

WHO WE ARE

March of Dimes is a national nonprofit that leads the way for every mom and baby to be healthy and strong, regardless of wealth, race, gender or geography.

With the help of our supporters, we provide research, advocacy, education and programs to give all moms, babies and families the best possible start.

WHY PARTNER WITH US

Now more than ever, corporate social responsibility matters to customers. We help retail partners create successful fundraising campaigns that are authentic and impactful, and that deepen loyalty to your brand.

Positive brand impact: When you partner with March of Dimes, your brand is aligned with one of the most recognized and respected charities at point-of-sale.

Turnkey activations: We offer best-in-class campaigns that are easy to activate. Our expertise and support ensures a **seamless operation** and **joyful experience** for employees and customers.



MUTUALLY BENEFICIAL CAMPAIGNS

Retailers are 4X more likely to sponsor cause-related initiatives than any other industry. That's why we work to maximize our retail partnerships for the greatest impact—**for your brand and our mission.**

Promotion: We provide a variety of **co-branded digital and printed promotional materials** that celebrate your commitment to helping moms and babies.

Recognition: As a retail partner, we are proud to showcase your support. We lift up your brand during and after your campaign to **recognize your impact** among your customers and community.



SOCIAL IMPACT

With your philanthropic support combined with our reach, reputation and resources, we can **connect with your customers and employees** in meaningful and powerful ways.

85% feel more positive about a retailer who offers them a chance to donate at the register.

Accelerist, 2021, Fundraising Report

88% of employees say companies must make a positive impact on society as well as make money.

Porter Novelli, 2020

HIGH RELEVANCE WITH A KEY AUDIENCE

Expand your brand's footprint at the local and national level while raising **visibility and favorability with moms.**



99% of moms in the U.S. recognize our brand.



97% of moms agree maternal and child health issues are serious risks.



78% of moms say that the work of March of Dimes fits their values.

CUSTOM FUNDRAISING

POS customer donation

- In-store and online
 - Round-up, pinup, pin pad asks
- ### Specialty opportunities
- Percentage of proceeds
 - Product development
 - In-store events

Online promotions

- Online/mobile checkout technology
- Online employee giving
- Social and storytelling

LET'S GET STARTED

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