



What is “Benefits That Benefit Children?”

Benefits That Benefit Children is a cause marketing program that supports children's hospitals throughout the country. It was created by National Benefit Partners (NBP), an independent employee benefits distribution organization.

Benefits That Benefit Children provides donations to children's hospital foundations when companies **like yours** choose to offer certain best-in-class voluntary benefits from top-rated providers.



We call these generous employers
“Children’s Champions.”



Be a **CHILDREN'S CHAMPION**

How do I become a Children's Champion?

It's easy. Simply choose to offer the **Benefits That Benefit Children** products or services on a voluntary basis. When you do, a donation is made to your local children's hospital foundation in honor of your company.

When you offer insured benefits a donation* is made for every eligible employee that is offered the benefit(s).

No purchase is required to receive the donation.



When you offer non-insured benefits, a recurring donation** is made for every purchased benefit.

For example: When a voluntary accident, critical illness, disability, or life insurance benefit is offered, a \$10.00 donation is made for each eligible employee who attends an enrollment meeting without any obligation to purchase a benefit.*



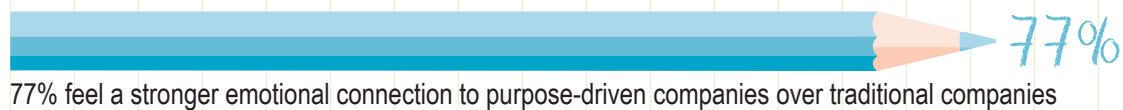
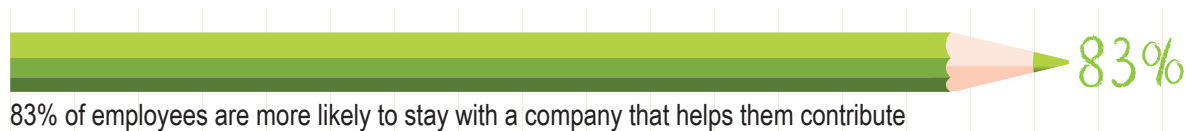
* Only one donation will be made per eligible employee who attends an enrollment meeting for a newly offered voluntary benefit.

** \$0.90-\$1.00 monthly recurring donation will be made for every employee enrolled.



Why be a Children's Champion company?

NBP's **Benefits That Benefit Children** is a cause marketing program that spotlights your company as a "**Children's Champion**" — a company actively helping to provide for the needs of the children in your community.



2018, 2016 Cone Cause Market Study



Be a **CHILDREN'S CHAMPION**



Why Children's Hospitals?

Most people want to help children in their communities more than other causes. Children's Hospitals are community organizations that provide special attention and services for children's unique medical needs.

Children's Hospitals provide:



Specialized health care for children – regardless of their ability to pay



Ground-breaking research and treatment specifically designed for pediatrics



An environment that allows children to be children despite their illnesses




Special uncompensated services like: School, Library, Music Therapy, Play Areas and Special Events




Why “Benefits That Benefit Children?”


Workforce engagement with **Benefits That Benefit Children** creates a winning combination for employers, employees, and the health of children in the community.




Engaged Employees are properly educated on their benefits which allows them to make informed financial decisions for them and their families



Children's Champions and their employee's engagement creates donations to children's hospitals that are funded entirely by the benefit providers



Engaging in a cause creates a culture that helps retain and attract quality employees



Children's Champions and their employees are recognized as socially responsible and giving back to their communities

Benefits That Benefit Children Partners

Protecting families' futures with valuable insurance coverage from Combined Insurance

With ever increasing medical expense costs, higher deductibles and out of pocket maximums, ensuring that employees have proper protection against these expenses takes on greater importance than ever before. Even with medical coverage, the costs associated with accidents, critical illness, disability, or a death can have a devastating impact on an individual's or family's finances.

Combined products pay cash directly to the insured when it is needed most. These payments can be used to fill gaps that major medical insurance may not cover, help pay for living expenses such as rent or mortgage, and even cover lost wages.

The Right Solutions – Combined Benefits are innovative, flexible, and competitive solutions



ACCIDENT



CRITICAL ILLNESS



**LIFETIME BENEFIT TERM
with living benefits for
LONG TERM CARE**



SHORT-TERM DISABILITY



Benefits That Benefit Children Partners

LegalGUARD Legal Insurance



LegalGUARD from **LegalEASE** provides support and protection from unexpected personal legal issues. **LegalGUARD** provides access to a national network of attorneys with exceptional experience that are matched to meet the needs of the individual and the legal matter. Concierge services to help navigate common individual or family legal issues. Members and their families save on costly legal fees and provides coverage for legal issues around home & residential, auto & traffic, financial & consumer, estate planning & wills, family, and general assistance.

LifeLock Identity Theft Protection



LifeLock's Benefit Elite Premium plan helps provide employees peace of mind with **LifeLock's** comprehensive identity theft protection. If a potential threat is detected, employees are notified via email, text, phone or mobile app alerts. Should an employee become a victim of identity theft while a **LifeLock** member, **LifeLock** provides a dedicated, U.S.-based Identity Restoration Specialist and helps protect them with our Million Dollar Protection™ Package including coverage for experts and lawyers, if needed.

Cancer Guardian



Cancer Guardian from **Wamberg Genomic Advisors** (WGA) provides genetic test insights into hereditary cancer risk, hereditary heart health, and medication response related to behavioral health. Upon a cancer diagnosis, **Cancer Guardian** will perform advanced genetic testing which provides detailed information regarding the type of cancer and the susceptibility of the specific cancer cells to various treatment options. This information offers the best treatment choices, access to clinical trials, and improved chances for survival.

Let's make some beautiful music together...

