Companies that take their social responsibilities seriously win kudos from contemporary consumers, but doing well by doing good takes finesse. Construct a program that has plenty of social impact but little ROI and there’s a good chance it won’t be around for long. Focus on short-term promotional impact while just paying lip service to building a better world and critics cry foul.

The Cause Marketing Forum proudly shares these best-in-class examples of corporate social initiatives.

2014 CAUSE MARKETING GOLDEN HALO AWARD WINNERS

NONPROFIT: Children’s Miracle Network Hospitals

Children’s Miracle Network Hospitals has leveraged corporate relationships to raise more than $5 billion for 170 member children’s hospitals across the United States and Canada since 1983. Tapping the passion of consumers, CMN Hospitals works with corporate partners such as Walmart, Costco, Dairy Queen, Rite Aid and Food Lion to raise millions for sick and injured kids, often $1 at a time through the charity’s Miracle Balloon icon. CMN Hospitals is a fascinating case of a large, legacy nonprofit that has reinvigorated its corporate alliance program by embracing innovation.

BUSINESS: TOMS

TOMS is a rare young company that has built giving back into its DNA while achieving profitability and scale. TOMS’ “Buy one give one” model has charmed and engaged millions of consumers, and inspired numerous social entrepreneurs. Started to provide one pair of new shoes to a child in need for every pair of TOMS shoes purchased, TOMS has donated over 10 million pairs to date. TOMS expanded the model to eyewear in 2011, created an online marketplace for other socially conscious brands in 2013 and launched TOMS Roasting Co. in 2014 to provide access to clean water in the countries where its coffee beans are sourced.

FIND WINNING CASE EXAMPLES AT CauseMarketingForum.com/halo2014

Category Winners

TRANSACTIONAL

GOLD: Dig In & Do Good (MasterCard+Stand Up to Cancer)
SILVER: Give Breast Cancer the Boot (JCPenney+National Breast Cancer Fdn)

MESSAGE

GOLD: 100 Wells for Ethiopia (Pacific Dental Services+charity: water)
SILVER: iHeart Radio Show Your Stripes (Clear Channel Communities)

HEALTH

GOLD: Get a Shot. Give a Shot. (Walgreen Co.+United Nations Foundation)
SILVER: imbornto (March of Dimes+Mud Pie, Bon-Ton and Famous Footwear)

ENVIRONMENTAL

GOLD: Alternative Spring Break (American Eagle Outfitters+Student Conservation Association)
SILVER: Home Sweet Home (TELUS+WWF Canada)

BUSINESS MODEL

GOLD: Zoetis for Shelters
SILVER: Alex & Ani Charity by Design

EDUCATION

GOLD: Celebrate Schools! (General Growth Properties+DonorsChoose.org)
SILVER: Great Starts, Great Stories (Kellogg Co., Scholastic Inc.+Books for Kids Foundation)

SOCIAL SERVICES

GOLD: 2nd Annual Great American Shake Sale (Shake Shack+Share Our Strength)
SILVER: iHeart Radio Show Your Stripes (Clear Channel Communities)

SOCIAL MEDIA

GOLD: Craziest Thing I Did to Save Money (H&R Block Dollars & Sense+DoSomething.org)
SILVER: Home Sweet Home (TELUS+WWF Canada)

VIDEO

GOLD: The Moment (CIBC+Canadian Breast Cancer Foundation)
SILVER: Dig In & Do Good (MasterCard+Stand Up to Cancer)
Our Corporate Partners

PUT THE MONEY WHERE THE MIRACLES ARE.

Thanks for giving kids like Zion every chance to get better.

ZION, 12 YEARS OLD
SICKLE CELL DISEASE AND HEART TRANSPLANT PATIENT

Thanks to our network of hospitals and generous corporate partners for helping us receive Cause Marketing Forum’s 2014 Golden Halo Award.