

Sharing a

# Heart of Gold

A Kendra Scott Story

## “What Matters to You, Matters to Us.”

Austin, TX-based jewelry retailer Kendra Scott is known for timeless designs, but to customers across the country, **its name means much more.** Now with over 75 stores nationwide and an e-commerce site serving shoppers in the U.S. and internationally, Kendra Scott was founded on a principle of giving back to customers' communities, living by the mantra, “**What Matters to You, Matters to Us.**”

Already deeply involved with local philanthropies around its retail locations, Kendra Scott was looking for a way to empower giving online as well.

**\$130,000**  
in donations  
generated  
in pilot  
campaign



Powered by GiveWorx, Children's Miracle Network Hospitals® secure Giving Plugin connects

with any existing e-commerce website, dynamically detecting each customer's local children's hospital and inviting them to support it with a donation at the point of sale. Kendra Scott LLC became the pilot user after CEO Kendra Scott herself met a GiveWorx creator at an event for philanthropic entrepreneurs.

**“The Giving Plugin was super easy to install. The integration was quick, simple and completed in just two weeks.”**

– Sean Whitehead,  
Director of Digital Product Development, Kendra Scott

Kendra Scott activates the CMN Hospitals Giving Plugin for dedicated campaigns to **align with company milestones** and nationwide philanthropic events. Its weekend “Sweet Sixteen” launch campaign (in honor of the company's sixteenth anniversary,) was met with excitement by online and in-store customers, generating over \$130,000 for Children's Miracle Network Hospitals.

Their second e-commerce campaign, a month-long initiative during Childhood Cancer Awareness Month was **even more successful**, and post-campaign reporting showed many **repeat buyers and donors** who had become familiar with the point-of-sale giving process during the Sweet Sixteen event.

**“We plan to switch on the Giving Plugin for any effort related to children’s cancer awareness or research,”** says Sean.

CMN Hospitals partners raised over **\$2,810,000** for Dell Children’s Medical Center of Central Texas 

“We love that the admin platform lets us customize the giving window with campaign imagery to make the connection for customers.”

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## Bringing Online Shopping Close to Home

For Kendra Scott, philanthropy isn’t just good business—it’s personal. Which is why the company has hosted more than 10,000 fundraising and awareness events and dedicated over 2,000 volunteer hours to causes that are close to their customers and employees. “Especially in e-commerce, managing funds for philanthropies is a challenge if it’s not your main business,” says Sean. By funneling every contribution directly to the donor’s local children’s hospital, the CMN Hospitals Giving Plugin **lifts the administrative burden**, allowing the Kendra Scott team to continue expanding their community impact on a national scale while supporting a cause that touches every corner of every market.

And the best part? Kendra Scott has felt the impact of that cause in its own hometown: In 2018, CMN Hospitals’ partners helped raise over \$2,810,000 to support pediatric health care at Dell Children’s Medical Center of Central Texas.

To see how CMN Hospitals’ corporate partners have touched lives in your community, visit [childrensmiraclenetworkhospitals.org](https://childrensmiraclenetworkhospitals.org).

