



The 3 T's of Giving Back: Creative Ways Corporations Can Create Big Impact

Miracles for Kids Co-Founder/CEO Autumn Strier shares how monetary aid is just one of several ways to help make a difference

IRVINE, Calif. – July 28, 2022: Organizations can make an even bigger impact in their local community and connect more deeply with their customers by giving back. When businesses find creative ways to support the causes their team and audience cares about, everybody wins. [Miracles for Kids](#) empowers individuals and communities to “be the miracle” for families struggling to win the battle of stability when facing a child’s life-threatening illness and lengthy treatment period. Now, they share three key ways businesses can “be the miracle” for their own communities, including more than financial donations.

“Businesses can make a difference in their surrounding community by leveraging their company’s employee base, products or services,” shares Miracles for Kids Co-Founder/CEO Autumn Strier. “They are in a unique position to create impact using a variety of internal resources available to them, besides money alone.”

Changing the world doesn’t have to be overwhelming - it simply starts with taking a step or two toward providing help where you can. There are a variety of ways to give back besides financial donations. Strier calls them the “three T’s of giving back”:

- 1. Talent** - Consider donating your team’s unique skills to an organization or cause that could use them. Offering professional services, sharing special skills or creating encouragement through arts and crafts are a few of many ways to assist those in need.
- 2. Time** - Many businesses provide opportunities for their team members to gather and build or coordinate on behalf of its members/audience. B Body Fitness, Serve First Solutions, Artemis Search Partners, AAA, Sun Communities, and the OC Sheriff’s Department are just a few who have volunteered to help collect donations and assemble boxes/baskets that are sent to critically-ill children.
- 3. Treasure** - Organizations often need corporate sponsors to help underwrite the costs of programs and events, which are great marketing opportunities for companies. National brands like Xponential Fitness and Behr Paint Company are a few names of companies who view sponsorships as a way to gain exposure while supporting causes they care deeply about. Also consider donating

“treasures” that may be good as auction items and can provide a nice write-off, such as entertainment or experiences. Another idea: activate a round-up donation program like Coin Up on brand purchases and select a charity of your choice to receive the benefit.

Find more creative ways to be the miracle for families who are fighting for their kids' lives by visiting the Miracles for Kids website. Consider upcoming event sponsorship opportunities, including the Miracles for Kids Golf Invitational and Night of Miracles Gala. Follow on Instagram @MiraclesForKids to see how your efforts make a difference or simply spread the message. Learn more and discover ways to get involved - such as internships, community programs, giving circles, or events at [MiraclesForKids.org](https://www.MiraclesForKids.org).

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About Miracles for Kids:

Miracles for Kids is a 501(c)(3) non-profit serving children with life-threatening illnesses and the families that care for them. Founded in 2002 and led by Co-Founder/CEO Autumn Strier for nearly 20 years, the organization creates stability for families that are crumbling from the financial and emotional devastation of fighting for their child's life. With programs providing financial aid, basic needs, housing, and wellness to patients and their families, Miracles for Kids fulfills a mission to help caregivers battle bankruptcy, homelessness, hunger, and depression, so they can concentrate on what matters most. Based in Irvine, California, the Miracles team currently serves families in treatment at CHOC Children's Hospital, Children's Hospital Los Angeles (CHLA), UCLA Mattel Children's Hospital, Rady Children's, UCSF Benioff Children's Hospital, and Loma Linda University Medical Center. Follow on Instagram @MiraclesForKids to see how your efforts make a difference. Learn more and discover ways to get involved at [MiraclesForKids.org](https://www.MiraclesForKids.org).