment, to ensuring that hospitals can provide charitable care to those in needs or specialized services not covered by insurance, we invite you to join us. Help us ensure that every child has the access to the very best medical care in their children's hospital.

## CARLY, 7 PROGERIA

Carly's mantra is "Tiny but Awesome," and it's true in everything she does. While Carly leads the life of a typical second grader, participating in girl scouts, learning tap and jazz, excelling in math, and becoming fiercely independent, that's where Carly's "typical" ends.

She is just one of 17 kids living with progeria in the US. Progeria is an extremely rare genetic condition that causes her to age eight to 10 years each year. Children with progeria have small stature, shorter life spans and experience heart disease and stroke along with other conditions typically associated with the average aging public, occurring as early as 6 versus 70 or 80 years of age.

Donations allow Carly's caretakers to collaborate with global experts on progeria and help pay for diagnostic equipment.



**Children's  
Miracle Network  
Hospitals**

Our hospitals treat 10 million kids each year—  
**kids just like Carly.**

# WHY COMPANIES PARTNER WITH CHARITIES



Of consumers would tell others to buy products from a purpose-driven company.



Of consumers would switch from a product they typically buy to a new product from a purpose-driven company



Of consumers say they would be more loyal to a purpose-driven company.

Source: 2018 Cone/Porter Novelli Purpose Study



## WHEN A COMPANY SUPPORTS A SOCIAL OR ENVIRONMENTAL ISSUE, CONSUMERS SAY THEY:



Source: 2017 Cone CSR Study

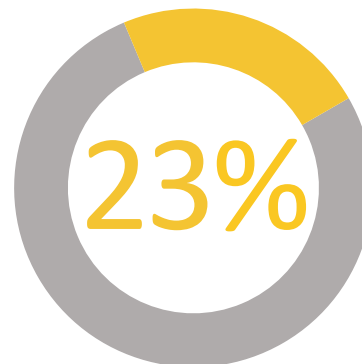


## Why partner with **children's hospitals?**

Millennials rank children's hospitals as the cause most important to them.



Understand that their local children's hospital is in need of donations to continue providing care.



Said children's hospitals are the cause most important to them.

Cone 2015 Global CSR Study, Cone 2016 Millennial Study, Edelman Good Purpose Study, Net Impact Study



**CMN HOSPITALS PARTNERS WITH MORE THAN 120 CORPORATE PARTNERS EACH YEAR IN FUNDRAISING PROGRAMS.**



**CHILDREN'S MIRACLE NETWORK®**



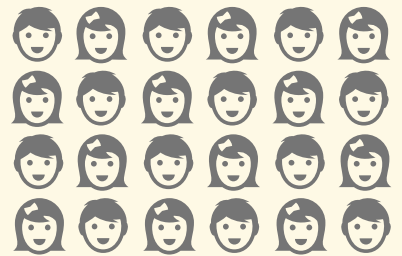
**EVERY DAY  
MORE THAN**

**5,000 CHILDREN**

**RECEIVE CARE AT  
CHILDREN'S MIRACLE NETWORK  
MEMBER HOSPITALS**



**ACROSS  
CANADA**



 **EACH DAY:**

**MORE THAN  
250  
SURGERIES**  
ARE PERFORMED ON CHILDREN



 **EACH DAY:**

**MORE THAN  
3,000  
RESEARCHERS**



**ARE WORKING ON**

**DIAGNOSING  
CAUSES,  
DEVELOPING  
TREATMENTS,  
& FINDING  
CURES**



 **EACH DAY:**

**MORE THAN  
2,100  
DIAGNOSTIC IMAGING  
PROCEDURES ARE DONE ON AVERAGE**



**IN 2018, CHILDREN'S  
MIRACLE NETWORK  
RAISED MORE THAN**

**\$46 MILLION  
IN CANADA**



**CHILDREN'S  
MIRACLE NETWORK  
FUNDS**

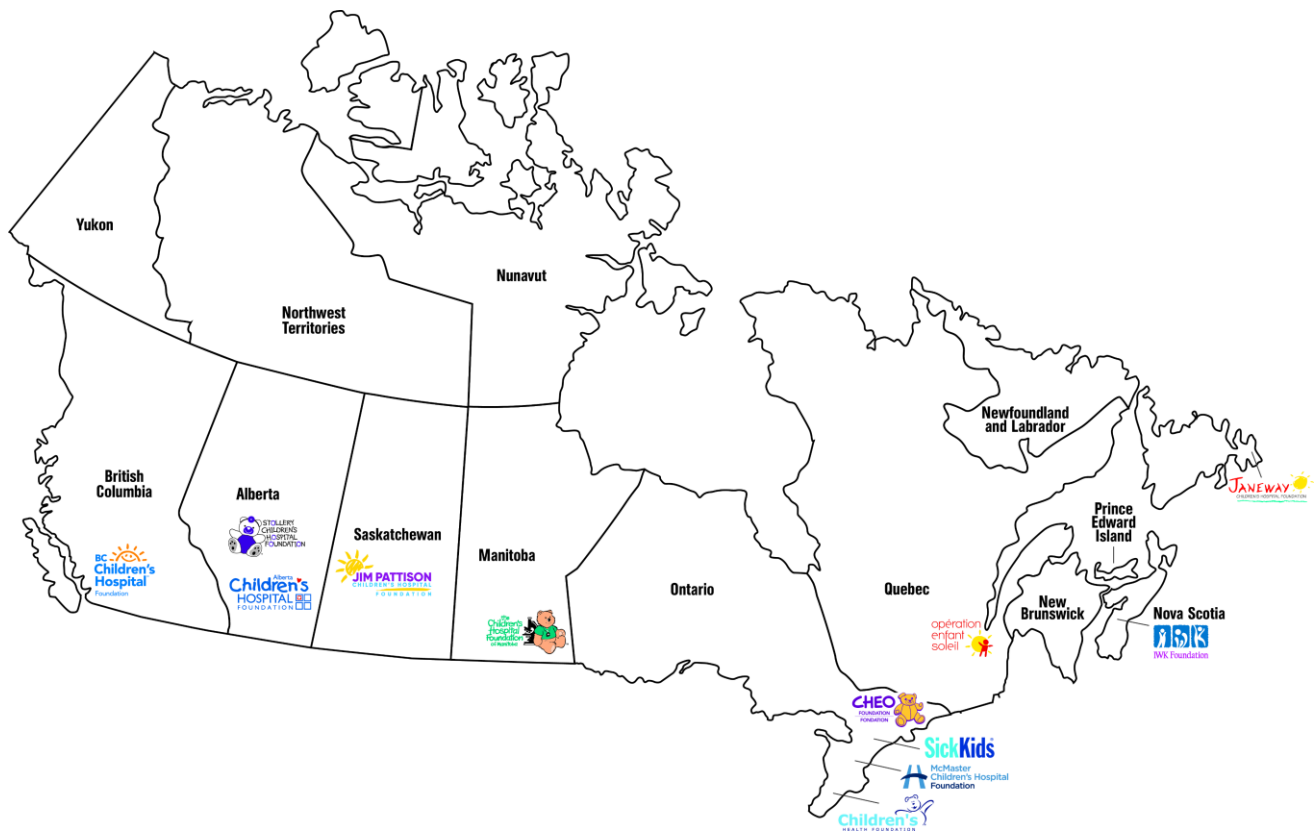


**PEDIATRIC MEDICAL RESEARCH, EQUIPMENT,  
SPECIAL PROGRAMS, EDUCATION, & CRITICAL NEEDS**

**FOR CHILDREN'S HOSPITALS**







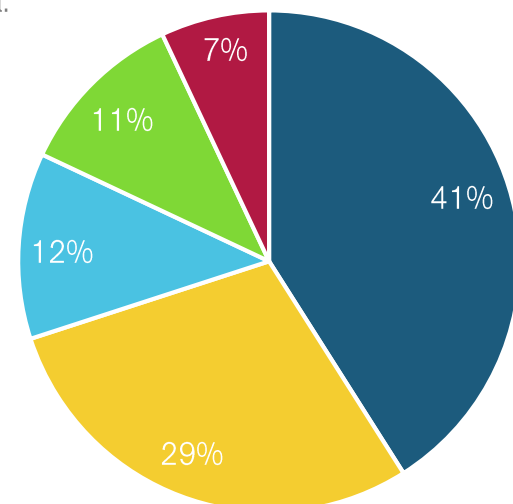
Through fundraising achievements, we have touched the lives and communities of children and their families from coast to coast. From BC Children's Hospital in Vancouver, British Columbia to the Janeway Children's Health and Rehabilitation Centre in St. John's, Newfoundland and Labrador, the following pages give just a glimpse of the ways in which you can directly connect with local children's hospitals, helping kids across Canada live better, and giving kids the childhood they deserve.

Each Children's Miracle Network member hospital foundation directs the funds they receive to the areas that need it most, whether it's specialized equipment for NICU babies, research to discover cures and treatments, or special services to support patients and families. The following numbers represent how your funds are making a direct impact in the areas of need at member hospitals across Canada.

Children's Miracle Network partners and programs together raised over \$46 million in 2018 for 14 member hospital foundations across Canada.

The funds helped pay for:

- 1 Equipment: 41%
- 2 Research: 29%
- 3 Special Services and Programs: 12%
- 4 Critical Needs\*: 11% (\*Facility Upgrades, Hospital Transportation etc.)
- 5 Education and Prevention: 7%





# EXTRA LIFE



Extra Life is a Children's Miracle Network Hospitals fundraising program within the gaming community.

Participants fundraise year-round and dedicate a day of play with one goal: to save and improve the lives of sick and injured kids. Funds raised stay local to help pediatric patients at 170 Children's Miracle Network Hospitals across North America. Since 2008, Extra Life has raised more than \$56 million for member hospitals.



Play games, heal kids and join the community today at [extra-life.org](https://extra-life.org)

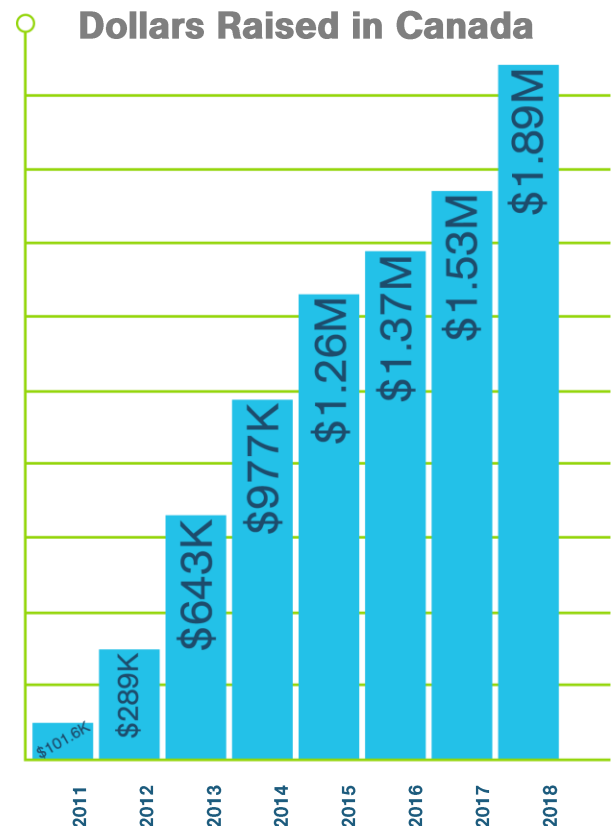
## REACHING A COVETED DEMOGRAPHIC ACROSS CANADA



Extra Life is a global, digital community that engages passion-fueled fundraisers within the gaming industry. Since 2011, **over 35,000 Canadian gamers** have participated in the program and **raised more than \$8 million for kids across Canada**. They are:

- The Millennial & Gen X Gamer ages 21 – 40
- Highly engaged social network, with 5.5X the amount of average followers
- Social share rates are 3X more active than the baseline for the demographic
- Group is 61% male, 39% female

Track record of consistent annual growth with a goal to raise over \$2.2 million in 2019!





## Employee Engagement Opportunities

Gaming is the largest form of entertainment on the planet and chances are, you have employees who play games and/or livestream as a hobby outside of the office. Participation in Extra Life is so flexible, that it serves as the perfect employee engagement tactic for both local and remote teams! Ideas of how your company can use Extra Life as an employee engagement tactic are:



### Create a Company Extra Life Team

Every Fall, Children's Miracle Network Hospitals hosts the annual "Extra Life Game Day" as a rallying point for gamers across the globe to raise funds for sick and injured kids at children's hospitals across North America. Create a team for your employees to join and create their own fundraising page to collect donations. Offer incentives like an extra day of PTO for the top fundraisers, or company swag for everyone who reaches a specific fundraising milestone.



### Host a Company Game Day

Extra Life is 365 days a year, meaning you can host your own "Game Day" whenever it works for you! Already host a company picnic? Add a gaming event and allow people to bring their family, friends (and games!) to raise money for your local children's hospital. Best practices include providing matching gifts, hosting a silent auction, and spotlighting staff members with personal connections to the local children's hospital.



### Livestream with Remote Offices

While it's definitely not a requirement to participate, over 60% of the Extra Life community livestream their game play on Twitch, Mixer and YouTube to connect with their friends, family members and fans. By hosting your own company livestream, you can challenge remote offices to some friendly challenges #ForTheKids, all while each location gets to support their local children's hospital.





## Community Engagement Opportunities

Gaming is the largest form of entertainment on the planet and chances are you have customers who play games and/or livestream as a hobby. Participation in Extra Life is so flexible, that it serves as the perfect community engagement tactic for both local and remote teams! Ideas of how your company can use Extra Life as a community engagement tactic are:



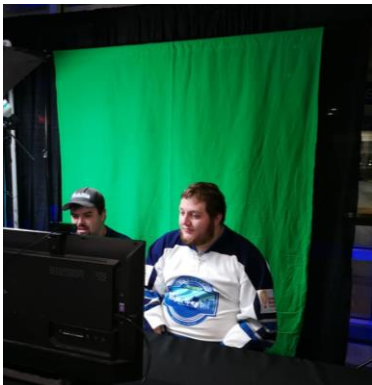
### Create a Community Extra Life Team

Every Fall, Children's Miracle Network Hospitals hosts the annual "Extra Life Game Day" as a rallying point for gamers across the globe to raise funds for sick and injured kids at children's hospitals across North America. Create a team for your community members to join and create their own fundraising page to collect donations. Each community member can select their local children's hospital, ensuring the funds they raise stay local to help kids in their own community.



### Host a Community Game Day

Extra Life is 365 days a year, meaning you can host your own "Game Day" whenever it works for you! Launching a new game or product? Hosting an Extra Life Game Day event to rally the community around the announcement can generate buzz and engagement from your most passionate supporters, all while raising money for a good cause. Best practices include providing matching gifts, providing prizes or unlocking items when fundraising milestones are reached, and spotlighting community members' personal connection with the cause.



### Livestream Your Support

While it's definitely not a requirement to participate, over 60% of the Extra Life community livestream their game play on Twitch, Mixer and YouTube to connect with their friends, family members and fans. Host your own livestream to engage with your community members. Feature segments with your developers, content creators and special guests that your community members want to hear from. Create some friendly challenges, all while raising money #ForTheKids.





## Supporting Kids' Health across Canada

Children's Miracle Network Hospitals engages with partners in many different ways. We strive to customize each and every partnership so it is a win-win in terms of charitable AND business impact. Our team are experts in corporate social responsibility and have helped to design some of the most impactful, beloved and prolific corporate-cause partnership in the marketplace today.



### Activations within 12+ Major Markets

We've established **over 12 local volunteer groups** throughout Canada who **host events and generate awareness in their local markets**. These groups are active year-round and are able to **provide local support** in your focus-markets or remote offices across the country.



### Product Distribution at 100+ Events

In addition the **100+ local events** our volunteer groups host or attend throughout the year, Extra Life also has a presence at **EGLX, Fan Expo Canada, and Animethon** each year, providing your company with opportunities for **product placement** and sampling at our convention booths.



### Integration with Local Game Day Events

Each year, our 12 markets **host city-wide Extra Life Game Day celebrations** to rally local gamers in support of the Children's Miracle Network hospital nearest them. **Major markets include Edmonton, Toronto, and Vancouver** each drawing an attendance ranging from 100 to over 250 passionate charity gamers. Sponsor these community events through **local branding opportunities** and provide thank you gifts to our top fundraisers.





# THANK YOU



**Lucibelle Tan**

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[childrensmiraclenetwork.ca](http://childrensmiraclenetwork.ca) | [extra-life.org](http://extra-life.org)



BENEFITING

Children's  
Miracle Network