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Shriners Hospitals for Children Recognized as Brand of the Year

Tampa, Florida (May 2, 2018) – Shriners Hospitals for Children® is honored to share the news that it has been named 2018 Health Nonprofit Brand of the Year, based on the Harris Poll EquiTrend® Equity Score.

In addition, Shriners Hospitals ranked Highest in Trust in its category.

The annual survey of brand equity, now in its 30th year, compares the brand health of thousands of brands from hundreds of categories, including eight for nonprofit organizations, based on consumer responses. These responses measure a range of knowledge and connections, including familiarity, quality social and environmental impact, brand momentum and attachment, and trust, that indicate the health and strength of a brand.

“Being chosen as the top Health Nonprofit Brand by such a respected and reliable study is truly an honor. Receiving the Harris Poll award is indicative of the tremendous dedication and commitment our employees, donors and volunteers have for our mission of improving the lives of children every day, worldwide. The efforts of each of you are reflected in this award,” said John P. McCabe, Executive Vice President, Shriners Hospitals for Children. “Since opening our first location in 1922, Shriners Hospitals has become a world-renowned, respected and unique health care system with locations in three countries that continues to put the needs and concerns of our patients first, regardless of the families’ ability to pay.”

In addition to being a leader in pediatric specialty care, especially in the areas of orthopaedics, burns, spinal cord injury, and cleft lip and palate, Shriners Hospitals for Children is known for conducting innovative research that has added to the worldwide body of medical knowledge and led to the development of treatment techniques and protocols that are now recognized standards of care. Shriners Hospitals for Children is also committed to providing excellent educational opportunities for medical professionals, thereby helping to shape and guide the future of patient care.

While Shriners Hospitals for Children has locations in just three countries, the health care system's reach and impact is global. We are committed to reaching as many children who could benefit from our services and our unique, generous approach to health care as we can, wherever they may live. Our compassionate health care system has treated children from more than 150 countries and conducts more than 100 medical outreach clinics outside the U.S. every year – from Guam to Panama.

Shriners Hospitals for Children is privileged to be among the charities recognized by the EquiTrend study, and we congratulate all those who were also recognized for their important work.

More than 77,000 U.S. consumers participated in the online survey, conducted in January and February 2018. The overall data is weighted to reflect the composition of the population, according to the U.S. census.

To learn more about the study, please visit theharrispoll.com/equitrend.

About Shriners Hospitals for Children

Shriners Hospitals for Children improves the lives of children by providing pediatric specialty care, conducting innovative research, and offering outstanding educational programs for medical professionals. Children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care, regardless of the families' ability to pay, and receive all care and services in a compassionate, family-centered environment.

Shriners Hospitals for Children is a 501(c)(3) nonprofit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law. For more information, please visit shrinershospitalsforchildren.org.