



PROGRAM GUIDELINES

Background

On behalf of Children's Miracle Network, CO-OP Financial Services has created a \$1 million matching funds program to encourage credit unions to participate in local fundraisers.

In announcing the CO-OP Financial Services Miracle Match Program, CO-OP President/CEO Stan Hollen remarked, "CO-OP is always looking for innovative ways to assist Children's Miracle Network and Credit Unions for Kids. By matching credit union contributions at the local level, we hope to create new fundraising opportunities for Children's Miracle Network children's hospitals and see our annual \$1 million donation multiply."

Children's Miracle Network is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals. Each year the 170 Children's Miracle Network hospitals provide medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind.

Entering its third year as the national presenting sponsor of the Children's Miracle Network "Champions Across America" program, CO-OP sought to expand the dollars they already donate to stimulate new credit union giving for the organization. In addition to "Champions," CO-OP hosts two annual golf tournaments, sponsors dozens of additional credit union events around the country, participates in an employee giving program and, for the last six years, has contributed a percentage of each CO-OP Network ATM transaction to the charity.

"The credit union movement and Children's Miracle Network are guided by the same cooperative spirit and tradition of 'people helping people,' and CO-OP is proud to invest in such a worthy cause each year," says Hollen. "The 17 million kids treated annually at these very special hospitals have been confronted by more adversity in their short lives than most people will ever encounter. It's an honor to be the largest credit union system contributor within a movement that has contributed more than \$50 million to Children's Miracle Network since 1996."

Program Goals

The Miracle Match Program has two distinct goals:

- Encourage credit unions to expand or develop a partnership with their local Children's Miracle Network hospitals in an effort to raise new, incremental dollars.
 - Substantially grow CO-OP's \$1 million dollar investment to help children's hospitals serve an even greater number of sick and injured children.
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Miracle Match Parameters

New events/activities or current events/activities that aren't presently supported by CO-OP are open for the Miracle Match Program. The Miracle Match Program excludes existing events already receiving CO-OP support. Credit unions are eligible to receive one match per calendar year. (Credit unions with branches in multiple markets are eligible for one match per market.)



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Funds raised for Children's Miracle Network will initially be matched dollar for dollar up to \$10,000. Any fundraising effort exceeding \$10,000 will be matched as follows:

- CO-OP will match \$10,000 for funds raised between \$10,000 - \$49,999.
- CO-OP will match 20% of the total funds raised for amounts of \$50,000+ (up to \$50,000 matched).

Match will be determined based on the **net** proceeds to the hospital from the event/activity.

Eligibility Requirements

The following groups are eligible to apply for Miracle Match funds:

- Credit union associations, leagues and chapters.
- Any credit union.

Credit unions for which CO-OP Financial Services already funds events/activities are not eligible for the Miracle Match Program.

Application Scoring

A committee made up of representatives from CO-OP Financial Services and Children's Miracle Network will review your application. Your request will be rated based on the following criteria. Your application will be given points for how well it meets each of these criteria.

1. Meets Program Goals (0-25 points)

Your fundraising initiative will either lead to a new partnership with your children's hospital or expand on an existing relationship, resulting in new, incremental dollars. Additionally, your program will help meet CO-OP's objective of substantially growing its initial investment.

2. Project Clarity (0-25 points)

Your project goals are well-defined and you show the project activities are well-planned and ready to implement. Your project timeline is well-thought-out and concise.

3. Agreement to Funds Allocation (25 points)

You have read the CO-OP Financial Services Miracle Match Program Best Practices and have signed the Application Form, acknowledging that 100% of the matched funds received from CO-OP will go to the benefiting Children's Miracle Network-affiliated hospital.

4. Promotions Plan (0-25 points)

You've included a detailed copy of your promotions plan and additional supporting materials, including samples of promotional materials.



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Completing Your Application

Your application package should include the Application Form, a basic Promotions Plan and samples of promotional materials.

You may include any other documentation, which might be of help to the committee reviewing your application.

The Application Form is available at <http://www.co-opfs.org> or www.miraclesoup.org. If you choose to access the forms via Miracle Soup, please click the Credit Unions for Kids link once you land on the site's home page. Your application must be received no later than three months prior to your scheduled event/activity.

While applications that are submitted more than three months prior to your scheduled event/activity are given preference, submission of a complete application does **not** guarantee a match.

The preferred method of submission is by email but you can also submit your application in hard copy format. Send to:

Miracle Match Program
CO-OP Financial Services
9692 Haven Avenue
Rancho Cucamonga, CA 91730
Fax # 909.948.4077
Email: MiracleMatch@co-opfs.org

Matching Timeline

Following is the timeline for the 2008 Miracle Match Program

1. Minimum three months before event/activity date(s), application is received in CO-OP's Rancho Cucamonga office.
 2. Review committee will respond to your request within two weeks of receiving application. Interviews will be scheduled three months prior to event/activity start date and finalists will be contacted for follow-up interviews to discuss status of project. Final match notification will occur two months prior to event/activity start date. All applicants will be notified of match decisions.
 3. Signed agreement stating, among other things, that 100% of the match will go to the local Children's Miracle Network children's hospital.
 4. Post-Event/Activity Report **must** be filed with the CO-OP office within 30 days following the event. Matching check (made out to the benefiting hospital with credit union, league or chapter noted) will not be drafted without this report.
 5. Benefiting hospital must file a Hospital Verification Form with CO-OP once they have received funds raised during the event from the credit union, league or chapter.
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Application Assistance

For application assistance, please contact Jenni Oberan Smith at 800.782.9042 ext. 4076 or MiracleMatch@co-opfs.org.