



Operating Model **Survey Results**

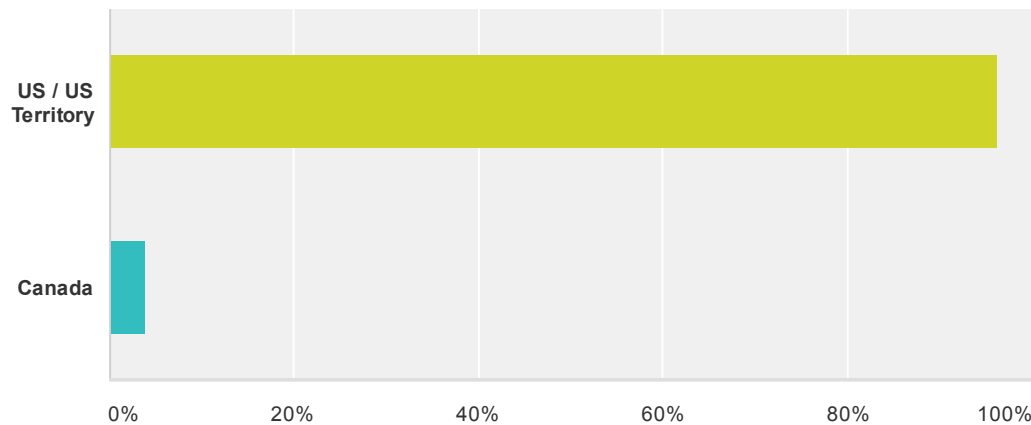
September 10, 2013

Children's Miracle Network Hospitals

Operating Model Evaluation

Q1 Country:

Answered: 77 Skipped: 0

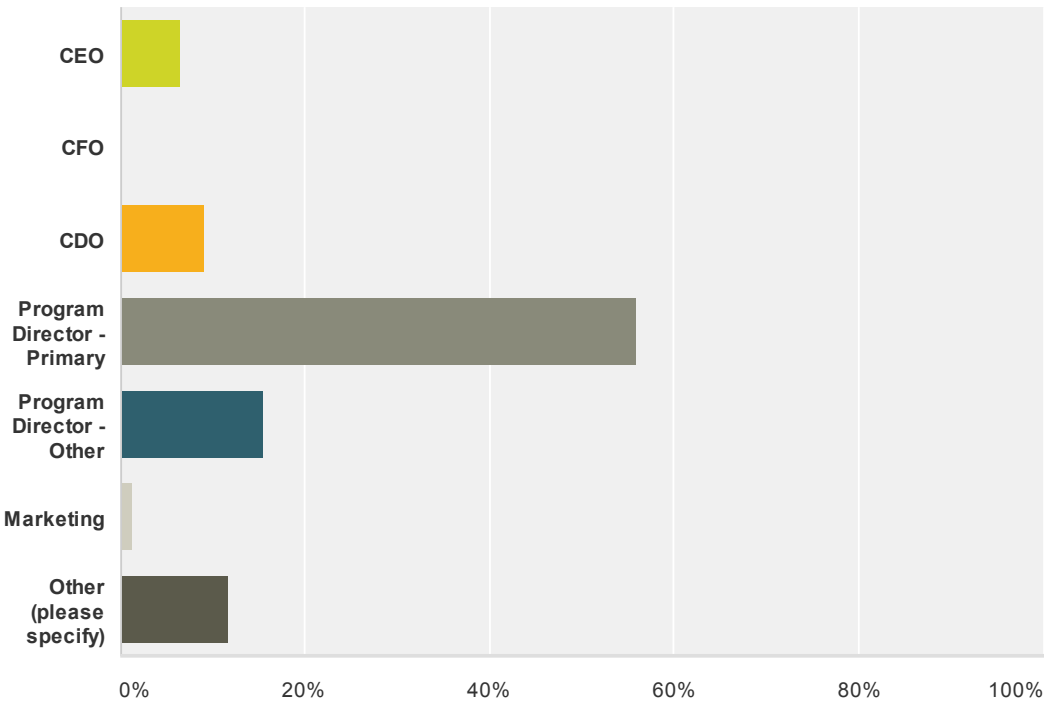


Answer Choices	Responses
US / US Territory	96.10%74
Canada	3.90%3
Total	77

Operating Model Evaluation

Q2 Title:

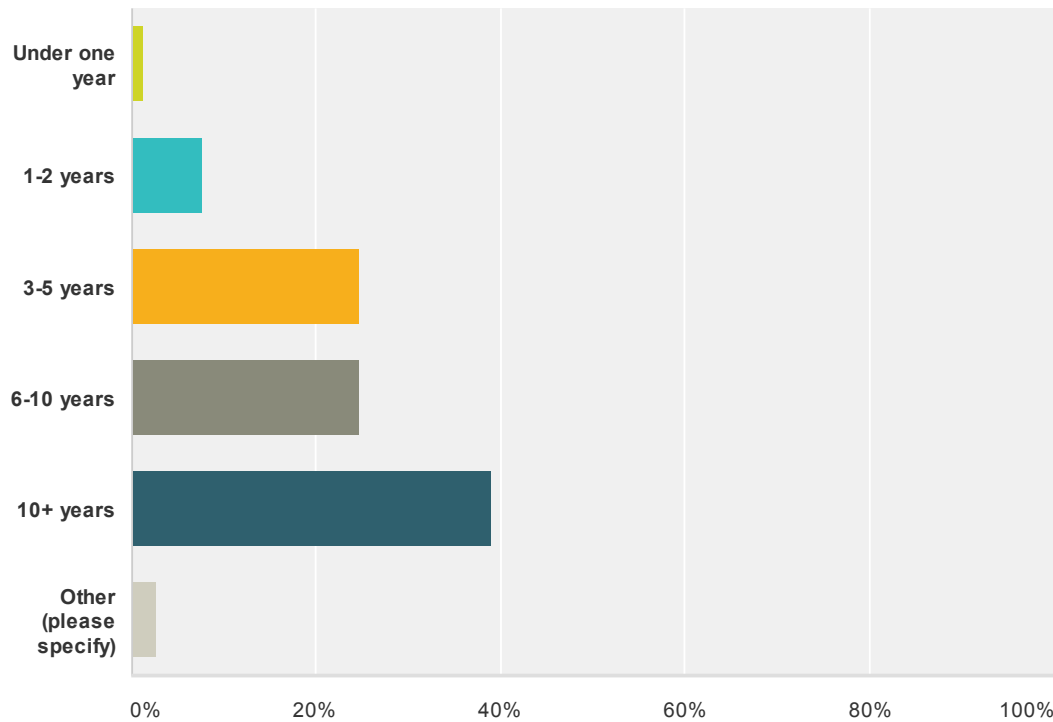
Answered: 77 Skipped: 0



Answer Choices	Responses	
CEO	6.49%	5
CFO	0%	0
CDO	9.09%	7
Program Director - Primary	55.84%	43
Program Director - Other	15.58%	12
Marketing	1.30%	1
Other (please specify)	11.69%	9
Total		77

Q3 How many years have you been involved in philanthropy?

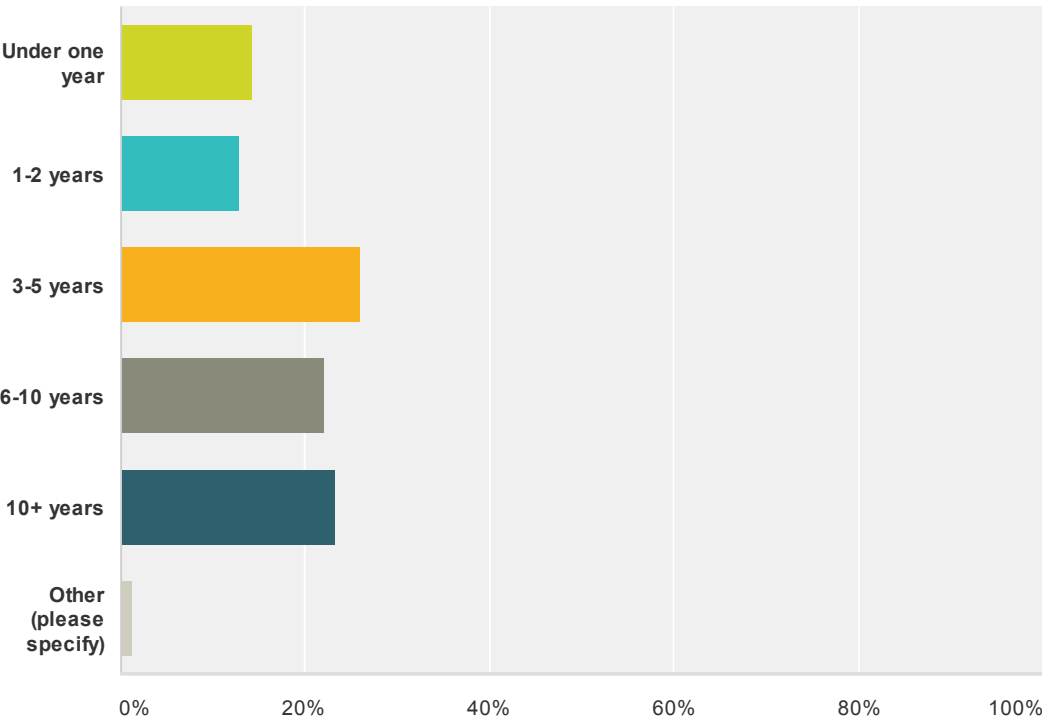
Answered: 77 Skipped: 0



Answer Choices	Responses	
Under one year	1.30%	1
1-2 years	7.79%	6
3-5 years	24.68%	19
6-10 years	24.68%	19
10+ years	38.96%	30
Other (please specify)	2.60%	2
Total		77

Q4 How many years have you been involved with CMN Hospitals fundraising at your hospital?

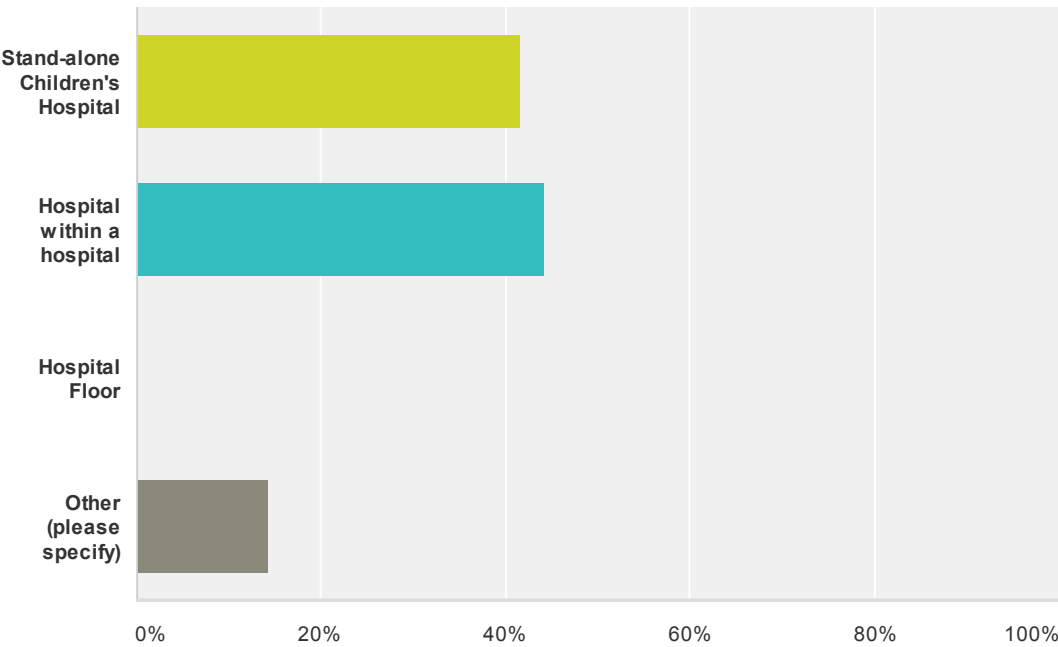
Answered: 77 Skipped: 0



Answer Choices	Responses	
Under one year	14.29%	11
1-2 years	12.99%	10
3-5 years	25.97%	20
6-10 years	22.08%	17
10+ years	23.38%	18
Other (please specify)	1.30%	1
Total		77

Q5 Hospital type:

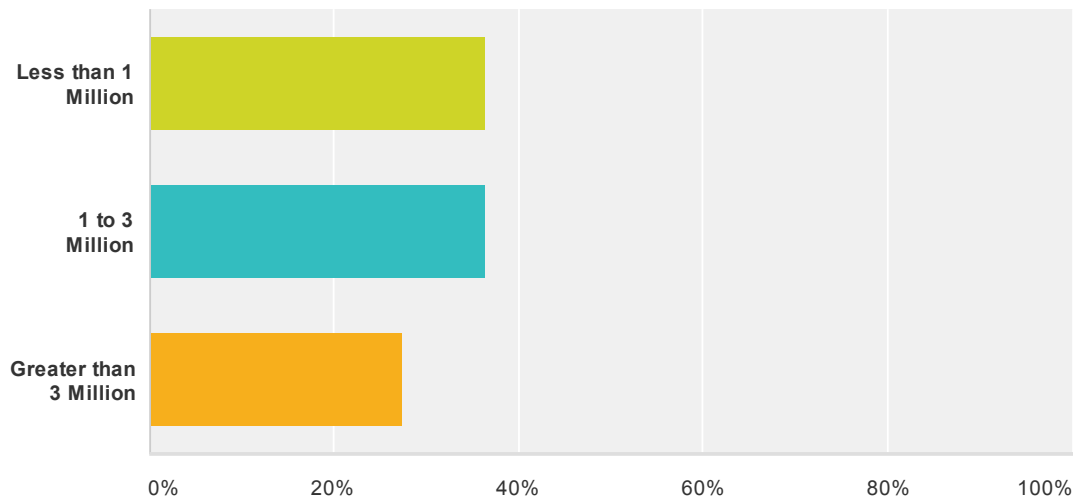
Answered: 77 Skipped: 0



Answer Choices	Responses	
Stand-alone Children's Hospital	41.56%	32
Hospital within a hospital	44.16%	34
Hospital Floor	0%	0
Other (please specify)	14.29%	11
Total		77

Q6 Population service area of hospital:

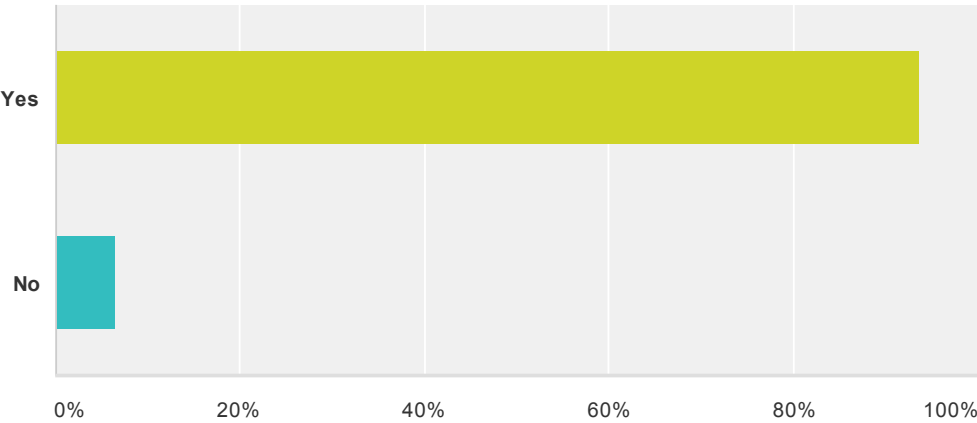
Answered: 77 Skipped: 0



Answer Choices	Responses	
Less than 1 Million	36.36%	28
1 to 3 Million	36.36%	28
Greater than 3 Million	27.27%	21
Total		77

Q7 Due to the importance of the operating model change, have you completely read and are you ready to give feedback on this Operating Model White Paper?

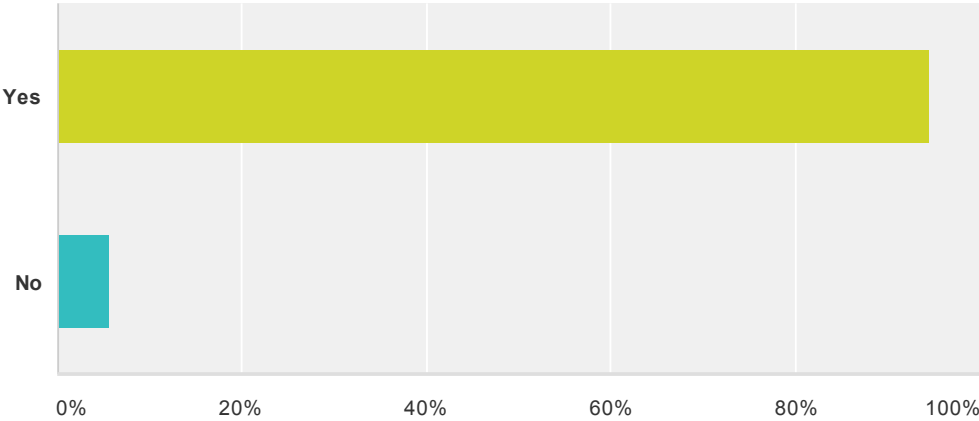
Answered: 76 Skipped: 1



Answer Choices	Responses	
Yes	93.42%	71
No	6.58%	5
Total		76

Q8 Have you participated in any Operating Model conference calls?

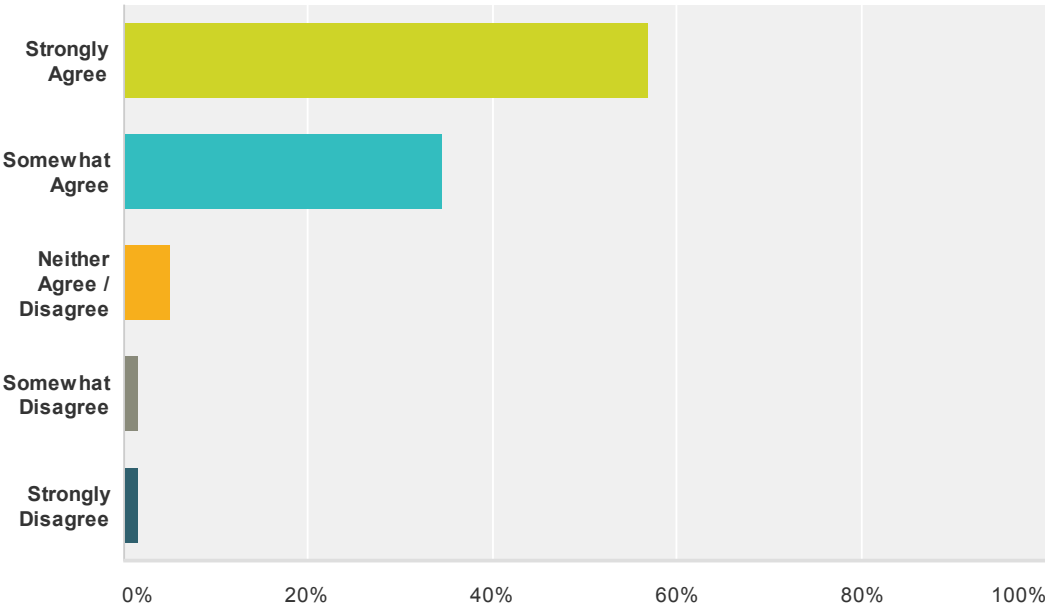
Answered: 71 Skipped: 6



Answer Choices	Responses	
Yes	94.37%	67
No	5.63%	4
Total		71

Q9 Do you agree that aggressive growth (quadrupling fundraising) should be one of the Network's objectives?

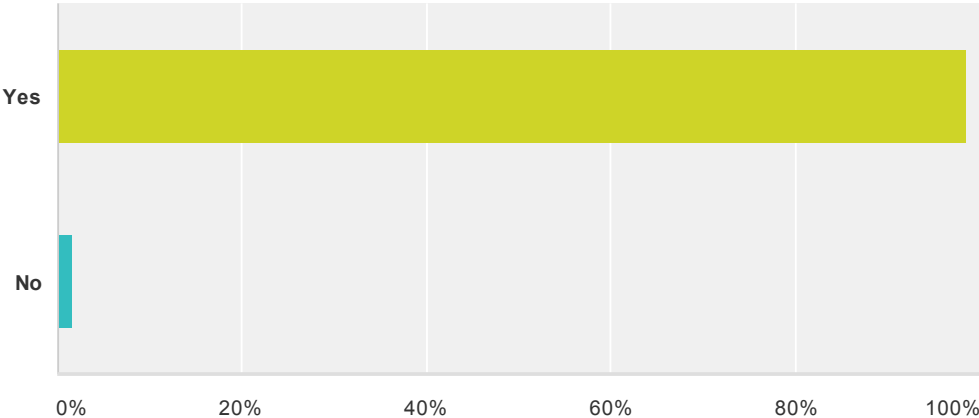
Answered: 58 Skipped: 19



Answer Choices	Responses	
Strongly Agree	56.90%	33
Somewhat Agree	34.48%	20
Neither Agree / Disagree	5.17%	3
Somewhat Disagree	1.72%	1
Strongly Disagree	1.72%	1
Total		58

Q10 Do you understand why a new operating model is needed?

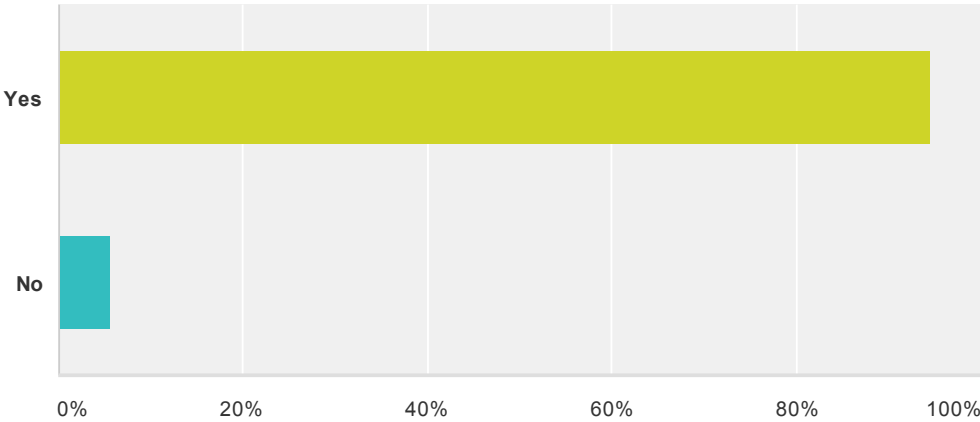
Answered: 58 Skipped: 19



Answer Choices	Responses	
Yes	98.28%	57
No	1.72%	1
Total		58

Q11 Do you agree we need to invest to achieve the financial projections outlined in Appendix C?

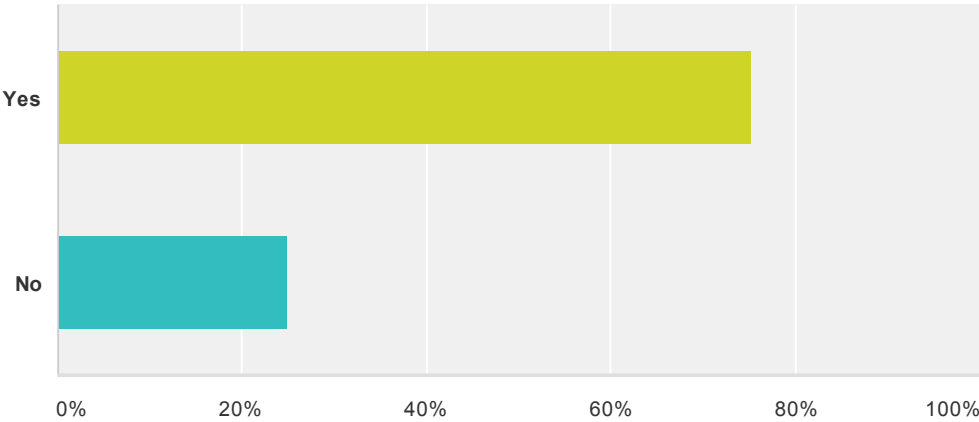
Answered: 52 Skipped: 25



Answer Choices	Responses	
Yes	94.23%	49
No	5.77%	3
Total		52

Q12 Do you believe, if we invest, we can achieve the annual fundraising projections outlined in Appendix C?

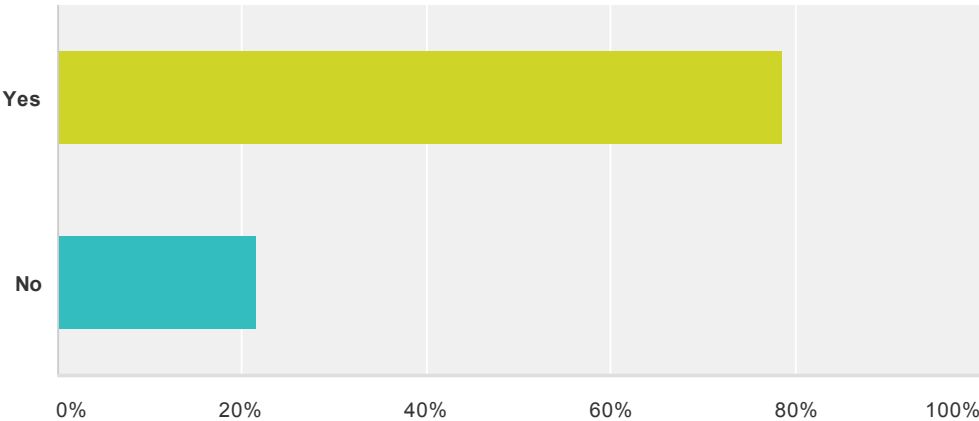
Answered: 52 Skipped: 25



Answer Choices	Responses	
Yes	75%	39
No	25%	13
Total		52

Q13 Do you feel CMN Hospitals has considered the impact the changes to the operating model will have on member hospitals?

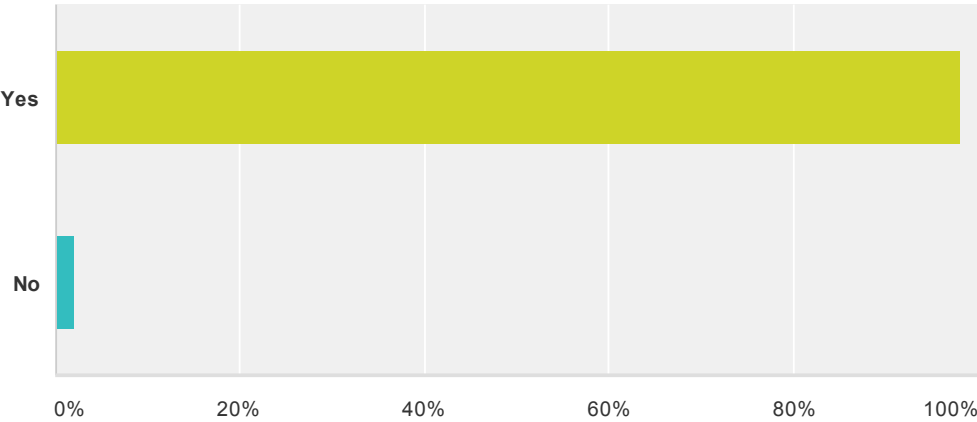
Answered: 51 Skipped: 26



Answer Choices	Responses	
Yes	78.43%	40
No	21.57%	11
Total		51

Q14 Do you understand the funding levers discussed in the Operating Model White Paper?

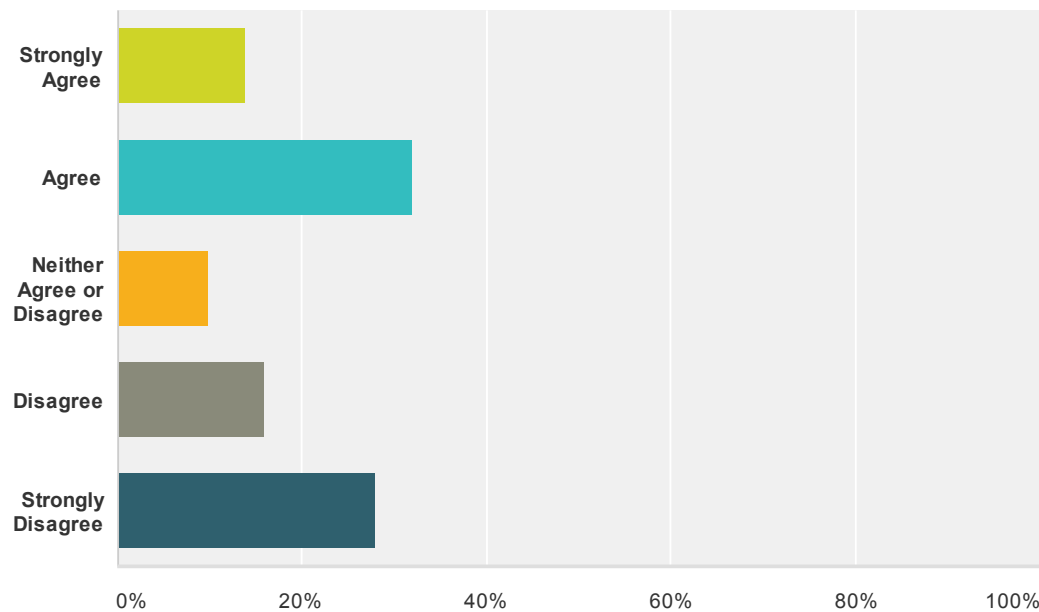
Answered: 49 Skipped: 28



Answer Choices	Responses	
Yes	97.96%	48
No	2.04%	1
Total		49

Q15 Using a percentage of the funds raised
Page 14

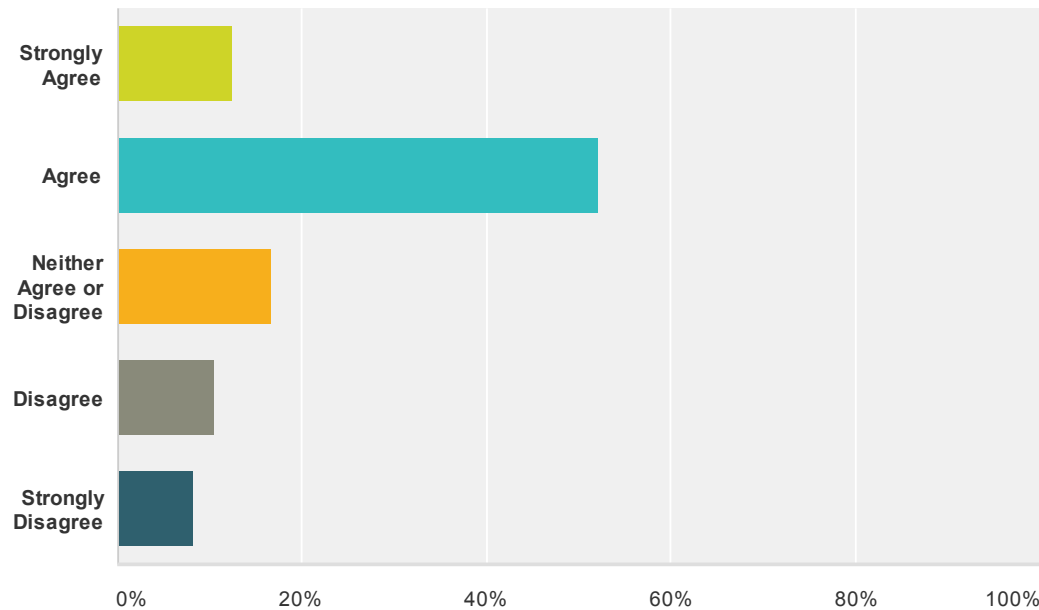
Answered: 50 Skipped: 27



Answer Choices	Responses	
Strongly Agree	14.00%	7
Agree	32%	16
Neither Agree or Disagree	10%	5
Disagree	16%	8
Strongly Disagree	28.00%	14
Total		50

Q17 Membership fees or chapter affiliation fees Page 14

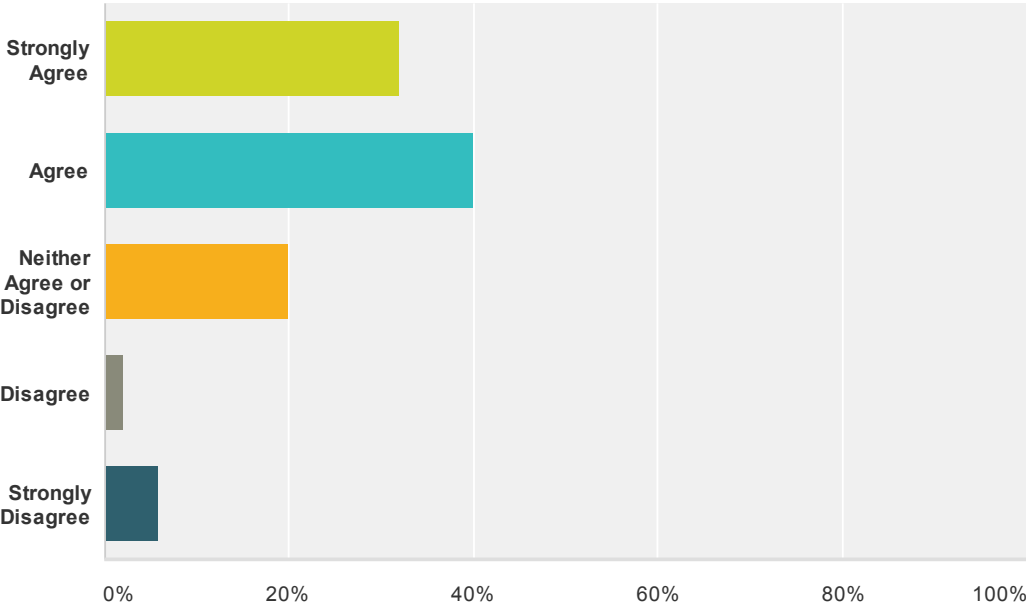
Answered: 48 Skipped: 29



Answer Choices	Responses	
Strongly Agree	12.50%	6
Agree	52.08%	25
Neither Agree or Disagree	16.67%	8
Disagree	10.42%	5
Strongly Disagree	8.33%	4
Total		48

Q19 Corporate Underwriting or Sponsorships Page 14 & 15

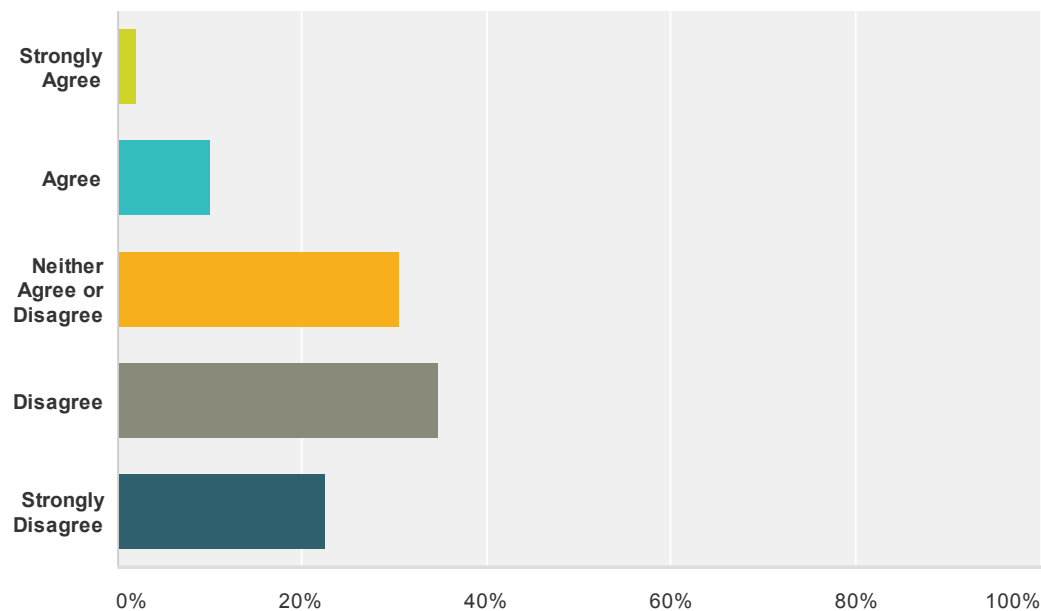
Answered: 50 Skipped: 27



Answer Choices	Responses	
Strongly Agree	32%	16
Agree	40%	20
Neither Agree or Disagree	20%	10
Disagree	2%	1
Strongly Disagree	6%	3
Total		50

Q21 Retail/Charity Shops Page 15

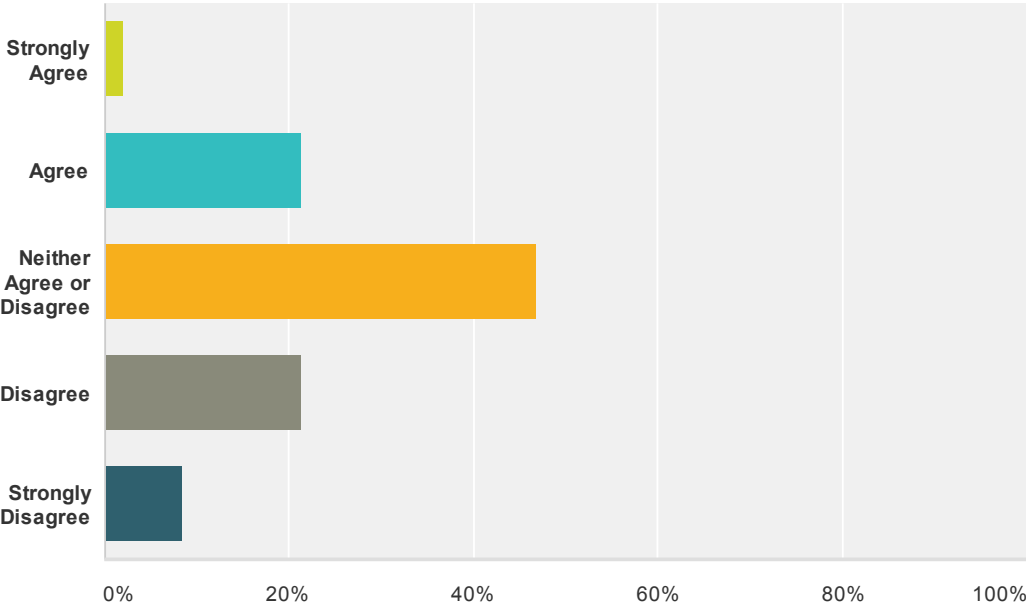
Answered: 49 Skipped: 28



Answer Choices	Responses	
Strongly Agree	2.04%	1
Agree	10.20%	5
Neither Agree or Disagree	30.61%	15
Disagree	34.69%	17
Strongly Disagree	22.45%	11
Total		49

Q23 Social Enterprise or Benefit Corporation Page 15

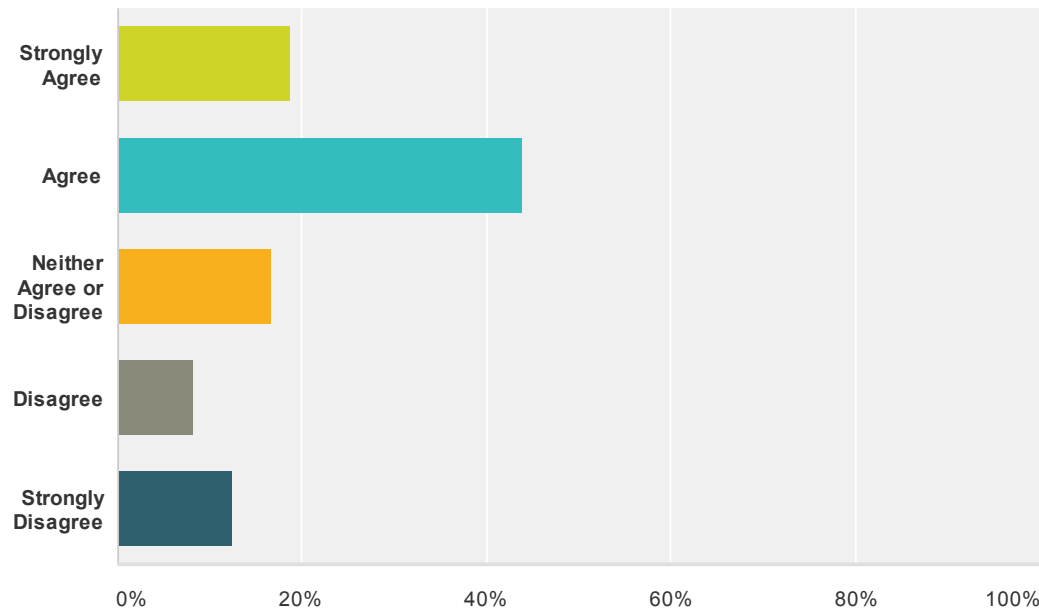
Answered: 47 Skipped: 30



Answer Choices	Responses	
Strongly Agree	2.13%	1
Agree	21.28%	10
Neither Agree or Disagree	46.81%	22
Disagree	21.28%	10
Strongly Disagree	8.51%	4
Total		47

Q25 Transformational Gifts from Wealthy
Individuals Page 15

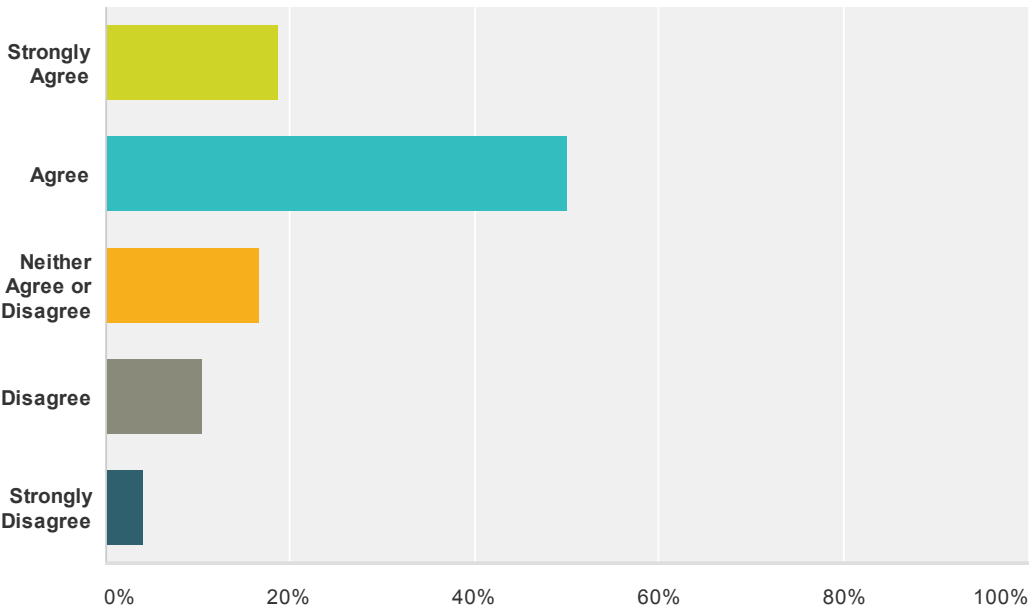
Answered: 48 Skipped: 29



Answer Choices	Responses	
Strongly Agree	18.75%	9
Agree	43.75%	21
Neither Agree or Disagree	16.67%	8
Disagree	8.33%	4
Strongly Disagree	12.50%	6
Total		48

Q27 Investments - Endowments Page 16

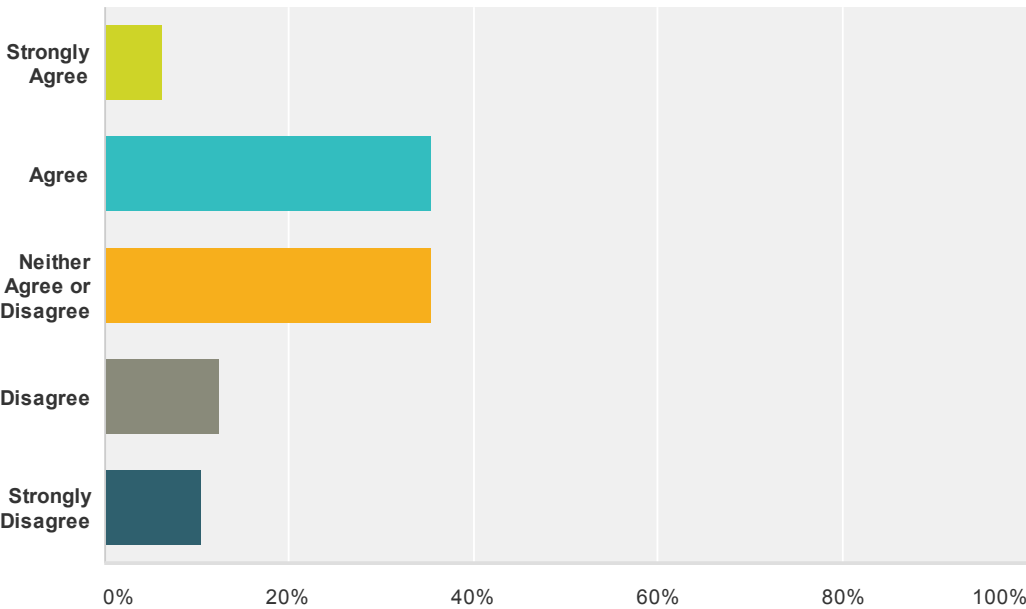
Answered: 48 Skipped: 29



Answer Choices	Responses	
Strongly Agree	18.75%	9
Agree	50%	24
Neither Agree or Disagree	16.67%	8
Disagree	10.42%	5
Strongly Disagree	4.17%	2
Total		48

Q29 Block or Directed Grants Page 15

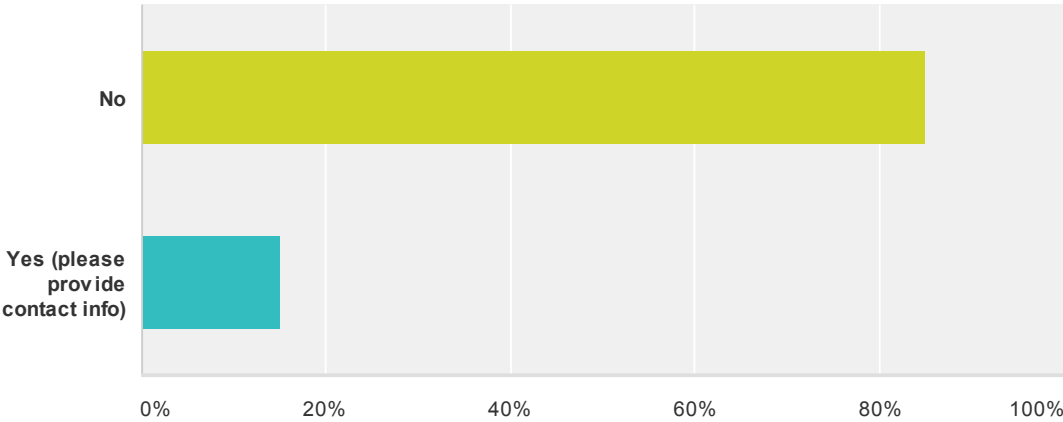
Answered: 48 Skipped: 29



Answer Choices	Responses	
Strongly Agree	6.25%	3
Agree	35.42%	17
Neither Agree or Disagree	35.42%	17
Disagree	12.50%	6
Strongly Disagree	10.42%	5
Total		48

Q32 Would you like to be contacted by a member of the national staff to discuss the operating model in more detail?

Answered: 46 Skipped: 31



Answer Choices	Responses	
No	84.78%	39
Yes (please provide contact info)	15.22%	7
Total		46