



PennState Health
Children's Hospital



**Children's
Miracle Network
Hospitals®**

CASE STUDY

EMPLOYEE ENGAGEMENT

PARTNER

HERSHEY

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CHOCOLATE GIANT'S SWEET RELATIONSHIP WITH CMN BUILDS ON CORPORATE MISSION

Founded in 1894, The Hershey Company is a global confectionery leader with approximately 18,000 employees and more than 90 brands around the world.

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

- To inspire and engage employees and the local community.
- To further their corporate mission of doing good and helping children succeed.



For The Hershey Company, partnering with CMN is a natural extension of their founding principle that “doing well by doing good” and their dedication to helping children.

“Milton Hershey used his business success to realize his philanthropic vision of helping children in need. CMN is very much aligned with that and they've been terrific partners on this mission,” said Tricia Brannigan, Vice President of Procurement and Executive Sponsor at The Hershey Company.

Though Hershey has been an official partner of CMN since the mid-1980s, the close relationship with Penn State Health Children’s Hospital goes back even farther.



Tricia Brannigan

In 1963, the M. S. Hershey Foundation gifted \$50 million to the Pennsylvania State University to establish a medical school and teaching hospital in Hershey. From there, the Milton S. Hershey Medical Center was created. The Penn State Health Children’s Hospital is located on the same premises as the Hershey Medical Center.

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What good is money unless you use it for the benefit of the community and of humanity in general?

- Milton Hershey, Founder

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The Hershey Company supports CMN through three signature annual events:

- Miracle golf tournament
- Miracle 5K race
- Egg scramble family event

Additionally, field sales teams across the U.S., and employees at the three manufacturing plants in Hershey, organize their own grassroots fundraisers for CMN.

“Our Hershey employees share a strong desire to find fulfilling and meaningful ways to give back in their communities,” said Katrina Briddell, Manager, Sustainability & Social Impact at The Hershey Company.

Despite the success and popularity of their ongoing fundraising strategy, Hershey’s continues to find ways to extend their reach. For example, they partnered with fellow CMN Hospitals national partner and convenience store chain Speedway in a retail activation, and are engaging the younger population through online gaming fundraisers.

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We’ve been finding ways to actually build our support for CMN into our business models in addition to our amazing employee fundraising.

- Katrina Briddell, Manager, Sustainability & Social Impact, The Hershey Company

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CMN and Hershey's decades-long partnership has brought benefits to both organizations.

"We get to be innovative together. That's not something I can say about every community partner that we have," said Katrina.

- The Hershey Company contributed approximately \$500,000 to CMN in 2020 and has raised more than \$8 million since the beginning of their partnership.
- The close relationship has created new opportunities for collaboration. For example, the two partners recently worked together on an educational equity scholarship for Penn State College of Medicine students with an interest in pediatrics, a corporate priority for The Hershey Company.

- Employees are highly engaged in the partnership which reinforces Hershey's strong giving culture and the relationships within the company as well as with the community.

- Working with CMN has helped Hershey's build their talent pool and recruiting pipeline. It's also given existing team members the opportunity to develop their skills and capabilities in new ways.

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CMN is one of those proof points on how a really great partnership can work hand in hand to create good for the company from an engagement and goodwill perspective, but also have an important impact for kids and families locally.

- Katrina Briddell, Manager, Sustainability & Social Impact,
The Hershey Company

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CMN is an incredibly collaborative group of people. It's not only heartwarming to work on their mission, but it's also energizing and engaging to work with them individually.

- Tricia Brannigan, VP Procurement & Executive Sponsor,
The Hershey Company

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For companies considering working with a nonprofit, the Hershey team shared their advice on building strong, meaningful partnerships:

1. Collaborate for success. “The CMN team are members of our core team. We work side by side with them instead of just having them at arm's length and reporting out what we're doing,” said Tricia. “They're very much involved in collaborating with us and providing resources when needed.”

2. Adapt to the times. “We asked the younger generation for fundraising ideas. They suggested online gaming, so we're scaling up our efforts in this area,” said Tricia. “We think that this could eventually become our biggest contribution to CMN.”

3. Think beyond the money. “We do things like cookie decorating or interactive events with the kids in the hospital. It helps to make people's days a bit better,” said Tom Shinn, Manager Global Licensing Quality, The Hershey Company. “It's never just been about writing checks.”

