



2020 ANA VIRTUAL NONPROFIT CONFERENCE

AUGUST 5-6



#ANAnonprofit

TRENDS IN CORPORATE SOCIAL RESPONSIBILITY



Maureen Carlson **Chief Programs & Marketing Officer** **Children's Miracle Network Hospitals**



DEFINITIONS

Corporate social responsibility, often abbreviated as "CSR," is the sum total of a corporation's initiatives to assess and take responsibility for the company's effect on environmental and social well-being.

Many CSR tactics include activities like point-of-sale fundraising, direct-to-consumer fundraising, sustainability efforts, employee engagement, sponsorship, vendor activation, in-kind donations, grants, co-branded marketing and more.



Walmart and other brands go direct-to-consumer to fundraise for the causes they care about by selling printed icons at checkout. Walmart has raised \$1 billion for children's causes this way over 30 years.

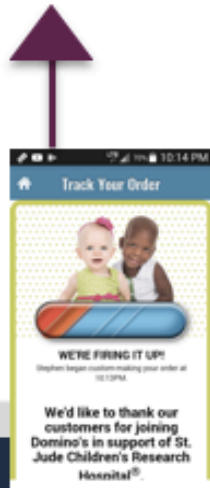


1983



Widely touted as the start of cause marketing, American Express donated to the restoration of the Statue of Liberty with every card transaction.

The rise of the platform campaign owned and marketed by a nonprofit in which corporations slot in and capitalize on the nonprofit's marketing and public outreach.

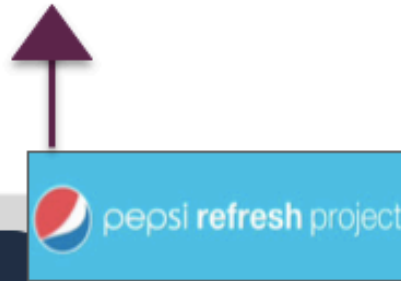


1993



Kellogg's and other sponsors integrate product sales with national walk sponsorship to create high-profile ROI for their support of breast cancer.

Companies begin to understand the appetite for social impact from their consumer and start to engage their consumer in their social impact ideation to capitalize on social sharing, organic brand visibility and share of voice.



2004



Brands take matters into their own hands, publicly standing up for a cause whether they are donating to that cause or not, and integrate those efforts into marketing and communication for brand differentiation.

Companies capitalize on current events and popular marketplace conversations to amplify their social impact messages and spark attention, putting their brand right in the middle of a socially-conscious conversation



2010



The power of a B-Corp and building social impact into your business model shows profitability and consumer appeal, forever changing the consumer's demand for cause impact information.

2017



Companies create social impact strategies that feed off their brand promise, appeal to their consumers, integrate into their company 365 and integrate smartly with marketing, communications, sales and employee satisfaction.

THE EVOLUTION OF CSR



DATA

The rise and proliferation of Big Data.

01



SOCIAL

Everyone has a platform.

02



VALUE

Stakeholders demand more.

03

CSR TRENDS



2020 AND BEYOND



**TREND 1:
FINALLY, AN ENTERPRISE ACTIVITY**

Finally, An Enterprise Activity

Brands with a purpose set on improving our quality of life outperform the stock market by 120%.

“Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it... because it is good for our business.”

Niall Fitzgerald, Former CEO, Unilever

PROVIDE ENTERPRISE VALUE



Donations are the result of the emotional connections made with listeners



Listeners feel positively about their local station supporting a cause



Listeners have positive feelings about clients who participate in radiothon



Listeners are overwhelmingly more willing to purchase products that support a cause

A person is walking away from the camera in a large, brightly lit, modern interior space. The space features a curved wall on the left and a dark blue rectangular text box overlaid in the center. The person is wearing a dark jacket and blue jeans. The floor is light-colored and reflective. The overall atmosphere is clean and minimalist.

**TREND 2:
FEWER PARTNERSHIPS**

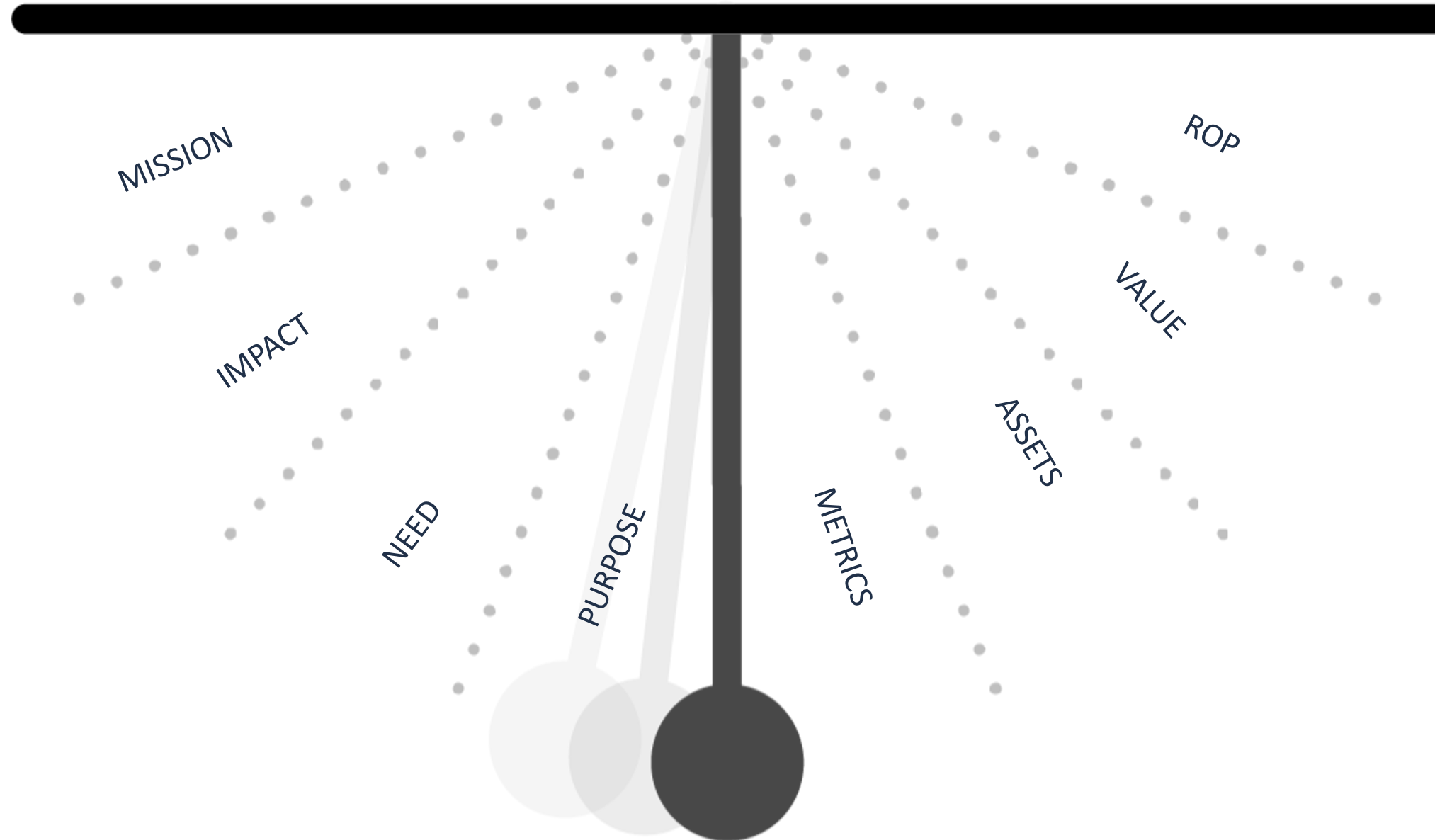
Fewer, More Multi-Faceted Partnerships

More than 1.5 million nonprofit organizations are registered in the U.S. This number includes public charities, private foundations, and other types of nonprofit organizations.

“We’ll continue to see relationships become deeper and longer-lasting – with companies focusing on a select group of cause issues – so that they can communicate a more defined impact.”

Suzanne Quigle
Director, Community Affairs, QVC

DEFINE VALUE





**TREND 3:
HOLISTIC AUTHENTICITY**

Holistic Authenticity

86% of people say authenticity matters in deciding what brands they like and support.

“In this ever-changing society, the most powerful and enduring brands are built from the heart. They are real and sustainable. Their foundations are stronger because they are built with the strength of the human spirit, not an ad campaign. The companies that are lasting are those that are authentic.”

***Howard Schultz,
Chief Executive Officer, Starbucks***

CREATE AUTHENTIC MOMENTS



 **Children's Miracle Network Hospitals** ✓
August 18, 2017 · 🌐

Congratulations to the winners of [Ace Hardware's CMN Hospitals' Miracle Bucket Display Contest!](#) Each winning store has earned a donation to their member hospital. First Place: [Rocking R Ace Hardware](#) Second Place: [Brigham City Ace Hardware](#) Third Place: [Intown Ace Hardware](#)



FIRST PLACE!
ROCKING R ACE HARDWARE
HARRISONBURG, VA



SECOND PLACE!
BRIGHAM CITY ACE HARDWARE
BRIGHAM CITY, UT



THIRD PLACE!
INTOWN ACE HARDWARE
DECATUR, GA

  81

4 Shares



**TREND 4:
BEYOND IMPACT**

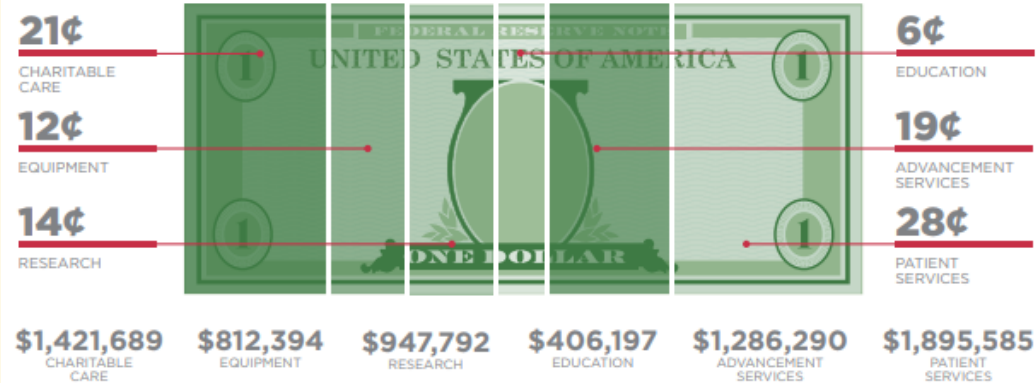
From IMPACT to OUTCOMES

The market of Big Data analytics in healthcare could be worth \$67.82 billion by 2025.

“For instance, Root Capital has reached over 600,000 small-scale farmers and over 3 million individual household members since our founding in 1999, but what were the types and depths of the impact on each family?”

Mike McCreless
Director of Strategy and Impact, Root Capital

HOW YOUR DOLLAR MAKES MIRACLES AT CHILDREN'S HOSPITALS



In 2018, RE/MAX, LLC raised \$6,769,947 for children's hospitals.



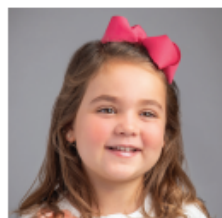
EQUIPMENT FOR KIDS LIKE IZABELLA
Twelve cents of each dollar given provides equipment to help kids like Izabella who has needed several surgeries and a stay in the neonatal ICU. Her family slept by her side on a pullout couch, funded by donations. Her pediatric department also recently received new tools to visualize airways in kids like Izabella because of donations.



ADVANCEMENT SERVICES FOR KIDS LIKE ELI & SHANE
When brothers Eli and Shane were ejected from the off-road vehicle they were riding in, they flew nearly 35 feet. Nineteen cents of every dollar provide advancement services to support physical and programmatic excellence to deliver the best possible patient outcomes including the trauma and burn care the boys received while they were in the hospital.



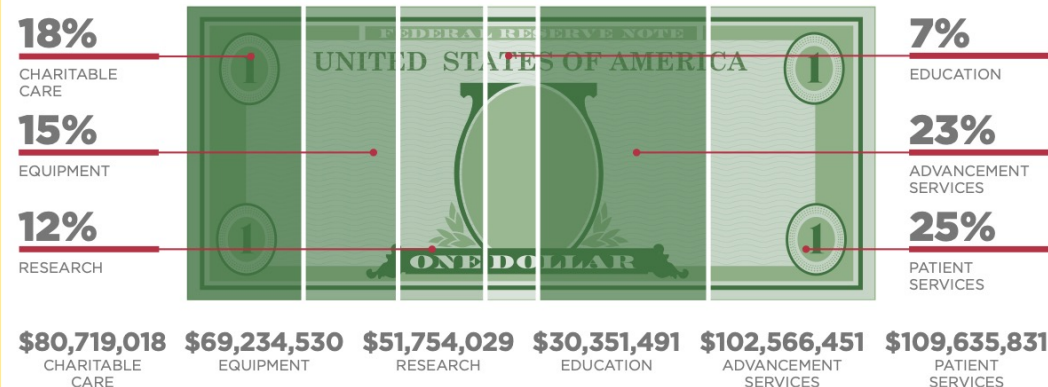
PATIENT SERVICES FOR KIDS LIKE CIARLO
Twenty-eight cents of every dollar support patient services such as the Pediatric Advanced Care Team (PACT) which provide Ciarlo - born with Spina Bifida - and his family with emotional, social and spiritual support as they cope with the hospital experience and work through grief from the loss of Ciarlo's older brother to cancer.



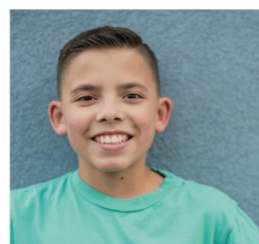
RESEARCH FOR KIDS LIKE KAYLEE
It was a big diagnosis for such a little person. Kaylee was just three when her family found out she had Acute Lymphoblastic Leukemia, which can progress quickly if not treated right away. Thanks to the fourteen cents of every dollar donated that supports research, Kaylee completed her chemotherapy in March 2019 and her long-term prognosis is excellent.

SOURCES: INFORMATION FROM THE 2018 CMN HOSPITALS IMPACT SURVEY

HOW YOUR DOLLAR MAKES MIRACLES AT CHILDREN'S HOSPITALS



In 2019, Children's Miracle Network Hospitals® raised \$444,261,350.



When Vincent's mom, Amanda, started a toy drive for pediatric patients at Ascension Via Christi St. Francis, she had no idea her son would benefit from donations through Children's Miracle Network Hospitals.

Vincent had a rough start. As a baby, he was often sick and saw several doctors and specialists in an effort to get to the bottom of his health issues, many of which involved respiratory issues such as respiratory syncytial virus (RSV) and breathing issues.

At the age 7, Vincent was diagnosed with cystic fibrosis along with a pancreatic insufficiency. Cystic fibrosis is a genetic disease that causes a thick buildup of mucus in the lungs, pancreas and other organs. In those with a pancreatic insufficiency, food isn't properly digested, usually resulting in the person having extreme weight loss or difficulty gaining weight. Vincent needs to take in 10,000 calories a day to counteract the energy his body expends in trying to breathe.

On an average day, Vincent can take 40-60 enzyme capsules to manage his cystic fibrosis and related conditions. Even though Vincent has a lot of health challenges, he's involved in a running club and other sports-related activities at his elementary school. He's also an accomplished artist and has plans of working for Marvel one day. After Vincent's diagnosis, Children's Miracle Network Hospitals helped the family purchase a special vest which vibrates at a high frequency to help break up the mucus in Vincent's chest. The family also receives funds, directly from Children's Miracle Network Hospitals donations, which allow them to travel to Kansas City to see a specialist.

HOW DONATIONS HELPED VINCENT:

After Vincent's diagnosis, Children's Miracle Network Hospitals helped the family purchase a special vest which vibrates at a high frequency to help break up the mucus in Vincent's chest. The family also receives funds, directly from Children's Miracle Network Hospitals donations, which allow them to travel to Kansas City to see a specialist.

Source: Based on estimates provided in response to the 2019 CMN Hospitals Impact Survey.





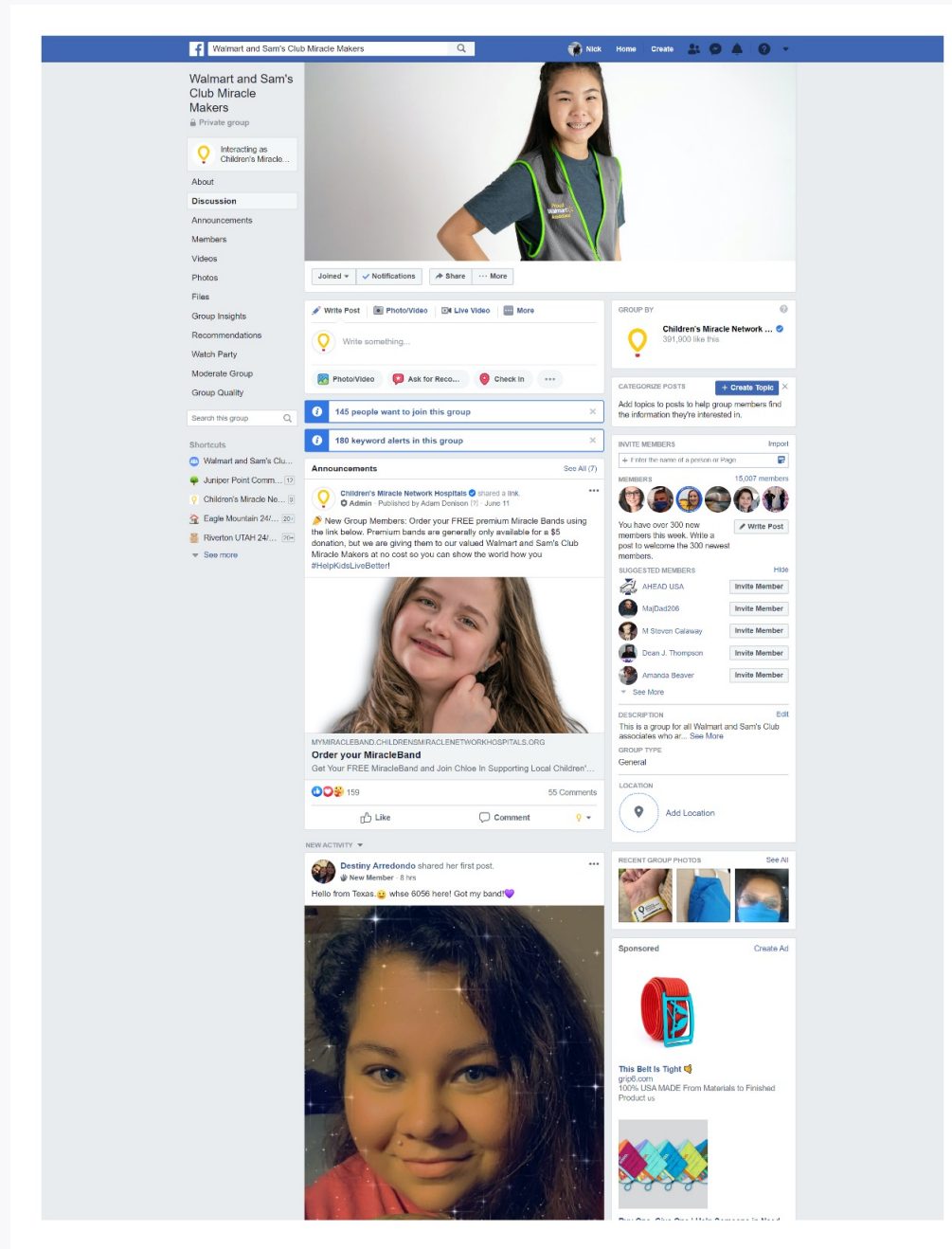
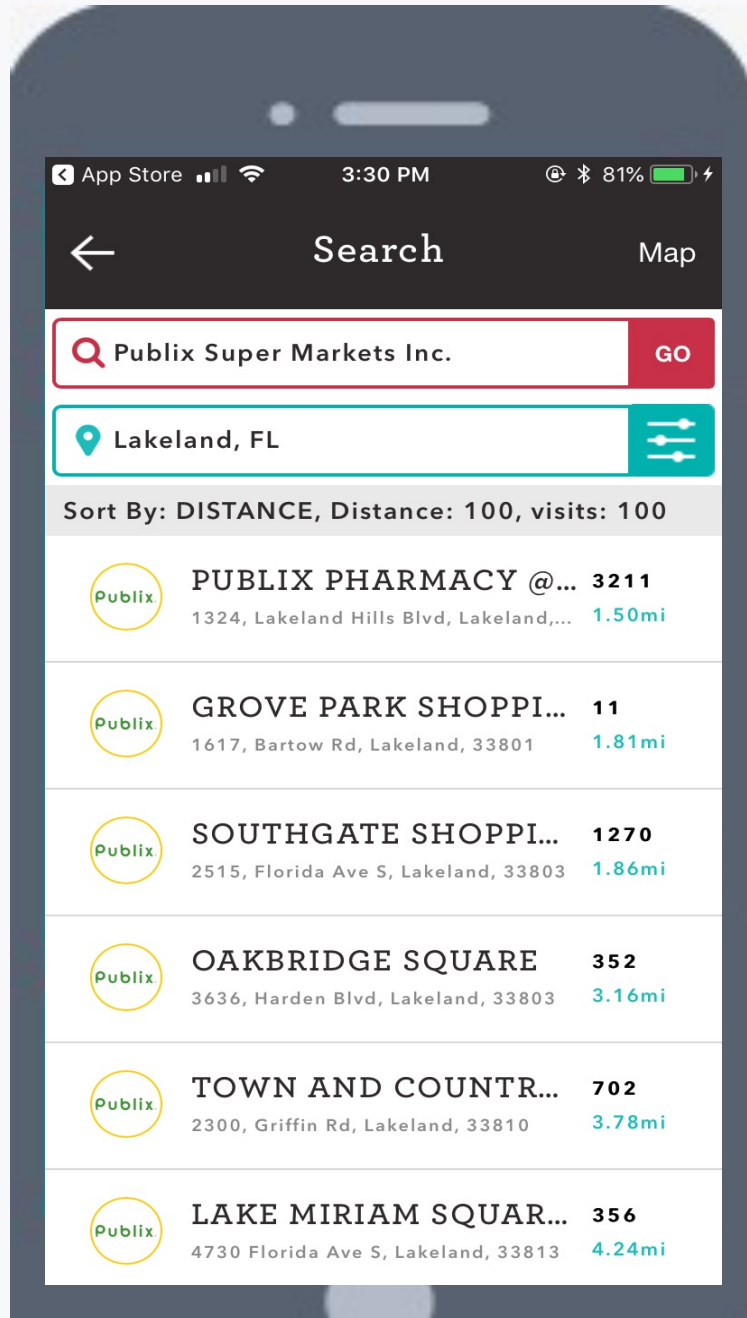
**TREND 5:
EMPLOYEE ACTIVISM**

Beyond Employee Engagement

88% of employees feel their job is more fulfilling when they are provided opportunities to make a positive impact on social issues.

“I definitely thought Google was a company that was holding itself to a higher moral standard. The last year or so, it’s just been shown to be untrue.”

Jon Cohen
28-year-old Google software engineer
in New York



A young girl with dark hair in a blue dress with white polka dots is shown from the side, leaning over. Her hands and an adult's hands are visible, planting a small green seedling into dark brown soil. The background is a soft-focus green and yellow bokeh, suggesting an outdoor garden setting. A dark blue rectangular box is overlaid on the center of the image, containing white text.

**TREND 6:
CONTINUING THE SDG's**

Continuing the Evolution of the SDG's

The UN 2030 Sustainable Development Goals are a global call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

1. No Poverty
2. Zero Hunger
3. Corporate Good Health and Well Being
4. Quality Education
5. Gender
6. Clean Water and Sanitation
7. Affordable Energy and Clean Energy
8. Decent Work and Economic Growth
9. Industry Innovation and Infrastructure
- 10.Reduced Inequalities
- 11.Sustainable Cities and Communities
- 12.Responsible Production and Consumption
- 13.Climate Action
- 14.Life Below Water
- 15.Life On Land
- 16.Peace, Justice and Strong
- 17.Partnerships for the Goals

“Unilever is involved in the SDG agenda as we fundamentally believe these are challenges that need to be addressed for economies, businesses and society to function. We have hardwired sustainability into the heart of everything we do across the business. There is not just a moral imperative to be sustainable but a clear business case too.”

Paul Polman
Chief Executive Officer, Unilever

GLOBAL RELEVANCE

Enhancing Your SDG Impact



Corporate global response to the UN's Sustainable Development Goals has been comprehensive and strident. Many of our corporate partners have talked about the pressure to measure and report their social good activities within the 17 UN goals. If you are measuring SDG's, Children's Miracle Network Hospitals fits into goal #3 and #



Ensuring healthy lives and promoting the well-being for all at all ages is essential to sustainable development.

GOAL TARGET

By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births



Promoting sustainable industries, and investing in scientific research and innovation, are all important ways to facilitate sustainable development.

GOAL TARGET

Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending



THANK YOU

mcarlson@cmnhospitals.org
@Maureen_Carlson