

# Children's Miracle Network Hospitals Canister Guidebook



**Children's  
Miracle Network  
Hospitals**

# Make miracles happen, one coin at a time

## What is Children's Miracle Network Hospitals?

Children's Miracle Network Hospitals® raises funds for 170 children's hospitals across North America, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of the mission to save and improve the lives of as many children as possible. Learn more at [CMNHospitals.org](http://CMNHospitals.org).

## Local Impact, Local Support

These canisters allow your business to fundraise throughout the year. All the funds collected in your canister will benefit the Children's Miracle Network Hospital in your community. The presence of the canister in your business will also demonstrate to your customers that you support your local children's hospital and the thousands of children they treat every year. To find out more about your Children's Miracle Network Hospital, visit [CMNHospitals.org/Hospital/Search](http://CMNHospitals.org/Hospital/Search) and click on "Hospital." Enter your ZIP code or state to locate your Children's Miracle Network Hospital.

## Who is DSM Sales & Manufacturing?

DSM Sales & Manufacturing is an American company committed to the design and manufacture of high quality, interactive, and fun games and kinetic products. DSM has partnered with Children's Miracle Network Hospitals to create a canister program that is simple to implement and has the potential to raise thousands of dollars for the Children's Miracle Network Hospital in your community.



## Raising Funds for Kids

Canisters are a fun, simple and interactive way for you and your customers to help kids by collecting donations for your Children's Miracle Network Hospital. Kids and adults alike love to watch their change spiral down the slides and chutes!

Benefits of the program:

- Canisters are kept clean, bright and in good repair.
- No burden on the sponsor to collect, count or process the monies donated.
- The potential to raise thousands of dollars a year with little effort.

Three steps to fundraising with canisters:

1. Placement of the coin canister in your location after approval has been granted by your management.
2. Periodic collection, accounting of funds, maintenance and cleaning of your canister is arranged by DSM and completed by their professional vendors.
3. Information on the amount of money raised and distributed to your Children's Miracle Network Hospital is available to you from your local Hospital director and at [www.coincanister.com](http://www.coincanister.com).

## Program Overview

Over the past nine years, DSM has designed, built and placed more than 9,000 canisters for sponsors and supporters of Children's Miracle Network Hospitals. Following are the details of the program DSM, Children's Miracle Network Hospitals and its sponsors have worked together to build.

## Approval

Children's Miracle Network Hospital representatives will work with your company's management to introduce the fundraising program. Children's Miracle Network Hospitals and DSM require written approval from your company's appropriate management (corporate/regional/area) to place the canisters. When this approval is obtained, DSM works directly with location managers to begin the placement process.

**For Questions about  
Canisters call DSM at  
1-800-738-8618**

## Placement and Installation

DSM works directly with a company's management to set up canister installations, collections and service timelines.

A DSM representative will work with the location manager to ensure:

1. Canisters are placed in a high traffic location without being inconvenient for the daily business of the sponsor.
2. Canisters are properly assembled, presentable and secure.
3. Signage is correct for both the sponsor and the hospital designated to receive the funds.
4. Regularly scheduled cleaning, collection times and contact information are communicated.

The program is designed for each canister to remain in a location for three years and then replaced with a new canister. There may be a cost for early removal or relocation, which will be deducted from the collections.

## Collection of Funds

Funds are collected from the canisters on a regular basis determined by the company management and DSM, usually about every eight weeks. A contracted armored car service collect the funds and then transports the money in sealed bags to their facility where the money is counted, processed under camera and deposited into the bank. DSM then sends the funds to the appropriate Children's Miracle Network Hospital on a quarterly basis. Monies collected in one calendar quarter will be dispersed toward the end of the following quarter.

## Cost of Fundraising

The cost of the canister and the service to collect funds is covered by proceeds. A small fee will be assessed each time the canister money is collected. DSM and Children's Miracle Network Hospitals work hard to keep this cost to a minimum.

## Canister Service and Upkeep

A clean, bright and inviting canister is proven to raise more money and not detract from your business. Regularly scheduled cleaning is arranged by DSM and should the canister sustain damage, require attention or need replacement, a DSM representative will make all the necessary repairs. For additional canister servicing outside the scheduled visits call DSM immediately at 1-800-738-8618.



## Colby Whetstone

Colby Whetstone is an energetic boy who loves "Star Wars" and wants to be a racecar driver. And when other children ask him about the uneven colors on his face, his reply is simple: "Oh, I just got burned." When Colby was 3 years old he was caught in a flash fire in his father's basement, which caused serious burns on his face, hands and from the waist down. Nearly half of his body was burned.

Today, Colby has little memory of his treatment with the pediatric burn unit at Johns Hopkins, but multiple surgeries and months of rehabilitation were required to save his life.

Colby's treatment also included harvesting skin for grafting, stretching his legs to prevent tightening and consuming more than 4,000 calories daily to grow new skin. Colby and the talented team at Hopkins Children's fought hard and achieved success—the only noticeable sign that he was burned is uneven pigmentation on his face. Colby is facing future surgeries to remove residual scars, but right now he's concentrating on playing soccer and video games.

## Tracking Fundraising Results

It's important to track the canister funds being raised by each location and share with associates and customers the impact being made on the hospital. DSM and Children's Miracle Network Hospitals have established a tracking system at [www.coincanister.com](http://www.coincanister.com) that allows sponsors to go online and see how much was raised after each canister cycle. Your Children's Miracle Network Hospital director may also communicate and celebrate with you the amount of funds being raised through your canister.



## Frequently Asked Questions

### Why canisters?

Canisters have proven to be a hassle-free way for partner locations to raise funds for their Children's Miracle Network Hospital. Canisters also attract customers and allow the community to donate year-round. The sponsor/hospital co-branding also lets the community know your support is staying local.

### If I want the DSM canister removed, what steps do I take?

Canisters are placed in locations with the intent of keeping them there for three years. However under special circumstances, you may call DSM at 1-800-738-8616 and have a representative remove the canister. When the normally scheduled service occurs, you can also request removal by the DSM representative. If the canister is removed prior to the end of the three year period, a relocation cost will be assessed and deducted from the final collection.

### Who do I call if I have questions?

On the back of every canister is the DSM 800 number. Please do not hesitate to call if you have any questions relating to the canister. The service representative may not be able to answer all questions, and is not authorized to change the schedule without consulting the DSM head offices, but they can initiate the process. If you have questions regarding your local Children's Miracle Network Hospital, please visit [CMNHospitals.org](http://CMNHospitals.org) to find out more.



## Children's Miracle Network Hospitals

Children's Miracle Network Hospitals  
205 West 700 South  
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801.214.7400

[CMNHospitals.org](http://CMNHospitals.org)

**For Canisters  
Contact DSM at:  
1-800-738-8618  
or visit us at:  
[www.coincanister.com](http://www.coincanister.com)**