



POWER OF PARTNERSHIPS

Supporting **Big Change Roundup for Kids** provides an unmatched opportunity to connect your business with the strength of the UVM Children's Hospital brand. As you fundraise to help provide compassionate care for the children in our community, you will also strengthen loyalty, increase your exposure and demonstrate your commitment to being a business that your customers can trust and your employees are proud to work for.

★ FOR EVERY \$1 A COMPANY GIVES, \$6 IS EARNED
78% OF CONSUMERS SAY THEY FEEL BETTER WHEN THEY BUY PRODUCTS ASSOCIATED WITH A GOOD CAUSE ★

WAYS TO FILL YOUR LOOT BAG



Day/Week/Month of Giving: Select a day, week and/or month of the year to donate a fixed percentage of the day's proceeds to UVM Children's.

Menu Item Campaign: Proceeds from a specific menu item benefit UVM Children's on an on-going basis.

"Change A Life" Campaign: Use change canisters at your registers to collect donations for UVM Children's.

Service Campaign: Proceeds from a specific service benefit UVM Children's on an ongoing basis

Product Campaign: Proceeds from a specific product benefit UVM Children's.

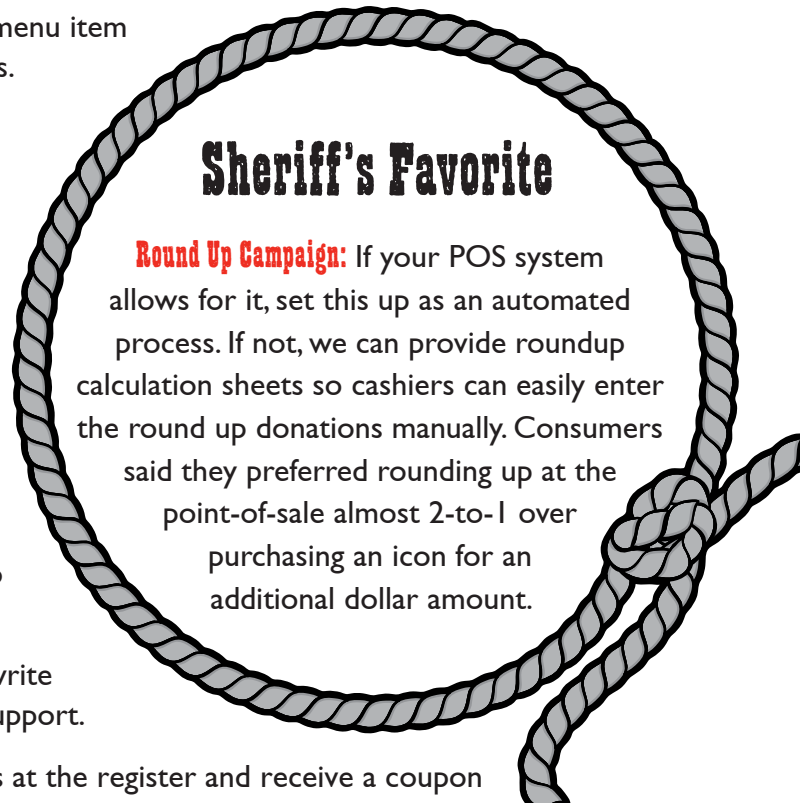
Workplace Giving: Encourage employee payroll deductions, hold a jeans day or bake sale, or offer to match employee donations.

Round Up Campaign: Customers are given the opportunity to "round up" their change to an even dollar amount.

Icon Campaign: Allow customers who make a donation to write their name on a paper icon displayed in-store to show support.

Coupon Campaign: Customers donate \$1 to UVM Children's at the register and receive a coupon to drive them back into the store.

Events: Select UVM Children's as the beneficiary of a company event. Anything from your annual potluck, hosting a golf tournament, to throwing your own music festival.



Sheriff's Favorite

Round Up Campaign: If your POS system allows for it, set this up as an automated process. If not, we can provide roundup calculation sheets so cashiers can easily enter the round up donations manually. Consumers said they preferred rounding up at the point-of-sale almost 2-to-1 over purchasing an icon for an additional dollar amount.

