

# YOU HAVE MORE POWER THAN YOU KNOW TO HELP SAVE A LIFE.

## ABOUT TWICE AS MUCH, ACTUALLY.

Each year, Children's Miracle Network hospitals treat millions of sick and injured children. By applying and participating in Miracle Match from CO-OP, the money you raise for Credit Unions for Kids is matched, nearly doubling your power to save the lives of hospitalized children within your community. There's no better way to uphold the socially aware tradition of credit unions, and show your members that you care about them and the communities in which they live.

Launched in 2008, the Miracle Match program grew from 70 participating credit unions to 132 in just one year. We expect even greater things to come in 2010.



### The Details

Miracle Match from CO-OP Financial Services is a \$1 Million philanthropic matching program for CO-OP member credit unions. Miracle Match program 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, benefiting children in the local community.

The Miracle Match program consists of three matching levels, based on net proceeds from the event:

#### Tier 1

Up to \$10,000 raised, CO-OP matches dollar for dollar.

#### Tier 2

\$10,001-\$50,000, CO-OP matches a flat amount of \$10,000.

#### Tier 3

More than \$50,000 raised, CO-OP matches 20% of total raised, up to a maximum of \$25,000.

## The Benefits

Through Miracle Match, the credit union industry can substantially grow its contribution to Children's Miracle Network hospitals to help them serve an even greater number of sick and injured children. Here's how:

**Localized Donations.** Your charitable contributions will directly benefit your neighborhood Children's Miracle Network hospital.

**Create New Partnerships.** Create partnerships with neighboring credit unions to implement new fundraising initiatives.

**Attract New Members.** Show you care about more than their money – you care about people.

## Eligibility

Miracle Match is open to CO-OP member credit unions. Funds are available for one specific event or a campaign of up to three months in length. CO-OP is honored to support new or existing credit union fundraising initiatives that are not currently supported events.

A "currently supported event" is defined as:

1. An event whose primary beneficiary is Children's Miracle Network  
AND
2. An event sponsored by CO-OP (e.g., golf tournaments, auctions, etc.), regardless of sponsorship amount.

The same event is eligible to be matched for two years in a row. This is effective with 2009 events. 2008 events are not counted towards the 2-year eligibility rule.

Credit unions, chapters and leagues are qualified to receive one match per calendar year.

- Chapters and leagues must supply the names of each participating credit union to qualify for consideration.
- Individual credit unions participating in a chapter or league event may apply for their own individual event as well.

## Application Process

There are two open periods for 2010 Miracle Match application submission.

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

Visit [www.co-opfs.org/miraclematch](http://www.co-opfs.org/miraclematch) to apply. The completed application must be submitted via fax or email within these timeframes, in order to be considered for Miracle Match in 2010.

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

**Submission of an application is not a guarantee of a match.**



For additional information, visit [www.co-opfs.org/MiracleMatch](http://www.co-opfs.org/MiracleMatch) or contact us at (800) 782-9042, Ext. 7526.

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