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# INNOVATIVE MARKETING FOR THE MODERN PHILANTHROPIST

By: Erica Nelson

In August of 2014, Hamilton Health Sciences Foundation welcomed Mercedes-Benz Burlington and Quantum Automotive Group to the Care4 family of partners. Care4 is a cause marketing partnership that empowers businesses to demonstrate social responsibility by making a financial commitment, on behalf of their customers, to Hamilton Health Sciences Foundation.

Mercedes-Benz Burlington, under the leadership of President and CEO Ken Szekely, will contribute a minimum of \$35,000 annually to Hamilton Health Sciences Foundation (HHSF). In joining the Care4 marketing program, the team at Mercedes-Benz Burlington is making a statement about its commitment to the importance of high-quality healthcare for their friends, families and customers throughout South Central Ontario who rely on the specialty care provided by HHSF.

Hamilton Health Sciences Foundation is a registered charitable organization which represents Hamilton General Hospital Foundation, Juravinski Hospital and Cancer Centre Foundation, McMaster Children's Hospital Foundation, St. Peter's Hospital Foundation and all of their associated programs. These hospitals make up the second largest hospital group in Canada and currently serve 2.3 million residents.

"We are the referral centre for cardiac, stroke, burns, trauma cases, neurosurgery, pediatrics, digestive diseases, high-risk obstetrics, cancer, orthopaedics, geriatrics and rehabilitation services," explains Tamara Pope, Vice President of Marketing and Communications for HHSF.

The Care4 program was launched in 2011 to provide a means for corporations to help support any or all of these hospitals in a way that is different from traditional philanthropy. The program is designed to be a three-way value proposition which benefits HHSF, the consumer and the corporate partner. The Foundation, and the hospitals it represents, benefit from the contributions that are made. The consumers can feel good knowing they are purchasing products or services from a corporation that is giving back to the community in a tangible way. The corporate partner, in this case Mercedes-Benz Burlington, will benefit from the increased loyalty and attraction of consumers who prefer to buy products and services from socially responsible corporations.





Photo: Carole and Roy Timm Photography

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"It is important that the percentage or dollar amount the partner is contributing back is clearly defined and visible to their existing and prospective customers because this is what indicates that the partner is truly committed to the program beyond aligning with our brand/program name for a benefit," Pope explains.

As part of the partnership activation and execution processes, both the HHSF and the corporate partner will provide information and recognition for one another on their websites in addition to distributing promotional materials to their respective constituents through a mix of social and traditional media channels. The two brands work together on an on-going basis to develop other promotional events and opportunities as well.

Ken Szekely and his team at Mercedes-Benz Burlington are looking forward to the brand's new partnership with Hamilton Health Sciences Foundation and the opportunities to come.

"Everyone at Quantum Automotive Group is excited about this new partnership with Hamilton Health Sciences Foundation. We are driven to exceed our customers' expectations and, at the same time, we are committed to being a responsible corporate citizen within our community," Szekely explains.

In a press release about the new partnership with Mercedes-Benz Burlington, Pearl Veenema, President and CEO of Hamilton Health Sciences Foundation, said, "We are grateful to Mercedes-Benz Burlington for their commitment to the Care4 program and, in turn, to HHSF and our goal of Health Care, Transformed. It is with the support of businesses such as Mercedes-Benz Burlington that we are able to continue to raise awareness about the role we play in supporting patient care across the region."

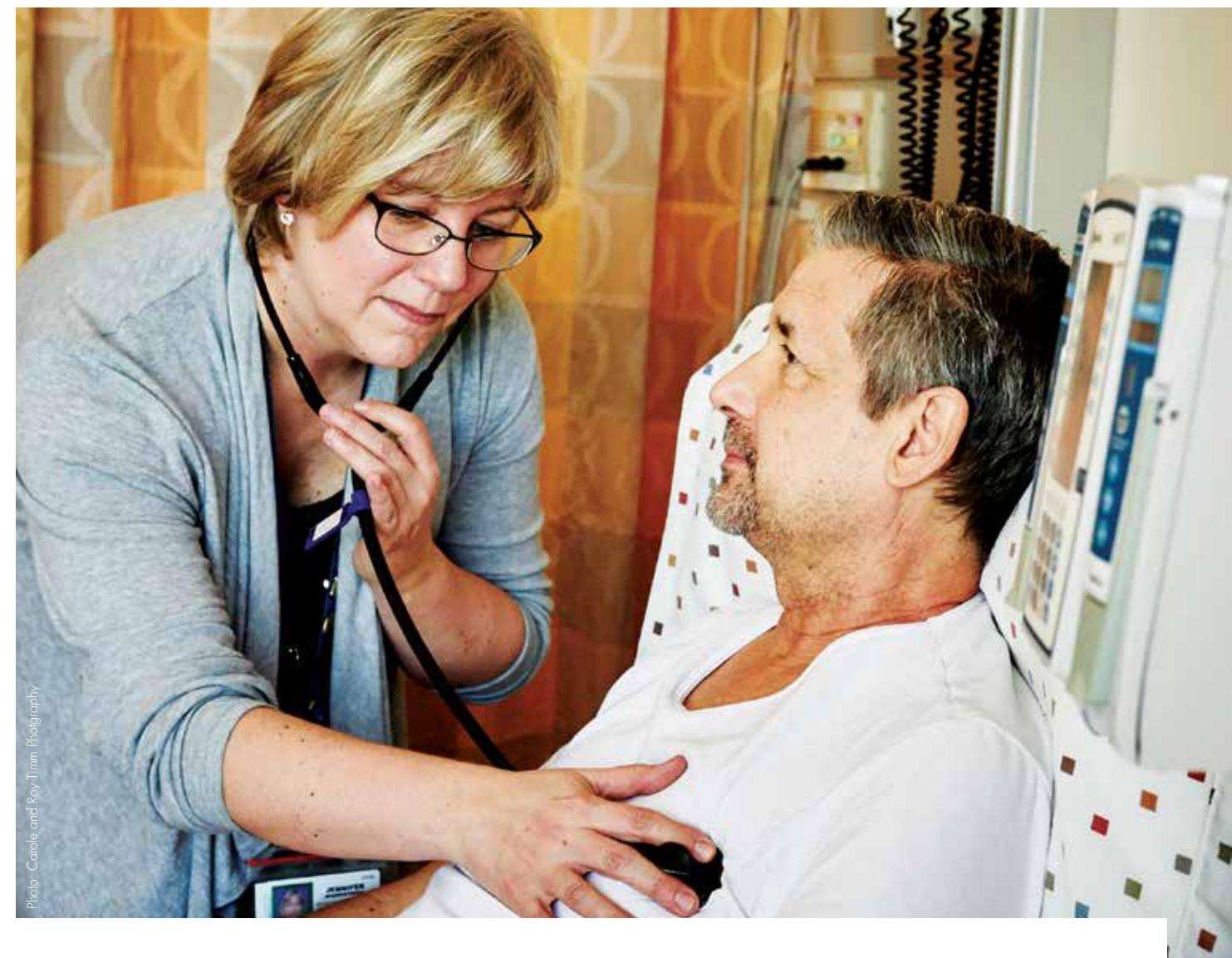


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The people and services at each of the hospitals represented by Hamilton Health Sciences Foundation touch so many lives each day; from young children to the elderly, these facilities save lives. In Ontario, the government funds clinical and other operating costs in addition to contributing to capital projects; however, substantial funding gaps still remain. One of the most significant gaps is equipment funding. HHSF relies on the generosity of its donors to fund equipment to diagnose, treat and care for patients. Through programs like Care4, HHSF is able to fund capital redevelopment projects, purchase medical equipment and technology and invest in new research and education initiatives. The mission of Hamilton Health Sciences Foundation is to raise funds and manage donor gifts to support outstanding clinical care and research for communities served by Hamilton Health Sciences.

To learn more about Hamilton Health Sciences Foundation, or other Care4 partners, please visit: [www.hamiltonhealth.ca](http://www.hamiltonhealth.ca). HHSF would like to thank Mercedes-Benz Burlington for their tremendous support.

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