



## You dine. We donate.

*You dine. We donate.* is a fundraising program benefitting both The Barbara Bush Children's Hospital at Maine Medical Center and local restaurants that donate a portion of their sales for one month each year.



## Benefits to participating restaurants

- *Set a new standard for the restaurant community.* The more you give to community programs, the more the community gives back.
  - 72% of consumers would recommend a brand that supports a good cause over one that doesn't.<sup>1</sup>
- Diners make a positive difference in their community without paying more for their meals.
- Restaurant employees enjoy an increased sense of pride in their workplace.
- Partnering with the BBCH creates new marketing opportunities and attracts new customers.
- Donations are tax deductible.
- Increase in sales.



## Benefits to The Barbara Bush Children's Hospital

- Donations to the children's hospital help make possible essential programs and services that would not otherwise be available to patients.
- As a non-profit hospital, the BBCH relies on community support to provide world-class healthcare to all children, regardless of their families ability to pay.
- Donations from local businesses ensure that Maine children can continue to receive the care they need, close to home.

The Barbara Bush  
Children's Hospital

At Maine Medical Center



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## Co-Branding Opportunities

- Email communications to our 7,000 hospital employees.
- Facebook posts to our 14,700 followers on the BBCH Facebook page.
- Recognition of your restaurant's support on the BBCH website, which receives an average of 8,800 visits monthly.
- E-newsletters to 2,900 businesses and community subscribers.

### Restaurant:

Increase sales and employee motivation while setting a new standard for the restaurant community.

### Customer:

Eat out and give back without paying a penny more.



The Barbara Bush  
Children's Hospital:

Healthier Maine Children.

Questions? Call or email Sarah Stern: 207-662-2101 / [sstern@mmc.org](mailto:sstern@mmc.org)

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Children's Hospital  
At Maine Medical Center



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