

**FAST FACTS**

**>\$695,000:**

Amount raised via PayPal by Children’s Miracle Network Hospitals in 2012

PayPal deployed at **6 distinct events** in 2012

**88%:**

Year-over year increase in funds raised by using PayPal during CMN’s annual Extra Life gaming event.

**\$15,600:**

Incremental funds raised by CMN by utilizing PayPal Here at two golf tournaments



## Children’s Miracle Network Hospitals

### MOBILITY MAKES FUNDRAISING EASY AND FUN

Children’s Miracle Network Hospitals (CMN Hospitals) is an organization focused on raising funds and awareness for 170 children’s hospitals across the United States and Canada. Each year, CMN Hospitals provide 32 million patient visits for more than 10 million kids. Last year, CMN Hospitals’ members provided \$3.4 billion in charity care.

Donations are the lifeblood of CMN Hospitals. In 2012, PayPal was a key partner to helping the organization raise more funds online, and for the first time, at their live fundraising events. The power of PayPal’s suite of easy-to-use fundraising solutions enabled CMN Hospitals to engage donors in a simple and proactive way whenever and wherever they were.

### HITTING A FUNDRAISING HOLE IN ONE

Events are a fundraising mainstay for CMN Hospitals. They serve as a valuable tool for the organization to build awareness and support, and because every extra dollar that is raised goes to saving kids’ lives, it is vital that they maximize results.

In 2012, the organization put PayPal Here to work at its classic 18-hole foursome tournament putting and driving challenge, held in Dayton, Ohio. Historically for these types of events, the method for processing credit card donations is laborious and not done in real-time. According to Nick Ward, senior director of Information Systems for CMN Hospitals, donors did not like having their card numbers imprinted and, often, the card would not process for the donated amount. “With PayPal Here, we simplified checkout, saved time and money through internal efficiencies, and donors loved signing with their fingers”, says Ward. During this one-day event, CMN Hospitals used PayPal Here to raise more than \$10,000. Additionally, PayPal Here automatically sends the donor an emailed receipt, allowing CMN Hospitals to save time and money by not having to create and mail paper receipts.

Due to the success of the Ohio event, the organization put PayPal Here to work at the CMN Hospitals Classic, an annual fundraising event that brings together 128 world-class golfers from the PGA Tour. In an effort to generate additional donations during this event, CMN Hospitals encouraged attendees to participate in a photo opportunity in exchange for a donation, which was processed with PayPal Here. Nearly 300 photos were taken during the event, resulting in \$5,655 in donations.



### **GAMING TO FUNDRAISE**

Extra Life, CMN's annual 24-hour video gaming event, enables individuals to raise funds for their local Children's Miracle Network Hospital by getting friends to sponsor their play during the event. PayPal made it possible for participants to easily collect, accumulate and transfer donations to CMN Hospitals, increasing funds raised by 88% from 2011 to 2012.

### **A PARTNERSHIP BUILT TO LAST**

Overall in 2012, PayPal positively impacted CMN Hospitals by helping raise nearly \$700,000. More importantly, CMF's use of PayPal helped more resources go to supporting the 62 children who enter a CMN Hospital for treatment every minute.

