



KEY MESSAGING

Why an additional name?

The Children's Hospital of Michigan Foundation has been on a path to become the leading pediatric and children's health funding source in the state of Michigan. This path has resulted in more than 50 partnerships with communities and organizations. As we enter new geographic areas, such as West Michigan, while maintaining our traditional commitments, it is now important to have an "umbrella" name that reflects our new journey. The Children's Foundation will be used as an overall branding mechanism to reflect the entirety of our mission.

What does this mean to the Children's Hospital of Michigan relationship with the Foundation?

The Children's Hospital of Michigan remains the most important partner of The Children's Foundation. Not only is this evident in the current grant funding, but also in the ongoing communication and partnership discussions resulting in fundraising collaboration, as well as new research projects. This relationship is growing and will continue to be a major strategic initiative of the Children's Foundation.

Why was The Children's Foundation selected over other names that included "Health" or "Michigan"?

The Children's Foundation name was selected after careful consideration of several names that were also surveyed through phone and in person interviews to determine a recommended name. The Children's Foundation represents a brand that is easy to remember and allows the Foundation to continue to evolve. This includes areas of health, wellness, research and advocacy. Health was not included within the name to allow flexibility in not only health related partnerships but advocacy and research initiatives as well. Currently, many individuals already conversationally refer to our Foundation as "The Children's Foundation." We believe we have chosen a name to withstand future changes.

How will the additional name, The Children's Foundation be used?

The Children's Foundation name will be used as an overall branding strategy to reflect the Foundation's growing partnerships and expansion within the state of Michigan and beyond. The Children's Foundation will also incorporate several sub-brands such as the Children's Hospital of Michigan Foundation, The Jamie Daniels Foundation and the Healing Kids Foundation, all of which function under our Board's governance and with our resources. The collection of sub-brands will continue to grow as the Foundation emerges as the leading funding and advocacy source for children and young adults in the state of Michigan.



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Can you designate your gift to the Children's Hospital of Michigan or any other partner of The Children's Foundation?

Yes, you can direct your gift to Children's Hospital of Michigan and to the Jamie Daniels Foundation and to any other partner that the Foundation has an official relationship with moving forward. This is one of the many advantages of being an independent community foundation for children and families. As we develop more partnerships, it will give our donors the ability to support their favorite causes through one mechanism...The Children's Foundation.

How will you use the new additional name in the Foundations branding?

The Children's Foundation logo will be used in all branding opportunities. The sub-brand logos will have their own branding assets. Below are several examples of how this will be implemented:

