



PennState Health
Children's Hospital



**Children's
Miracle Network
Hospitals®**

CASE STUDY

CAUSE-MARKETING

PARTNER



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THE GIANT COMPANY LIVES UP TO ITS NAME WITH \$11 MILLION CUSTOMER DONATION TO PENN STATE HEALTH

The GIANT Company includes a chain of food stores with locations in Pennsylvania, Maryland, Virginia and West Virginia. 51 stores are located in south central Pennsylvania.

The GIANT Company's goals for partnering with Penn State Health Children's Hospital, a member of Children's Miracle Network Hospitals (CMN) include:

- To raise funds for an organization that shares the company's goal to connect families for a better future.
- To be a community leader that positions The GIANT Company as an employer of choice, especially among young job seekers who want to work for a company that has a strong purpose and is socially responsible.



Working with causes and giving back to the community has been part of The GIANT Company's DNA for nearly a century. Since its founding, the company has asked: How are we connecting families for a better future?

"Since 1923, when the company began as a two-man butcher shop, it's been known for its philanthropy," said Jessica Groves, Community Impact Manager at The GIANT Company. "As the company grew, whenever something happened in the community that called for a charitable response, stores just jumped in to help."



Jessica Groves

Jumping in was just what The GIANT Company did in 1998 when it saw an opportunity to support Penn State Health Children's Hospital. Teaming up with its vendors, The GIANT Company hosted a charity golf tournament that raised an impressive \$403,000 its first year.



In south central Pennsylvania, The GIANT Company raised nearly \$670,000 for Penn State Health Children's Hospital in 2020. Since hosting its first fundraiser in 1998, The GIANT Company has raised over \$11 million for the CMN member hospital.

Prior to 2020, The GIANT Company supported the hospital with two register fundraisers each year.

1. A two-week-long June campaign that asked shoppers to buy one of CMN's signature balloon paper icons for a dollar.
2. A two-week-long November campaign called Candles for Kids that asked shoppers to buy a candle paper icon for a dollar.

However, beginning in June 2020, GIANT shifted its fundraising efforts to a three-month register campaign asking customers to round-up at checkout.



The partnership between The GIANT Company and CMN has been very successful, both in dollars raised and in customer appreciation for the program.

- Regionally, The GIANT Company has raised nearly \$50 million for CMN member hospitals since 1998.
- Company research confirmed that supporting the area's children's hospitals is a top priority for customers. Shoppers are eager and thankful to support a key community institution.



Surprising
MIRACLE CHILD GANNON
WITH GROCERIES



"When choosing a nonprofit to support, reputation matters. Penn State Health has one of the best and you would be hard-pressed to pick another organization in this area that is better known or more admired."

-Jessica Groves, Community Impact Manager

For companies that are considering partnering with Penn State Health Children's Hospital, Jessica highlighted these advantages:

- 1. CMN puts you on the one-yard line.** "I can name ten people off the top of my head who are either employees or customers that have benefited directly from Penn State Health," said Jessica. "You're already at the goal line when you ask others for help. It doesn't require a big push."
- 2. You'll be proud to support CMN.** "CMN has one of the strongest brands in the nonprofit world and Penn State Health is a well respected local organization," said Jessica. "After more than two decades of support, the hospital has only given The GIANT Company more reasons to be proud of the partnership."
- 3. CMN is part of the team.** "The CMN team is hands-on and is committed to your success," said Jessica. "They'll be there to meet with managers and to answer employee questions. An added bonus is they always bring two things with them, a smile and a thank you."