

CDO Town Hall

Strategic Planning Update &

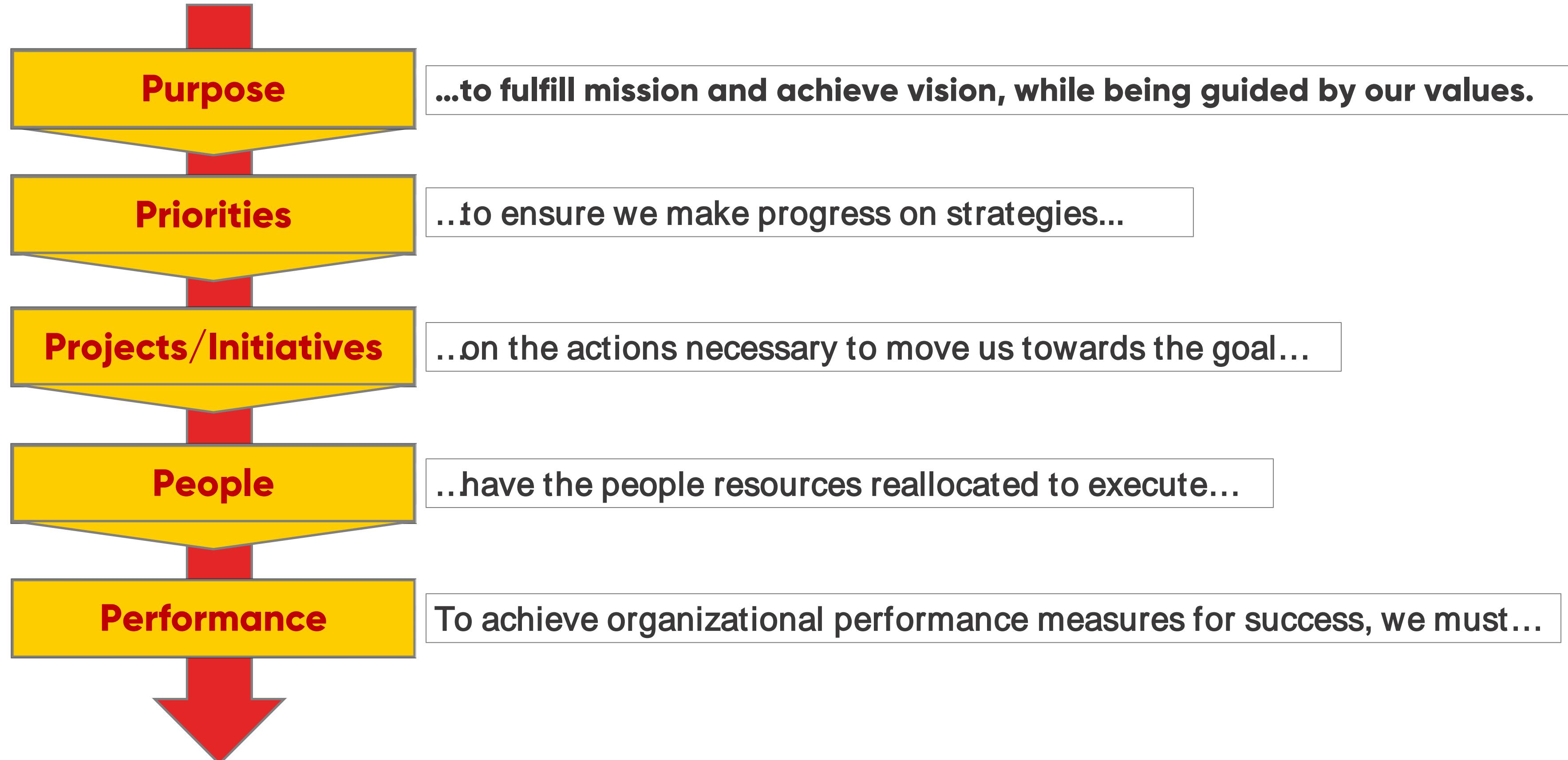
2025 Membership Fee



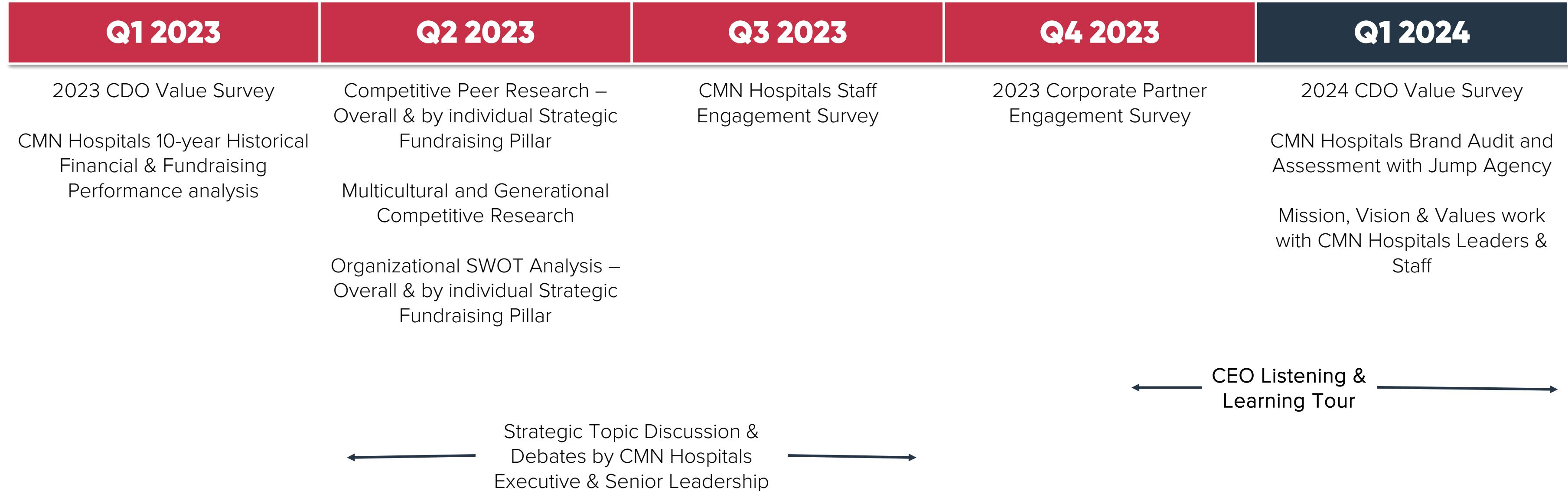
2025 Strategic Planning Update

**Aimee Daily, PhD
President & Chief Executive Officer
CMN Hospitals**

FROM PURPOSE TO PERFORMANCE



CMN HOSPITALS STRATEGIC PLANNING PRE-WORK



CMN HOSPITALS LISTENING & LEARNING TOUR OUTCOMES



Optimize
Alignment

Elevate
Human
Resources

Enhance
Culture

Advance
Technology &
Data Utilization

Evolve our
Brand

Improve
Partnerships

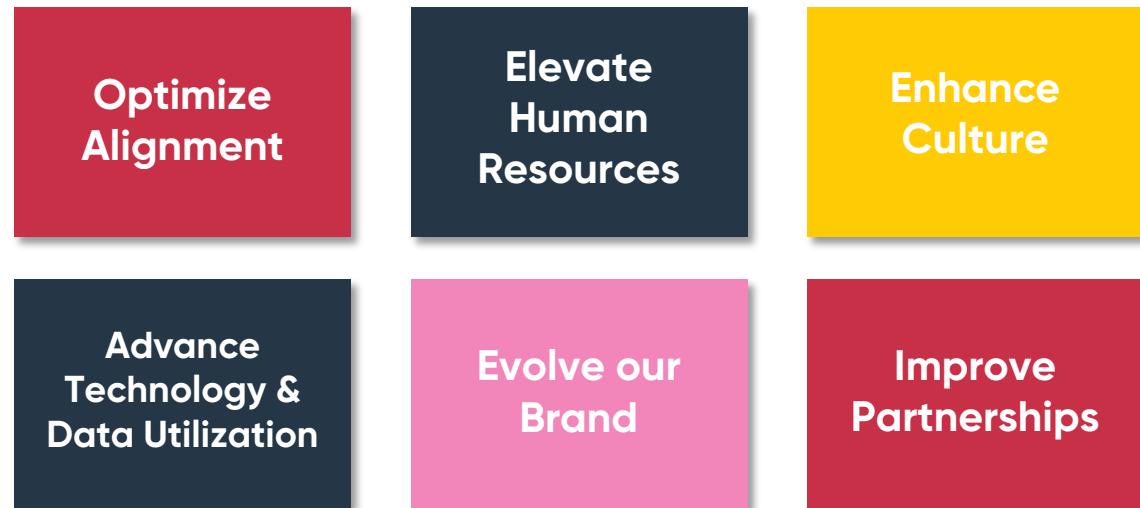
CMN HOSPITALS – STRATEGIC TRANSFORMATION



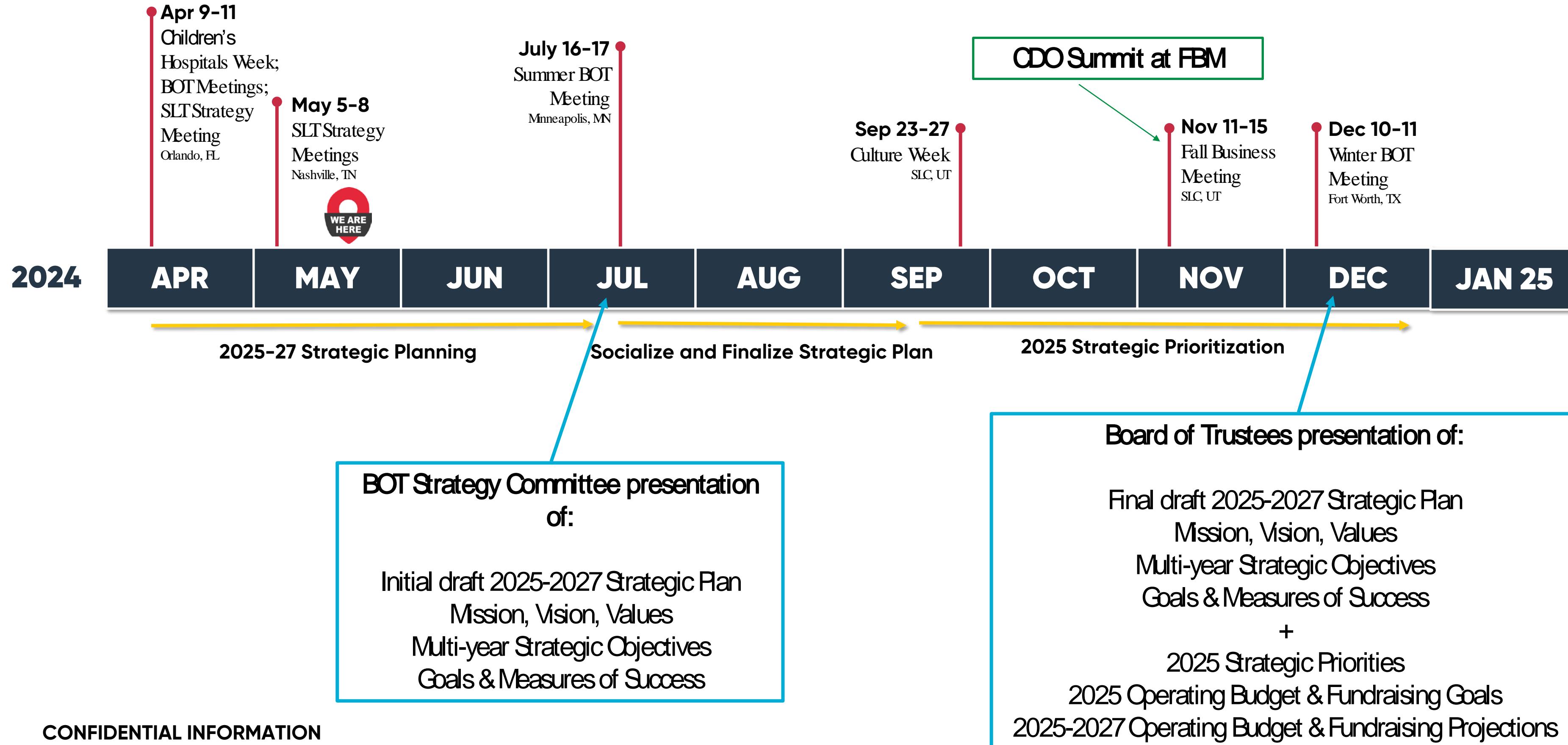
CMN HOSPITALS – STRATEGIC TRANSFORMATION



CMN HOSPITALS – STRATEGIC TRANSFORMATION



CMN HOSPITALS STRATEGIC PLANNING TIMELINE



2025 Membership Fees

Frances Fu
Chief Financial & Strategy Officer
CMN Hospitals

CDO Advisory Committee Members



CHAIR
Monica Taylor-Lotty
Children's Hospital of
Philadelphia
Philadelphia



Janet DeWolfe
Primary Children's
Hospital
Salt Lake City



Jena Pado
Dayton Children's
Hospital
Dayton



Grant Stirling
Lurie Children's
Hospital
Chicago



Erin Black
Multicare Yakima
Memorial Hospital
Yakima



Grant Harris
Cook Children's
Medical Center
Fort Worth



Jenine Rabin
Johns Hopkins All
Children's Hospital
Tampa



Jack Simpson
Niswonger Children's
Hospital
Tri-Cities



John Bozard
Orlando Health Arnold
Palmer Hospital for
Children
Orlando



Lauren Moore
Children's Hospital of
Richmond at VCU
Richmond



Rob Saroyan
Valley Children's
Hospital
Fresno



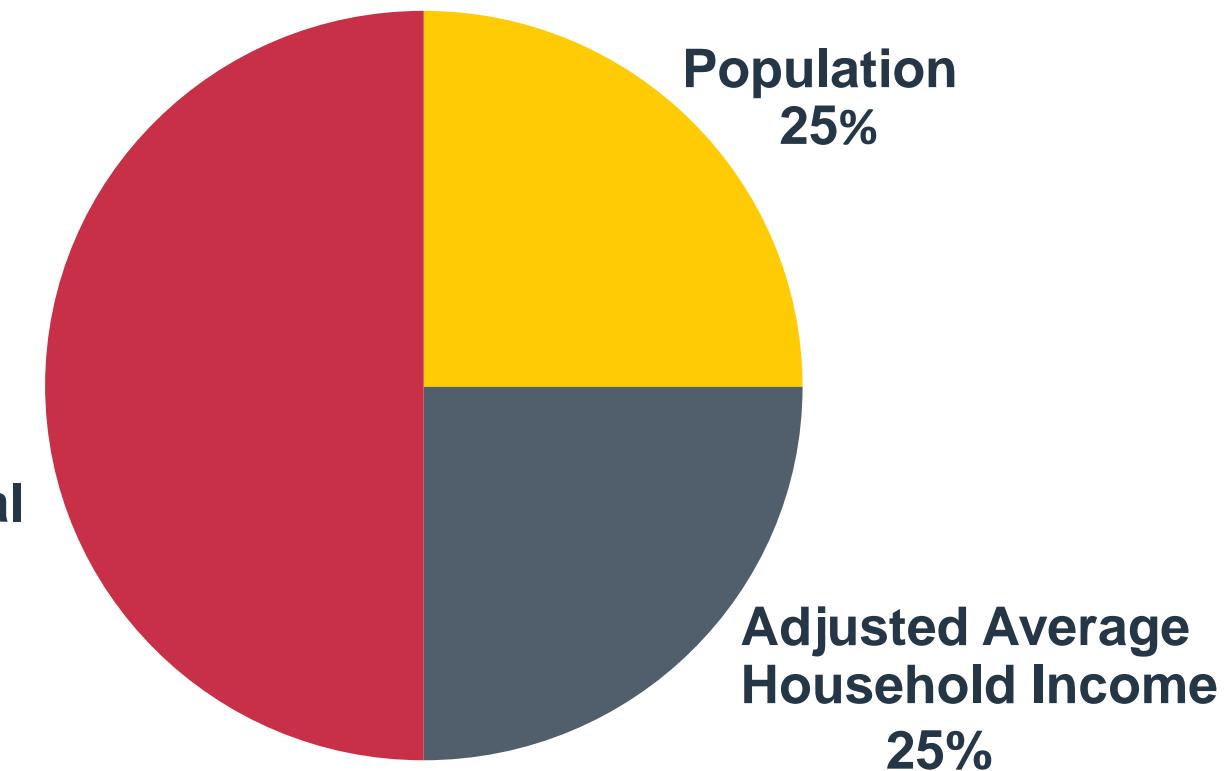
Sue Doliner
Barbara Bush
Children's Hospital
Portland

CMN Hospitals Membership Fee Model

2023 Membership Fee Model; Same Membership Fee Model as 2019

- Population (25% of Membership Fee)
 - Market Population ÷ National Population
- Adjusted Average Household Income (AAHI) (25% of Membership Fee)
 - Market AAHI adjusted in relation to National AAHI*
- Partner Total (50% of Membership Fee)
 - Market Fundraising from the following categories is weighted based on the portion of National Fundraising it represents**:
 - Corporate Partners
 - Radiothon
 - Dance Marathon
 - Extra Life

PARTNERSHIP MODEL BASE FEE FACTORS



*Market AAHI ÷ Cost of Living Index (COLI) = Market Adjusted AAHI; Market Adjusted AAHI ÷ National Adjusted AAHI = AAHI Factor; AAHI Factor ÷ Number of US Markets

**Market Fundraising ÷ National Fundraising

CMN Hospitals Membership Fee Model



Data Sources

- **Population (25%)**
 - Population estimates are based on data from the most recent U.S. Census taken in 2020.*
- **Adjusted Average Household Income (AAHI) (25%)**
 - Like Population data, Household Income data is based on data from the most recent U.S. Census taken in 2020.*
 - The Cost-of-Living Index (COLI) was obtained from first quarter 2021 data aggregated by The Council for Community and Economic Research (C2ER).
- **Partner Total (50%)**
 - Market Fundraising – Corporate, Radiothon, Dance Marathon, Extra Life
 - An average of market fundraising from 2017-2020 (all years available since the previous model calculations).

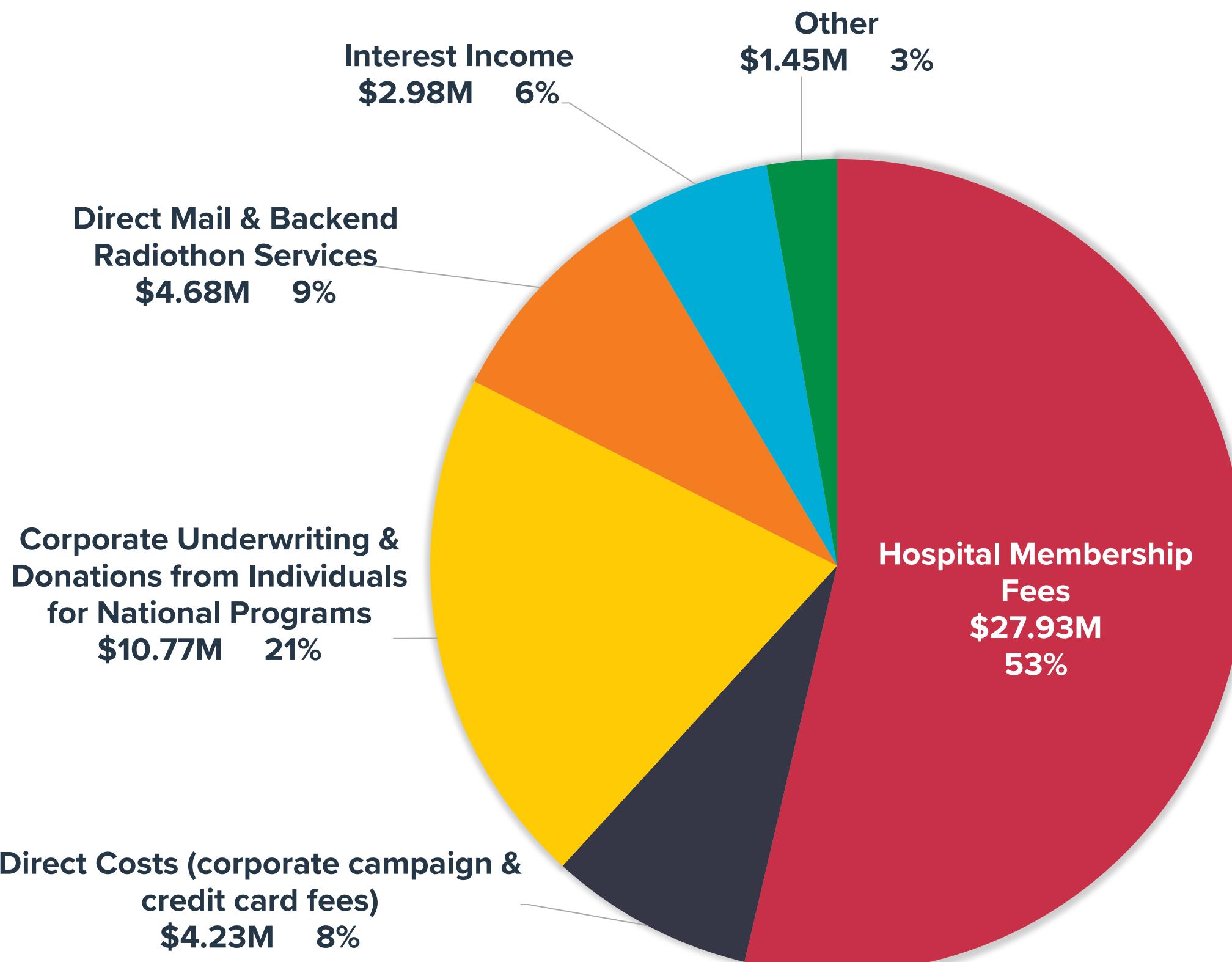


*Source: GreatData.com, Inc. as of October 2021

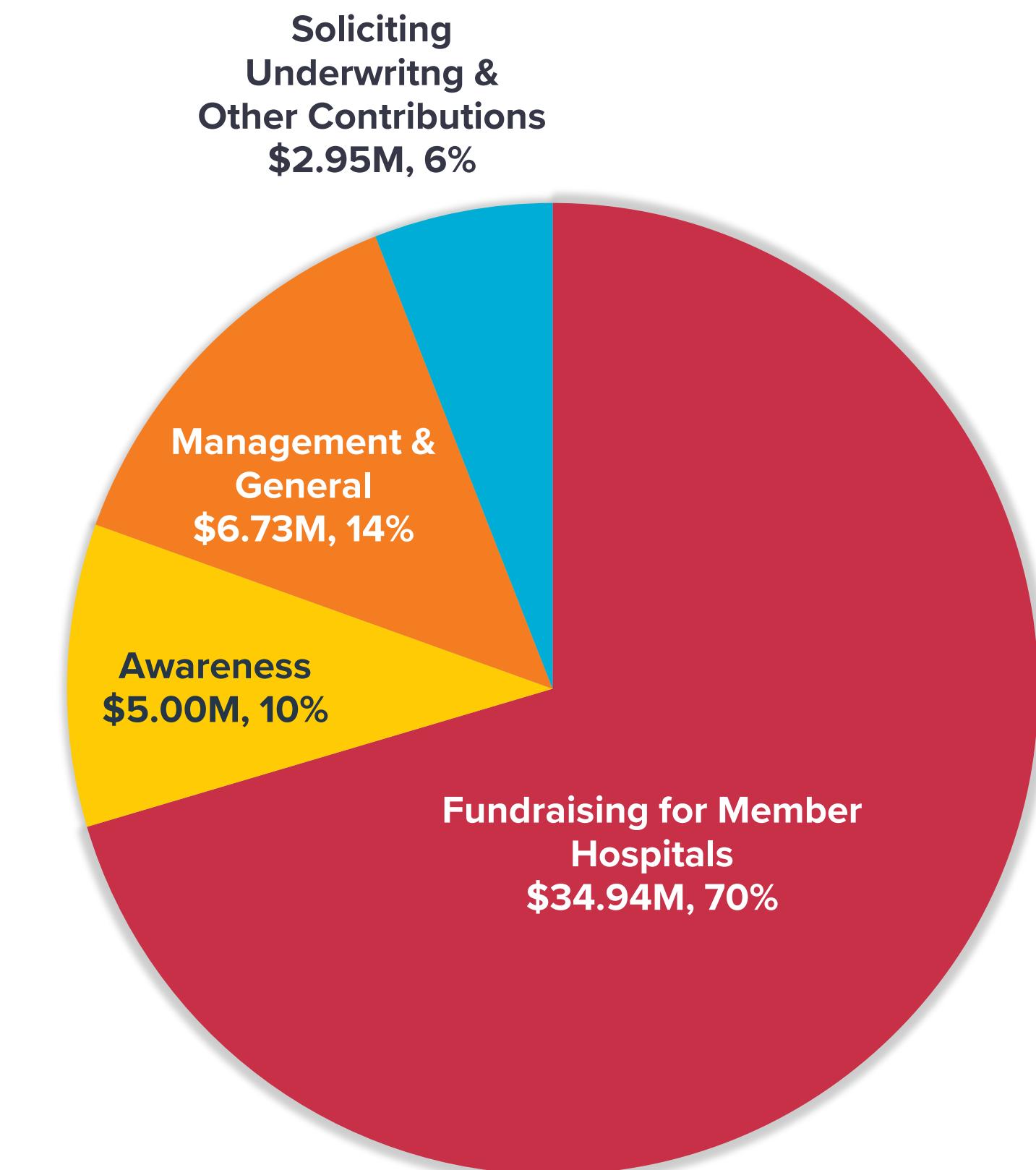
CMN Hospitals 2023 Sources and Uses of Funds



REVENUE SOURCES



USES OF FUNDS



Note: 2023 S&U based on preliminary unaudited financials.

2024 Membership Fee Usage

CMN Hospitals national staff support for local markets

- As a direct result of CDO feedback, increased in-person support for fundraising partnerships and programs by national staff

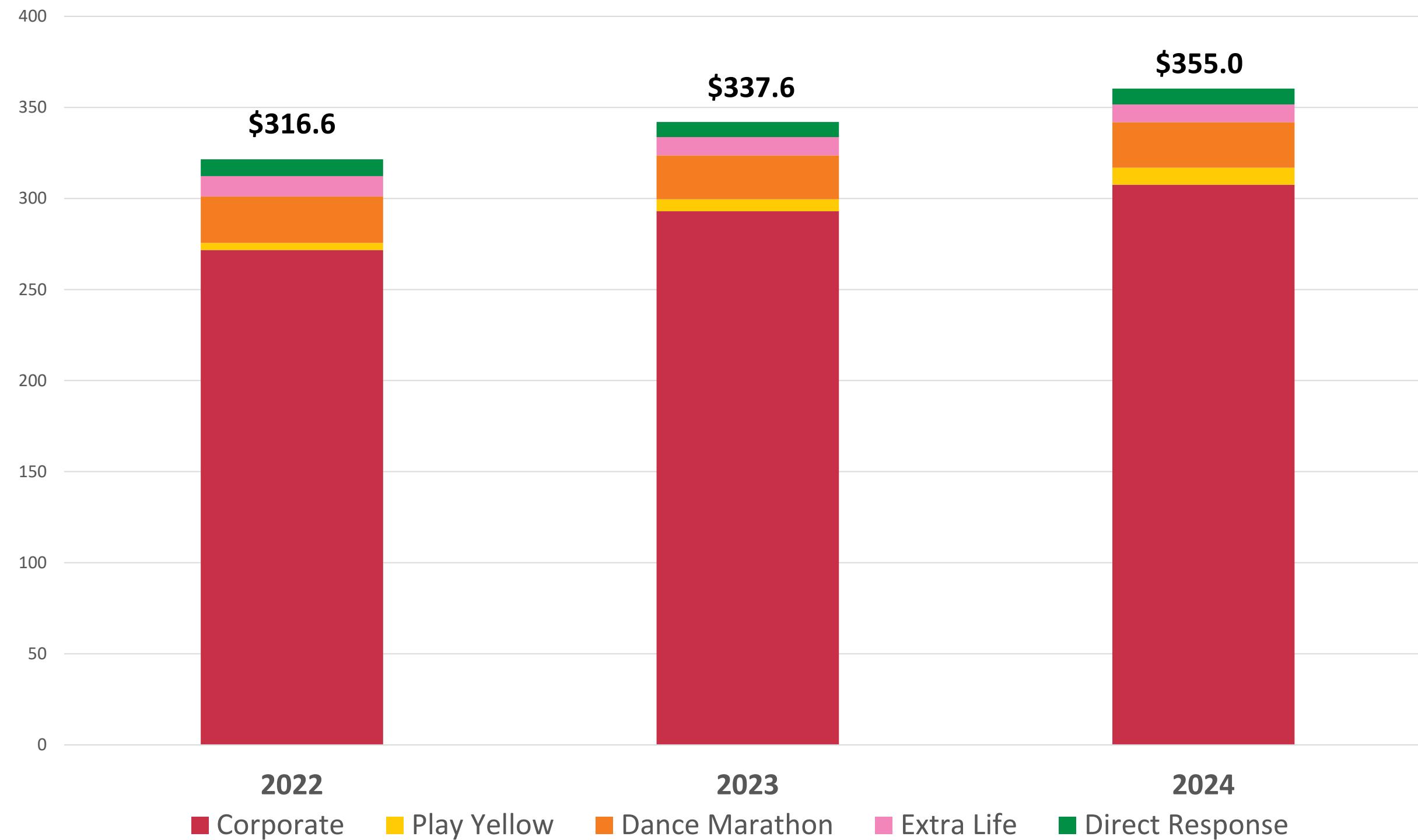
Investments in fundraising initiatives

- Strengthen existing partner relationships & enhance fundraising strategies
- Add new corporate partners via both national and regionalized approach
- Deployed new strategy for Dance Marathon with the sprint model

Investments in technology and data infrastructure to enhance donor understanding, reporting, and insights

2022/23 U.S. Pillar Fundraising Results and 2024 Fundraising Goals

\$ in millions



Note: Overlapping credit is removed when calculating total pillar U.S. fundraising amounts. An example of overlapping credit that has been removed, would be if funds were donated by Corporate Partners through the Extra Life program. These amounts are overlapping between the Corporate Partner pillar and the Extra Life pillar; therefore, these overlapping amounts have been removed so as not to double count the funds.

CMN Hospitals Membership Fee

- **2025 Membership Fee**
 - CMN Hospitals Board of Trustees has approved a 5% membership fee increase for 2025

Review and Approval Process:

- CDO Advisory Reviewed on April 1, 2024
- Finance & Investment Committee Approved April 2, 2024
- Board of Trustees Approved April 10, 2024

* As a reminder, membership fees are not recalculated each year; they are calculated at the beginning of each membership agreement contract term, and then annual changes are a simple percentage increase to the prior year's fee.

CMN Hospitals Membership Fee



Next Steps

- Individual market invoices will be prepared and sent to your designated AP contact, with a copy to all CDOs/Foundation Leaders by July 1, 2024
- Invoice payment is due by no later than December 31, 2024



Questions?

