What is Children’s Miracle Network?

Children’s Miracle Network® raises funds and awareness for 170 member hospitals, 14 of which are in Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and research. Its various fundraising partners and programs support the non-profit’s mission to save and improve the lives of as many children as possible.

Each day, over 4,900 children will receive medical treatment for variable diseases, sickness and injuries at Children’s Miracle Network member hospitals across Canada. These children’s hospitals depend on financial support to help fund critical priorities such as:

**Mental Health** - 70% of mental health issues have their onset during childhood or adolescence.
**Pediatric Health Research** - Research has the greatest potential to transform child health.
**Emergency and Urgent Care** - Enhancing patient flow, care, privacy and safety is vital to saving kids lives.
**Healthy Living** - Children’s hospitals research, educate and advocate proper nutrition, regular physical activity, and positive body image.
**Cancer** - is the single most common cause of disease-related death in children and adolescents. Fifty years ago we only hoped for the treatment and cures we have today.
**Child Life Programs** - are devoted to helping kids be kids, even in the midst of illness and hospitalization.

Children’s Miracle Network provides additional funding to ensure that vital programs, equipment and research devoted to children’s health continue to thrive.

What is the Marriott and Children’s Miracle Network Partnership?

Since 1983, Marriott and Children’s Miracle Network across the U.S. and Canada have partnered to raise more than $115 million for 170 member hospitals across North America, with local hospitals determining how funds are needed most.

**Marriott and Children’s Miracle Network Fundraising Programs**

- Breakfast Campaign (page 6)
- Aquafina Campaign (page 7)
- Root Beer Float Day (page 9)
- Signature Events (page 10-12):
  - Extra Life
  - Golf Tournaments
  - Galas
  - Community Grassroots
Every day more than 4,900 children receive care at Children’s Miracle Network hospitals across Canada.

Each day:
- More than 250 surgeries are performed on children.
- More than 3,000 researchers are working on diagnosing causes, developing treatments, and finding cures.
- More than 2,100 diagnostic imaging procedures are done on average.

In 2015, Children’s Miracle Network raised more than $54 million in Canada.

Children’s Miracle Network funds pediatric medical research, equipment & programs for children’s hospitals.
Where does the money raised at my property go?

Ninety percent of donations to charitable organizations want to know that their donations help support a local cause. You are encouraged to let associates and guests know exactly which children’s hospital your property is supporting. To locate your member hospital visit Childrensmiraclenetwork.ca/Hospital/Search. Each hospital decides exactly how to use the donated funds based on what they need most.

Children’s Miracle Network List

Children’s Miracle Network serves kids in all major markets throughout North America.

To find your local Children’s Miracle Network member hospital visit Childrensmiraclenetwork.ca/Hospital/Search
CHILDREN’S MIRACLE NETWORK CAMPAIGN WEBSITE

All Marriott properties can sign up for one, two, or all Children’s Miracle Network fundraising campaigns through one easy to access location. Simply visit Marriott.CMNHospitals.org to review details on each fundraising campaign, download campaign materials, and sign up to support your local children’s hospital.
WHAT IS THE BREAKFAST CAMPAIGN?

Timing: 90 days of your choice during your peak season.

Properties have the option to increase the price of the breakfast buffet or breakfast entrées by $1 to support their local Children’s Miracle Network member hospital. Our goal is to have all eligible Full Service Hotels participate in this program. This campaign requires a low level of logistical effort and can produce extraordinary results.

Here are the details:

• Inform your ownership that you will participate in the campaign.

• Run the campaign for 90 days of your choice, during your peak season.

• Visit Marriott.CMNHospitals.org to learn more and download campaign materials.

• Increase the price of the breakfast buffet by $1.00 on the menu. The hotel should not position this campaign as an optional guest donation (verbally, in print, on flyers, or menus, etc.) – either one where guests can remove a dollar from their bill (“Opt Out”), or one where the guest is asked if they want to participate by allowing a dollar to be added to their bill (“Opt In”). Participating hotels are simply exercising their right to increase the price of an item. Note: If you do not offer a buffet, increase the price of the breakfast entrée items $1.00 on the menu.

• Tag the item with the new Children’s Miracle Network logo and add a note at the bottom of the menu stating “We are proudly supporting Children’s Miracle Network with a $1.00 donation with every breakfast buffet sold.” https://extranet.marriott.com/mgs/common/business-resources/social-responsibility-community-engagement/community-partners/childrens-miracle-network-hospitals.html (Feel free to call it “Miracle Breakfast” on your menu).

• At period end, run the micros menu item sales by outlet report. The item (i.e., breakfast buffet) should be identified and the menu count multiplied by $1.00. Make a journal entry reducing the outlet’s sales by this amount. This protects owners from paying a 3% management fee on donations. When tax is submitted, tax must be paid on the full menu price (inclusive of the $1.00 donation).


PLEASE DIRECT ANY QUESTIONS RELATED TO THE BREAKFAST CAMPAIGN OR FUNDRAISING FOR CHILDREN’S MIRACLE NETWORK TO: AMY.MOYER@MARRIOTT.COM or AVIRANI@CHILDRENSMIRACLENETWORK.CA
WHAT IS THE AQUAFINA CAMPAIGN?

Timing: Anytime on/after June 1 and end on August 31.

We are excited to announce a great Children’s Miracle Network Campaign for Full Service and Marriott Select Brands. This campaign, with the support of our great partners from Pepsi, can begin anytime on/after June 1 and end on August 31. The program has been designed to minimize operational impact while providing strong product appeal to your guests.

All Marriott managed and franchise hotels are encouraged to support this Children’s Miracle Network Campaign featuring Aquafina Water by selling the 20-oz. and one-liter bottle of Aquafina along with other specified products anywhere bottled beverages are sold in your hotels. All Marriott managed hotels will be shipped a marketing kit directly in mid-May and franchise properties can opt-in to receive a “Campaign Kit” by registering at Marriott.CMNHospitals.org.

Children’s Miracle Network will receive a portion of proceeds from every sale of these products. Your hotel’s contributions to Children’s Miracle Network will be produced by suggested incremental re-pricing products by $0.25 during the campaign.
**Program Goal and Guidelines**

Our goal is to have all Marriott Full Service and Marriott Select Brands participate in this program as a way to support your local Children’s Miracle Network member hospital. This campaign requires a low level of logistical effort and can produce extraordinary results.

**Participation details:**
- Inform hotel ownership of your participation in the campaign, if necessary.

**Example:**

<table>
<thead>
<tr>
<th>Aquafina 20-oz. bottle</th>
<th>Donation/bottle</th>
<th>100 bottles purchased</th>
<th>$25.00 total Children's Miracle Network Hospitals donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.00</td>
<td>$.25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Run the campaign anytime beginning June 1 and ending August 31.
- Re-price products by a suggested $0.25 during entirety of campaign.


**PLEASE DIRECT ANY QUESTIONS RELATED TO THE AQUAFINA CAMPAIGN OR FUNDRAISING FOR CHILDREN’S MIRACLE NETWORK TO: AMY.MOYER@MARRIOTT.COM or AVIRANI@CHILDRENSMIRACLENETWORK.CA**
ROOT BEER FLOAT DAY

**Timing:** Any day during the week of August 6-12.

Root Beer Float Day – all Full Service, and Marriott Select Brands are invited to participate in Root Beer Float Day. Franchise properties are welcome to participate as well. Note, National Root Beer Float Day is officially Sunday, August 6, 2017.

Our goal is the have all eligible hotels participate in this program as a way to support their local Children’s Miracle Network member hospital. This one day event requires a low level of logistical effort and can produce extraordinary results. Here are the details:

- Sign up on or before July 15 to participate at [Marriott.CMNHospitals.org](http://Marriott.CMNHospitals.org)

- Two Options:
  1. Set a specific price for the Root Beer Float (Set the price as you see fit for maximized fund raising).
  2. If you do not want to set a price, leave donation open.


PLEASE DIRECT ANY QUESTIONS RELATED TO THE ROOT BEER FLOAT DAY OR FUNDRAISING FOR CHILDREN’S MIRACLE NETWORK TO: AMY.MOYER@MARRIOTT.COM or AVIRANI@CHILDRENSMIRACLENETWORK.CA
EXTRA LIFE

Overview
Extra Life is a fundraising program for the gaming community. Participants fundraise year-round and pledge to game for 24-hours with one goal in mind: to save and improve the lives of sick and injured kids. People can participate in the 24-hour Game Day Celebration from the comfort of their own homes on November 4, 2017.

How it works
Visit www.extra-life.org and click ‘Join’ to create an online fundraising page. Participants customize their fundraising page by choosing which hospital they want to support, setting a fundraising goal and sharing their personal reason for why they joined Extra Life. Gamers are able to unlock digital content and rewards by asking their friends and families to donate towards their efforts.

How your company can support the challenge
Recruitment has always been the driving factor behind Extra Life’s success. It’s because of this that your company can make the largest impact for your local hospital by simply creating an Extra Life team and recruiting your employees and community members to join you in your efforts. The average Extra Life participant raises 4x more than the average donation so the impact your company can make by recruiting people to join Extra Life is staggering.

Extra Life is a grassroots program for Children’s Miracle Network and no idea is too crazy, too small or unappreciated. If you have an idea on how we can involve more gamers in Extra Life or would like to talk about options to engage your employees, please let us know!

Stephanie Iacobelli
Director, Programs & Events
(905) 265-9750 ext 232
siacobelli@childrensmiraclenetwork.ca

How you can support Extra Life
1. Visit extra-life.org and register to participate either as an individual or form/join a team.
2. Invite friends and family to participate with you and support your fundraising efforts.
3. Join ExtraLife4Kids on Facebook and Twitter and spread the word about Extra Life within your social circles.
GOLF TOURNAMENT OR GALA EVENT:

A golf tournament or gala is an excellent opportunity to engage your associates, guests, community members, vendors and local businesses in an event that raises awareness and funds for Children's Miracle Network and your local hospital.

You will need a planning team or committee to help coordinate all of the details that make for a successful event, from choosing the right date, securing a venue, advertising and selling tickets, and planning a live and/or silent auction. Many Marriott properties across Canada run successful golf tournaments and galas each year, so you already have a great network of associates who can help you get started.

If you would like to plan an event, please reach out to your local hospital Program Director or Ameera Virani at Children's Miracle Network avirani@childrensmiraclenetwork.ca

GRASSROOTS FUNDRAISING IDEAS:

Here are some fundraising activities that you can activate anytime throughout the year. For any of these activities, CMN and your local children’s hospital can provide you with an image or a patient story to display that will help connect the cause.

1. Bake Sale – Ask associates to bring in baked goods and hold a bake sale in support of your local children’s hospital.
2. Incentive for associates and the community: “Our GM, will shave his head or cut off her long hair if we fundraise $1500 ” and keep the community updated with the progress through social media.
3. Guess the number: For $2, receive a ballot to guess the number of jellybeans/gumballs in a container (could also consider filling a container with something like children’s Band-Aids that connects the activity back to kid’s health). The closest guess wins a complimentary dessert or breakfast during their hotel stay.
CHILDREN’S MIRACLE NETWORK REPORTING

Whether you are a managed or franchised property, the tools below will help you submit your funds in a quick and easy manner.

When submitting funds, please make sure to include any campaign information (ex. Breakfast Campaign, Aquafina, Root Beer Float Day, Golf, etc) along with your property details.

North American Managed Properties
Submit funds via MBS directly to Children’s Miracle Network. Be sure to include how the funds were raised in the comment section of the cheque request process.


NEW! To improve efficiencies, please send all funds directly to the Children’s Miracle Network office in Salt Lake City, Utah. Canadian funds stay in Canadian currency.

The Salt Lake office can process Canadian funds and disburses them in Canadian funds to your local children’s hospital.

All funds must be submitted via MBS and should be directly sent to: Children’s Miracle Network Hospitals 205 West 700 South Salt Lake City, Utah 84101 (801) 214-7400

North American Franchised Properties
When submitting a cheque, please complete the donation form found at Marriott.CMNHospitals.org and indicate property code and how the funds were raised.

All funds must be submitted via the donation form spreadsheet and should be directly sent to:

Children’s Miracle Network Hospitals 205 West 700 South Salt Lake City, Utah 84101 (801) 214-7400

Include Campaign information here. For example, Breakfast Campaign, Aquafina, Starbucks, etc...
JUST REPORT IT

The easy to use, web-based reporting tool for business units and Business Councils to submit activity on Community Engagement and Government Affairs. In addition, Business Councils may also report their Culture activities and Market Driven Initiatives. Just Report It can be accessed from standard browsers, tablets, iPads and smart phones.

https://marriott-justreportit.com/dashboard

When you launch Just Report It, for the first time, you will see a consent form which you will need to accept before continuing. After consenting, Just Report It will open to your Dashboard with your brand logo. The MARSHA code for your unit should appear in the dropdown box. If not, select your unit’s MARSHA code from the list.

If you are in an above property unit, you will see the Marriott International logo. Use the MARSHA code dropdown box to select your reporting MARSHA code (MBCxxxxx). If you do not find a reporting MARSHA code, please select “Contact Us” from the top menu bar and send us a message requesting a reporting code.

From there, it’s really easy

• Select “Report New Activity” from the top menu bar.
• Answer the questions and click “Submit”. Be sure to enter the Focus as Vitality of Children and Sub Focus as Children’s Miracle Network.
  o Enter all Cash donated to CMN
  o Enter all volunteer(s) and hours
  o Enter all In-Kind donations that support CMN
• You will see that you have submitted the activity – no more email confirmations to clog your inbox.
• Return to “Home” (your Dashboard) and see how it has changed.
Please direct any questions to
Amy Moyer, (407) 409-1722 or Amy.Moyer@Marriott.com
Ameera Virani, (905) 265-9750 ext 225 or avirani@childrensmiraclenetwork.ca

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ChildrensMiracleNetwork.ca