



**More  
miracles.  
More  
often.**

In 2008, wonderful things began happening for children in our communities when CO-OP Financial Services introduced Miracle Match—the \$1 million philanthropic matching program that encourages credit unions, leagues and chapters to create and participate in fundraisers for local Children’s Miracle Network Hospitals® (CMN Hospitals).

Funds benefit 170 children’s hospitals across North America and are used to help support research and training, to purchase equipment, and/or pay for uncompensated care. Local fundraising is a great way to express community spirit. Attract new members and build stronger ties with current members by holding events that involve them to raise more funds.



▲ Canister for coin collection underwritten by CO-OP

### Fundraising Ideas

**Turnkey National Campaigns**—Created by Credit Unions for Kids, member materials are available for free. Visit [CU4Kids.org](http://CU4Kids.org) for more information.

- **Change a Child’s Life**—Collect change from members using our free coin-collection canisters underwritten by CO-OP. *March–April*
- **Miracle Jeans Day (MJD)**—Your staff can go casual for kids, and members can purchase MJD icons. *August–September*
- **Shop for Miracles**—Celebrate your debit and credit card members with a donation to your local hospital on the World Council of Credit Unions’ International Credit Union Day®. *Third Thursday of October*
- **Holiday icons**—Sell winter-themed icons to your members. *November–December*

**Donations at CO-OP ATMs**—CO-OP client credit unions can add a transaction that allows members to make donations at their ATMs to CMN Hospitals when they conduct business at participating CO-OP ATM locations. Diebold and NCR ATMs directly “driven” (controlled) by CO-OP are eligible for this feature.

**Donations Through Branded CO-OP Cards**—Designate a specific donation to Children’s Miracle Network Hospitals every time a CO-OP ATM, debit or credit card branded with the CMN Hospitals or Credit Unions for Kids® logo is used.





CO-OP  
Miracle Match<sup>SM</sup>

 **PURPOSE**

**Matched donations add up to make miracles happen.**

**\$5,000** buys three **pediatric wheelchairs**, specially made in many different sizes for kids of all sizes and abilities.

**\$10,000** buys one **critical care crib** that limits movement in order to keep infants and toddlers safe, while keeping them comfortable and allowing access for medical equipment.

**\$22,500** buys two **cardiac defibrillators**—critical equipment in trauma rooms and in the cardiothoracic intensive care unit.

**\$48,000** buys one **transportable infant incubator** that enables Emergency Transport Teams to maintain the optimal conditions for critically ill infants, and easily transport them for care.

**\$73,000** buys one year of **cancer treatment** for a child, including chemotherapy and radiation therapy, which is coupled with palliative (pain management) care and other forms of support.

**\$3.8 Million Raised in 2016**

CO-OP Miracle Match multiplies the power of credit unions to help hospitalized children in their local communities.



**67**

Hospitals benefitted in 45 states



**230**

Events matched



**over 200**

Participating Credit Unions, Leagues and Chapters

**Be There. Be More.**





## Eligibility & Guidelines

- **Open to all credit unions, leagues and chapters in the United States.** Since program funds are limited, application approval and the match amount will be distributed according to the credit union(s) membership and business relationship with CO-OP, and to leagues/chapters that have one or more CO-OP member credit unions.
- **Events must raise funds for a member Children's Miracle Network Hospital and be conducted under the Credit Unions for Kids brand.**
- **To maximize the opportunity for a match, submit your application as early as possible.** Approval is not guaranteed by submission of an application.
- **You can apply for more than one event per year.** A separate application must be submitted for each event.
- **Limited to one-time events, or campaigns three months or less, in any given year.** For events longer than three months, please specify a three-month window in which you would like your event to be matched (for example, "May 1st through July 31st").
- **Events already receiving a sponsorship from CO-OP are not eligible.** This includes golf tournaments, auctions, etc., regardless of the amount of the sponsorship.
- **Leagues and chapters are not eligible for matches on individual credit union events.** Events such as "Miracle Jeans Day" or "Candy Sales" must be applied for individually by each credit union.
- **Post-event report must be submitted to CO-OP within one month after an accepted event.** For events in November, you must submit the report by December 15. If all post-event documents aren't received by CO-OP by these dates, your match may be forfeited. Credit unions must submit the report, it will not be accepted from a hospital.
- **Check(s) must be submitted to the Children's Miracle Network Hospitals headquarters in Utah and not directly to hospitals in order to follow proper accounting/auditing procedures and receive the matching funds.**

For donations made to Children's Miracle Network Hospitals pursuant to the Miracle Match Program, CO-OP Financial Services will provide matching funds pursuant to the program. CO-OP is not a sponsor of and is not responsible for the events hosted by the individual Credit Unions/Leagues/Chapters. CO-OP hereby advises any participating Credit Union/League/Chapter that such organization may be subject to Commercial Co-Venturer laws and/or Charitable Solicitation laws of their home state and should seek the advice of local counsel with any questions.

Anyone can make miracles happen. For more details on how you can get started, visit [CO-OPfs.org/miraclematch](http://CO-OPfs.org/miraclematch)