



Miracle Match Guidelines

CO-OP Financial Services, in conjunction with Children's Miracle Network and Credit Unions for Kids, created the Miracle Match program. This \$1 million matching funds program is unprecedented in the credit union industry and encourages credit unions, chapters and leagues to create and participate in local CMN fundraisers. All matching funds go directly to the local Children's Miracle Network hospital; funds benefit children in the LOCAL community.

The Miracle Match Program has two distinct goals:

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

Launched in 2008, the Miracle Match program grew from 70 participating credit unions in its first year to 130 in 2009. We expect even greater things to come in 2010!

Matching Levels

There are three matching levels to the Miracle Match program:

- Tier 1 – up to \$10,000 CO-OP matches dollar for dollar
- Tier 2 – \$10,001-\$50,000 CO-OP matches a flat \$10,000
- Tier 3 – \$50,001 and up CO-OP matches 20% of total raised, up to \$25,000

Match will be determined on the net proceeds to the hospital from the event. Funds will be disbursed after a copy of the check submitted to the hospital is provided with the Hospital Verification form.

Program Eligibility and Guidelines

- New or existing credit union fundraising events that are not currently supported by CO-OP are eligible to be considered for the program. A definition of a "currently supported event" is any event where the primary beneficiary of the event is Children's Miracle Network and CO-OP is a sponsor (e.g. golf tournaments, auctions, etc.) regardless of the amount of the sponsorship.
- The following groups are eligible to apply for the Miracle Match program:
 - a. Credit unions
 - b. Leagues
 - c. League Chapters
- Chapters and leagues must supply the names of each credit union that will participate in the event.



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- Credit unions, chapters and leagues are qualified to receive one match per calendar year. Individual credit unions that are participating in a chapter or league event may apply for their own individual event as well.
 - Miracle Match funds are available for one specific event or campaign (not to exceed three months in length). Multiple fundraising events on one application or yearly, ongoing fundraising are examples of ineligible events.
 - The same event is only eligible to be matched two years in a row. For example, events that were accepted into the program in 2009 and are accepted for 2010 are not eligible for the program in 2011. This two-year limit is specific only to events. Credit unions, chapters and leagues that have exhausted their two-year event limit are encouraged to submit an application for a new fundraising event to be considered for the program.
 - If selected for the Miracle Match program, CO-OP requires that the Miracle Match logo be present on all marketing materials for your event. The logo will be provided to you. If the deadline to place the logo on collateral has passed, CO-OP will provide your credit union with signage to be placed at the event.
 - Acceptance into the Miracle Match program is at CO-OP's discretion and may be revoked at any time.
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Application Period

There are two open periods for 2010 Miracle Match application submission

- October 1-December 31, 2009
- April 1-June 30, 2010

Applications will be open on the Web site for submission between these dates. A completed application must be submitted within these timeframes to be considered for a Miracle Match in 2010.

Credit unions, chapters and leagues accepted into the program will be announced in January and July, 2010.



Miracle Match Application

- Applications must be submitted online. A copy may be printed, but the final application must be submitted through the CO-OP Miracle Match Web site at www.co-opfs.org/miraclematch. Until the online application feature is complete, please submit this application electronically to MiracleMatch@co-opfs.org. If you need application assistance, please contact us at (800) 782-9042 x7526
- Supporting documentation for the event may be attached to the application to aid in the decision process, but all of the requested information must be completed.
- The application must be complete and thorough to be considered as a viable candidate in the Miracle Match program.
- If accepted into the program, CO-OP's Miracle Match logo is required to be placed on all marketing materials for the event. The logo will be provided to the credit union within the confirmation welcome e-packet.
- Note: Submission of a completed application is not a guarantee for a match.

By signing this document, I certify that the information contained is true and correct to the best of my knowledge. I also certify that I have read and will comply with the guidelines of the 2010 Miracle Match program. Finally, I understand that submission of this application does not guarantee acceptance into the program for a match.

Signature

Date

Print Name

Section I - Contact information

Application Date: _____

Credit Union, Chapter or League: _____

Project Contact: _____

Project Contact Credit Union (if Chapter or League event): _____

Project Contact Title: _____

Project Contact Email: _____

Project Contact Phone: _____

Project Contact Mailing Address: _____

City, State, Zip: _____



Benefiting Children's Miracle Network Hospital: _____

Hospital Contact Name: _____

Hospital Contact Email: _____

Hospital Contact Phone: _____

*If Chapter or league event, please supply a list of all participating credit unions [may submit attachment if preferred]

Section II - Project

The Miracle Match program receives a large volume of applications each year. Submission of an application does not guarantee a match in the program. In Section II, please be detailed in describing your event so we may thoroughly evaluate how your event will fit within the goals of the program.

Credit unions, chapters and leagues must specify the exact date (beginning and ending) and name of the event. Submissions for ongoing fundraising (longer than three months) or multiple events will not be considered.

1. For what event are you applying to be matched as part of the Miracle Match program?
What type of event is this? (e.g. golf tournament, bowl-a-thon, balloon sales, etc.)

2. What is the date of your event? Events beginning and ending in 2010 are eligible to be considered for this program. If this event is part of a campaign, what are the beginning and ending dates of the campaign (no longer than three months)?

3. One of the primary goals of the Miracle Match program is to encourage net-new fundraising dollars for Credit Unions for Kids. Is the event a brand-new event, meaning that your credit union has never held this event for Children's Miracle Network in the past? Or is your event an existing event? If existing, how many years?



4. Please include a thorough description of the event. Why should your event be chosen to be part of the Miracle Match program? (Maximum of 500 words)

5. What is your expected fundraising goal for this event? Only include the actual amount that is expected to be donated to your local CMN hospital.

6. Please describe how the funds raised at this event will benefit your local Children's Miracle Network hospital.

7. Existing events only – Please describe in detail the results of the event in 2009. Was the event a success? Why, or why not? Do you expect the event to grow this year? How and why?

8. Net-new events only – Please describe in detail how this event came to be.

9. If you are selected for the Miracle Match program, a post-event report will need to be submitted within 60 days of the event and a Hospital Verification document will need to be submitted by the hospital immediately following disbursement of funds from your credit union, chapter or league. (Forms provided to you upon acceptance into program.) Will you be able to provide the above information?

10. Is there any additional information about your event that you would like us to consider when reviewing your application?



Section III – CMN Fundraising History

CO-OP has a long history of fundraising for Children’s Miracle Network and the Credit Unions for Kids program. The Miracle Match program was created to expand on this fundraising – by helping our member credit unions boost their fundraising to the local CMN hospital.

1. Please describe 2-3 past fundraising events your credit union, chapter or league has participated in for Children’s Miracle Network and Credit Unions for Kids (approximately 200 words each).
2. How much money was raised for Children’s Miracle Network and Credit Unions for Kids in 2009?
3. If the event you are applying for is an existing event, please also include the exact amount of funds raised at this event in 2009.
4. What other charitable organizations does your credit union, chapter or league regularly fundraise for? How often? What is the total raised per year?

Section IV – Marketing and Publicity

An important component of the Miracle Match program is getting the word out to your local community that your credit union, chapter or league is taking part in a program that will improve the lives of children in your community.

1. Please describe in detail your marketing and publicity plan surrounding this event. Some of the items to include are: media mix, existing or new media buys, current media climate in your market, timeline, deliverables, etc. [Attach plan if necessary]



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2. A representative from CO-OP may be available to attend your event. Would you be interested in a member of the CO-OP team attending? If so, please describe the expectations of the representative at your event.