

# EASING COIN SHORTAGE WITH A

## PURPOSE

### CUSTOMERS DONATE CHANGE TO THEIR LOCAL CHILDREN'S HOSPITAL

Unprecedented times call for an unprecedented response. By funding children's hospitals, we can transform how we meet the urgent needs brought on by the COVID-19 pandemic, while also maintaining an exceptional standard of care and preventing and preparing for health challenges to come.

When we **change** kids' health, we change the future—for all of us.

We know we can address the most challenging health issues of today while preventing and preparing for those to come. But we can't do it alone.

### COLLECTING CHANGE HELPS

Shared by Henkles Ace Hardware to KOAM News Now

*The store does a round up initiative for charitable causes, asking customers whether they want to round up their total and donate...which Henkle says he believes helps them avoid any coin shortages. "We don't have to deal with change, it rounds everything to the dollar and if there is a cash transaction it's just bills."*

*KOAM News Now Report- National coin shortage linked to pandemic, local business weighs in*

Shared by Love's Travel Stop to CStore Decisions

*"COVID-19 has dramatically impacted everyday life, and we're going to partner with our customers to fight it and help sick and injured children through our continued support of CMN Hospitals," said Jenny Love Meyer, Chief Culture Officer and Executive Vice President of Love's.*

*CStore Decision Article- Love's Asks Customers to Round Up the Change for Children's Miracle Network Hospitals*

### CHANGE ROUND-UP CONSUMER APPEAL



Of consumers like or don't mind being asked to give at the register.\*



Consumers said they preferred rounding up at the point-of-sale over purchasing an icon for an additional dollar amount.\*\*



Of surveyed consumers donated at check-out since the onset of COVID-19\*\*



Of employees are making the ask at register and happy to help fund the cause and help kids.\*\*\*

\*POS: Progressing and Prospering 2018 study by Accelerist

\*\*CMN Hospitals May 2020 Ask at the Register Consumer Research

\*\*\*According to partner research conducted by CMN Hospitals



### PARTICIPATING PARTNERS



Questions about Children's Miracle Network Hospitals Change Round-up Program?  
Contact [INSERT NAME] at [EMAIL] or [PHONE NUMBER]

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### IMPLEMENTING CHANGE ROUND UP

The opportunity to fundraise through change round up is popular with both employees and customers alike. **Through Children's Miracle Network Hospitals Round-Up Program, donations will go to the local CMN Hospital.** The donations will fund the greatest needs within that hospital to treat local children the best ways possible.

### HOW CHANGE ROUND UP WORKS



*Cashiers, along with signage, will ask customers to make a donation*

*Customers can round-up change no matter the method of payment*



Participating partners must simply activate at the register to round change to the nearest dollar with funds designated to the charitable campaign. Children's Miracle Network Hospitals provides a personalized turnkey plan, signage, employee training, and meaningful support for participating locations.

### COLLECTING DONATIONS THROUGH COIN CANISTERS

Children's Miracle Network Hospitals' Coin Canister Program is another solution to proactively collect coins while supporting local children's hospitals. Participating partners can order coin canisters for their local stores, along with effective signage that invites customers to support their local children's hospital. Each partner is responsible for reconciling the change collection and sending a store fundraising report to ensure local funds are directed accordingly.

### TOGETHER WE CHANGE KIDS' HEALTH

More than 10 million kids enter a children's hospital across North America every year. To provide the best care for kids, children's hospitals rely on donations and community support, as Medicaid and insurance programs do not fully cover the cost of care. Since 1983, Children's Miracle Network Hospitals has helped fill those funding gaps by raising more than \$7 billion, most of it \$1 or less at a time. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible.

#### ***Children's Hospitals Need Our Help Now More Than Ever***

The loss of funding to children's hospitals as a result of the pandemic is significant, up to 50 percent of total revenue in some locations.\* As of June 2020, more than two-thirds of U.S. Children's Miracle Network Hospitals reported a revenue loss larger than \$7.5 million per month with an average loss topping \$65 million (varies by hospital and market size).\*\* This loss represents, on average, 23 percent of a children's hospital's total revenue. Two-thirds of hospitals reported without philanthropy they may not be able to meet next year's financial needs. This revenue loss has the potential to impact care for kids who need treatment now and in the future.

\* According to Children's Hospital Association, 2020

\*\*According to Children's Miracle Network Hospitals COVID-19 Survey May/June 2020.

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