



**Shriners Hospitals**  
for Children™

## Shriners Hospitals Rated One of the Most-Trusted Nonprofits

Shriners Hospitals for Children ranked as one of the top three most-trusted nonprofit organizations in a recent survey of wealthy individuals conducted by the Luxury Institute, an independent research firm.

The New York City-based Luxury Institute conducts a variety of impartial surveys and research to guide and educate extremely affluent individuals and the companies that market to them on trends, net-worth consumer rankings, and ratings of luxury brands and best practices.

This was the first year the institute conducted its Luxury Brand Trust Index survey of nonprofit organizations, said Martin Swanson, the firm's vice president of business development.

Shriners Hospitals for Children ranked third among the most-trusted nonprofits. Children's Hospital of Philadelphia ranked first, and St. Jude Children's Research Hospital ranked second.

"Being recognized as one of the top most-trusted nonprofit organizations demonstrates that the medical care provided by Shriners Hospitals is highly regarded and respected," said Ralph Semb, president and chief executive officer of Shriners Hospitals for Children. "That's a great honor for us."

A sample of 1,666 consumers with an average income of \$348,000 and an average net worth of \$3.7 million was asked to participate in the online survey. Respondents rated 41 national nonprofit organizations on several factors, including trustworthiness for delivering superior quality, customer



Shriners Hospitals for Children is dedicated to improving the lives of children through pediatric specialty care, innovative research and outstanding teaching programs. This one-of-a-kind health care system helps kids with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate defy the odds, at no charge.

service, being innovators and leaders, using the highest legal, ethical and moral standards, and being good corporate citizens. Fourteen of the nonprofits included in the survey were medical institutions or health-related organizations.

"High-net-worth consumers are the largest donors and are expecting – even demanding – measurable results, transparency, lack of conflicts of interest and fiscal responsibility from nonprofits," said Milton Pedraza, the Luxury Institute's chief financial officer.

"We should all be very proud of the fact that Shriners Hospitals has received such a high ranking by this group of individuals," said Semb. "Their trust in our hospitals and our mission reinforces the fact that all our 22 Shriners Hospitals have been successful in honoring our number-one commitment to provide exceptional specialty treatment to children who need it, at no charge."

[www.shrinershospitals.org](http://www.shrinershospitals.org)