

# WISHMAKERS ON CAMPUS®

## PROGRAM TOOLKIT

Benjamin, 8

Epilepsy  
I wish to go to the  
Superman Metropolis  
Museum

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Faith, 10  
Kidney Transplant

I wish to go to Discovery Cove



# HISTORY OF MAKE-A-WISH®

Elijah, 3  
neuroblastoma

I wish to go  
out on the range



## The Beginnings of Make-A-Wish®

In 1980, Chris Greicius, a 7-year-old boy diagnosed with leukemia, wanted nothing more than to become a police officer. Law enforcement officers heard about Chris' wish to be a police officer and responded to the call. A police helicopter flew him to Arizona Department of Public Safety headquarters for a tour. Chris experienced the thrill of riding in a patrol car and was named the first-ever honorary state patrolman in Arizona history. The law enforcement community also presented him a custom-tailored uniform, motorcycle helmet, campaign hat and the motorcycle wings he earned on his own battery-powered bike.

Many of those responsible for fulfilling Chris' wish wanted to do the same for other children with life-threatening medical conditions and founded the Make-A-Wish Foundation® in November 1980.

## About Make-A-Wish® Colorado

Make-A-Wish® Colorado began in 1983 after the death of 7-year-old Jennifer Mazak. Although Jennifer did not receive a formal wish, she wanted to see the KIMN Chicken, a local radio mascot. When the KIMN Chicken was told of Jennifer's wish, he came to visit her at her home. While Jennifer's appearance had prompted teasing and stares from neighborhood children, she was the envy of them all when the KIMN Chicken surprised just her with a fun visit.

Her mother, Joan, founded the Make-A-Wish Colorado chapter shortly after her death to bring that same magic to other children like Jennifer. We are reminded of Jennifer's smiles each time we fulfill a wish.

# WISHMAKERS ON CAMPUS® OVERVIEW

## THE WHO, WHAT, WHERE, WHEN & WHY

### Who?

The simple answer is: college students. The Wishmakers On Campus program allows young adults to help grant the wishes of kids with life-threatening medical conditions. Participants are responsible for the program; from brainstorming fundraising ideas, to developing a plan of action and then seeing their ideas come to life.

### What?

Wishmakers On Campus® is a custom-tailored fundraising program that provides college students, sports teams, fraternities and sororities the opportunity to engage in philanthropy and service activities to help grant the wishes of children with life-threatening medical conditions.

### Where?

During the 2013-2014 fiscal year, Make-A-Wish Colorado was supported by 110 different Wishmakers On Campus and Kids For Wish Kids® fundraisers. These fundraising events raised \$470,000 to help grant wishes for Colorado kids.

### When?

Anytime! The options for when to hold a Wishmakers On Campus fundraiser are as endless as the school days or hot summer nights. Often the “when” is answered by the “what.” Start by determining the right fundraising event and then determine when it is best held.

### Why?

In addition to helping to grant wishes, students can expect to walk away with a better understanding of:

- Value of community service
- Volunteerism
- Leadership skills
- Money management
- School spirit
- Teamwork
- Entrepreneurship
- Resume building

### How?

Students create ideas for fundraisers and then organize and manage their fundraisers from start to finish. Take these easy steps to help get the creative juices flowing:

- Read this toolkit. We have laid out the step-by-step instructions on how to be successful within your fundraiser
- Visit [colorado.wish.org](http://colorado.wish.org) to read stories of students who have successfully executed Wishmakers On Campus fundraisers.

# CHECKLIST

## STEPS TO SUCCESS

- Read the Toolkit** – Before committing to a Wishmakers On Campus fundraiser, take a moment to read through all of these materials. They have been designed to provide an overview of the information needed to be successful and give an idea of what to expect from the program.
- Submit the special event proposal and license agreement**– Completed forms can be mailed to Make-A-Wish Colorado at 7951 East Maplewood Ave, Suite 126 Greenwood Village, Colorado 80111, or emailed to Ashlee Carey at [acarey@colorado.wish.org](mailto:acarey@colorado.wish.org) or Lauren Beede at [lbeede@colorado.wish.org](mailto:lbeede@colorado.wish.org) or faxed to (303) 755-3108. In return, Ashlee or Lauren will follow up and answer any questions.
- Choose an Activity** – Choose from the list or come up with a new creative concept.
  - Dollar Drive, T- shirt sales, Create a wish wall: sell Make-A-Wish Stars and display them on a wall, Bachelor and Bachelorette Auction: have people bid on the campus hunk or beauty for a special date, Contact local restaurants, movie theaters, sports events, etc. for discounts, items, or tickets, Sports Tournament: Volleyball, Soccer, Basketball, Flag-Football, Powder-Puff, Home-Run Derby, Ski for Wishes, Fishing, Hunting, Dance Marathon, etc., Survivor Kits: during midterms or finals week sell “survivor kits” full of munchies and goodies for those all-nighters, 5K Run/Walk, Talent Show, Signature Chefs: solicit chefs to donate their time to come and cook at someone’s home for a party or host a Chef’s tasting event where attendees pay to sample different dishes or take cooking lessons, Dating Game, Bowl-A-Thon, Spaghetti Dinner, Giant Twister Match, Fair or Carnival, Benefit Concert, Fashion Show, Luncheon or Dinner with Campus Celebrities: solicit various notables (coaches, President, professors, athletes, local celebs, etc.) to have dinner at the highest bidder’s home (or favorite restaurant)., Campus Garage Sale, Auctions/Raffles, Make-A-Dish for Make-A-Wish: structured like a Chili Cook-Off, this delicious event pairs organization against organization, and the voting is done by putting money in a jar.
- Create a Budget**
- Plan the Event(s)** – Create a detailed “to do” list. Recruit people to help and distribute important tasks. Consider these questions to help think through the details of the fundraiser(s):
  - What resources and facilities will you need for your fundraiser(s)?
  - What might you be able to get donated?
  - How many people will you need to run your fundraiser(s) effectively and what adult assistance will you need?
  - What opportunities are available to promote your fundraiser(s) within your school, group, and/or community?
  - What assistance will you need from Make-A-Wish to help make your fundraiser(s) a success?
  - Where and when will your fundraiser(s) take place?

- Promote the Event(s)**– Balance time between planning logistics and spreading the word.
  - Create fliers and other promotional materials.
  - Utilize social media.
  - Promote the event throughout the school and/or community. Remember - a personal ask is always most effective, so ask friends and family to get involved and ask them to ask their friends and family to participate.
  
- Utilize social media to get the word out**- For more information about Make-A-Wish Colorado and the social channels please call 303.750.9474. You may direct people to these social media channels associated with Make-A-Wish: website- [colorado.wish.org](http://colorado.wish.org) Facebook: [facebook.com/WishColorado](https://facebook.com/WishColorado) or Twitter: [@WishColorado](https://twitter.com/WishColorado).
  
- Host an Amazing Event** – The hard work has paid off and event day is here. Enjoy! These tips will help ensure things run smoothly:
  - For large activities, utilize volunteers to spread the workload.
  - Photograph the festivities. Photos may come in handy when planning or promoting next year’s event.
  - Say thank you often! Thank your volunteers, donors, and any parents who are involved.
  
- Post-Event Wrap Up** – Congratulations! Well done! Thank you for your support! Just a few more things to do...
  - Send in the donation check for all funds collected, within 30 days of the completion of your event.
  - Please follow the guidelines included in this toolkit for proper brand standards when publicizing the fundraising results in your school newspaper, community newspaper, on social media sites, etc. Consult Make-A-Wish if any questions arise or you wish to have Make-A-Wish edit the document(s).
  - Send thank you notes to donors and volunteers.



Cameron, 8  
Leukemia  
I wish to go on a cruise

# SUPPORT TEAM

When Make-A-Wish asked what Lauren wanted as her one true wish, she didn't want to be something, go somewhere, have an item, or meet an idol... she wanted to give back.

Young people like you can help kids like her.



Lauren, 4  
cancer  
I wish to give  
comfort and hope

## YOUR MAKE-A-WISH SUPPORT TEAM

Make-A-Wish is so excited to partner with you to ensure that your experience is rewarding! The Make-A-Wish staff is here to help throughout your planning; below is an example of some of the support and resources available:

- Fundraising project ideas and tools for all ages.
- A personal website created from which you can request and collect donations from friends and family members or event supporters.
- Publicity tools and support, including an event posting on Make-A-Wish's local website, Make-A-Wish videos and wish stories to share.
- Make-A-Wish stars and bracelets provided at no charge to sell for donation.
- Make-A-Wish products for purchase (visit [www.makeawishmarketplace.com](http://www.makeawishmarketplace.com) to order products online)
- A Make-A-Wish speaker to talk about the organization and wish granting prior to or at your event.

If you have questions regarding the Wishmakers On Campus program or a project idea, please contact:

Ashlee Carey  
Kids For Wish Kids Coordinator  
[acarey@colorado.wish.org](mailto:acarey@colorado.wish.org)  
(303) 750-9474

Make-A-Wish Colorado  
7951 E. Maplewood Ave  
Suite 126  
Greenwood Village, CO 80111  
[www.colorado.wish.org](http://www.colorado.wish.org)

Lauren Beede  
Development Officer  
[lbeede@colorado.wish.org](mailto:lbeede@colorado.wish.org)  
(303) 750-9474

# FREQUENTLY ASKED QUESTIONS

## How much of the money raised goes directly to grant wishes?

Seventy-seven percent of the funds raised are used to grant the wishes of local children with life-threatening medical conditions.

## How does Make-A-Wish grant wishes?

Any child between the ages of 2½ and under the age of 18 at the time of referral who has a life-threatening medical condition and has not received a wish from another wish-granting organization may be eligible for a wish. The child's primary doctor determines whether or not a child has a life-threatening medical condition. Once qualified, a team of two Make-A-Wish volunteers visits the child to determine his or her wish.

## How do we collect the money?

At the end of the fundraiser(s), the school or organization should submit a check for the total amount raised to Make-A-Wish.

## May we open a bank account to cash checks made payable to the Make-A-Wish?

No, you may not open a bank account under the Make-A-Wish name. If participants make checks payable to Make-A-Wish Colorado, they should be mailed to:

Make-A-Wish® Colorado  
7951 E Maplewood Ave  
Suite 126  
Greenwood Village, CO 80111

Typically, Wishmakers On Campus participants will submit one donation check from totaling all donation efforts. In the event that you receive checks made out directly to Make-A-Wish, we ask that you please forward those to us within 8 weeks of the check date. Supporters who make checks out to Make-A-Wish Colorado and who submit online credit card donations will receive a written or emailed tax acknowledgement from Make-A-Wish.

## Can Make-A-Wish secure sponsorship for our event?

No, not for these kinds of fundraising events. Make-A-Wish is responsible for procuring sponsorship, in-kind goods and services for its internal fundraisers and for wish granting purposes only.

## What do I do with the cash from the fundraising event?

All cash money raised the day of the event should be collected and given to pre-designated individuals from the school or organization. These designated individuals should secure and monitor the cash in a safe or locked box until the money can be counted and deposited.

After your fundraiser, checks should be mailed directly to Make-A-Wish; while the school or organization tallies the money and combines the total campaign cash donations in a single check for forwarding to Make-A-Wish. For accounting and security purposes, Make-A-Wish prefers to receive a check instead of coins or cash. Please ask the event organizer to deposit the coins and send the funds to the local Make-A-Wish office in the form of a check. Net proceeds from the program should be submitted within 30 days of the conclusion of the campaign.

#### A local business wants to support our fundraising event, but they need Make-A-Wish's tax identification number.

A W-9, which includes Make-A-Wish's tax identification number, can be provided upon request. The IRS does not allow the waiver of sales tax for items used for events that are not produced by Make-A-Wish.

Businesses may request a copy of Make-A-Wish's Tax Determination letter which identifies Make-A-Wish as being qualified for tax exempt status under section 501 (c)(3) of the Internal Revenue Code. Businesses may include this letter with their tax filings to prove the charities they support are legitimate.

#### Will Make-A-Wish solicit individuals who make donations?

Donors who provide their physical address or email address will be included in Make-A-Wish's mailing list, unless otherwise instructed. Donors may receive Make-A-Wish newsletters, annual mailing appeals, invitations to special events or emails.

#### Does Make-A-Wish telemarket?

As a matter of national policy, Make-A-Wish DOES NOT engage in telemarketing or door-to-door solicitation and therefore a fundraiser held in conjunction with the Make-A-Wish name may not include these types of solicitation.

#### Who should we avoid contacting to support our fundraiser?

You may not approach any organization outside of the Make-A-Wish chapter's territory – (outside of Colorado). Make-A-Wish has 61 chapters across the United States and its territories along with 38 international affiliates, therefore it is important to be sure not to infringe on any other chapter's territory.

Please check with your Make-A-Wish contact if you are planning to go to a company outside of Colorado, or before reaching out to any sponsors for your event or promotion. This will help to ensure there is no duplication of efforts that may be currently underway. Please make sure to keep track of businesses that you plan to contact and their responses so you can update Make-A-Wish throughout your plans and at the end of your event.

# YOU MAKE A DIFFERENCE

This year, Make-A-Wish Colorado is working to fulfill the wishes of more than 250 children battling life-threatening medical conditions. Wishes give these kids something to look forward to, a chance to be a kid again and hope and strength for the future. Thank you for supporting this important mission by participating in the Wishmakers On Campus program.

## Qualifications for a Wish

Any child over the age of 2 ½ and under the age of 18, diagnosed with a life-threatening medical condition, may qualify for a wish regardless of the family's race, gender, creed, socio-economic or cultural background.

## Types of Wishes

The wish requests Make-A-Wish receives are as unique as the children who make them. The majority of wishes fall into four categories:

I wish to go ...

I wish to be ...

I wish to meet...

I wish to have ...

## Wish Impact

A wish come true helps children feel stronger, more energetic and more willing and able to battle their life-threatening medical conditions. For many, it marks a turning point in their fight against their illnesses.

- 89% of parents and volunteers observed increases in wish kids' emotional strength, which can help them improve their health status.
- 81% of parents observed an increased willingness by their wish kids to comply with treatment protocols.
- 75% of parents observed that the wish experience increased wish kids' physical health and strength.
- 74% of parents saw the wish experience as a positive turning point in the wish kids' battle against their illnesses. A wish improves children's

state of mind, replacing fear with happiness and helping them to feel like normal kids again.

- 99% of parents reported that the wish experience gave their children increased feelings of happiness, and 91% observed that the wish experience decreased their children's depression or sadness.
- 97% of parents said the wish experience strengthened their families.

\* *Make-A-Wish Foundation of America. "Wish Impact Study Results – Initial Phases: Jan – Dec 2010." March 2011*

## Power of the Brand

Make-A-Wish has been recognized in the following ways:

- Rated in the top percent of all commercial American brands for quality\*
- Rated in the top 5 percent of all commercial American brands for its emotional connection to consumers\*
- Rated top 5 in program quality, likelihood to recommend, brand energy and positive feelings\*
- One of the 5 Best Charities for Kids - 2011 Good Housekeeping
- 60 "strongest and most trusted" brands - American Brands Council
- BBB Accredited Charity

\* 2012 Harris/EquiTrend® study, U.S.

## Support with Confidence

Financial support for Make-A-Wish comes from individual, corporate and foundation donors. Additionally, more than 25,000 individuals volunteer their time and talents nationally. Make-A-Wish Colorado dedicates 77 percent or more of dollars received to granting wishes.

# GUIDELINES

## MAKE-A-WISH NAME & LOGO

Like any other corporation – Coca Cola, McDonald’s, Wal Mart, Target, Ford, etc. – Make-A-Wish Colorado’s name and logo are federally registered trademarks, and Make-A-Wish has rules for the proper usage of its trademarks in marketing and publicity efforts. Make-A-Wish’s brand is shaped by its mission statement:

**WE GRANT WISHES OF CHILDREN WITH LIFE-THREATENING MEDICAL CONDITIONS  
TO ENRICH THE HUMAN EXPERIENCE WITH HOPE, STRENGTH AND JOY.**

Thank you for helping raise awareness about the important mission of Make-A-Wish by using the trademarks, (including name and logo) in a way that is consistent with the organization’s branding standards provided below:

### Trademark Guidelines:

- Please note that “Make-A-Wish” is spelled with a capital “A” and hyphens between the words.

Correct: Make-A-Wish®

Incorrect: Make a Wish

- The logo may not be altered in font, color, configuration or position.
- The superscripted registration ® symbol must appear next to each trademark.
- The name should never be altered for a specific event (i.e. “Bake a Wish”).
- Contact Ashlee Carey or Lauren Beede at (303) 750-9474 to obtain a high resolution copy of the logo. Please don’t copy and paste the logo from the internet.
- There are three appropriate colors that may be used to display the logo:
- Black / White / Pantone 293 Blue

### Publicity Guidelines:

Focus on the positive! Make-A-Wish’s mission is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Never use words like “terminally ill” or “dying,” as many, if not most wish kids, do not have a terminal condition. These labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses. They are suffering from a life threatening medical condition.

### When in doubt – reach out!

Make-A-Wish is here to help! If you plan to use the logo in any public facing documents, please send associated materials to your Make-A-Wish contact prior to distribution. If you have any questions regarding branding rules, please contact Ashlee Carey or Lauren Beede at (303) 750-9474.

# SPECIAL EVENT PROPOSAL AND LICENSE AGREEMENT

7951 E. Maplewood Ave., #126  
Greenwood Village, CO 80111  
(O) 303-750-9474 (F) 303-755-3108  
SPECIAL EVENT PROPOSAL AND LICENSE AGREEMENT

The Make-A-Wish Foundation of Colorado ("Make-A-Wish") appreciates your interest in holding a fundraising event to help us grant the wishes of children with life-threatening medical conditions. Please fill out this proposal form and indicate your acceptance of the terms and conditions herein by returning a signed copy to us. If the proposal is approved, we will send you a fully signed copy, at which time your license to use the Make-A-Wish name and Marks will become effective.

## Sponsor and Event/Fundraising Information

Sponsor: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name of contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

Date and location: \_\_\_\_\_

Briefly describe the Event/Fundraiser: \_\_\_\_\_

What participation or resources, if any, do you request from Make-A-Wish? \_\_\_\_\_

Do you plan on publicizing the Event? \_\_\_\_ Yes \_\_\_\_ No [Note: If "yes," please pay particular attention to paragraphs 4-6 below before signing this proposal.]

## Budget Information

Will admission fee be charged? \_\_\_\_ Yes \_\_\_\_ No If so, how much? \$ \_\_\_\_\_

What % or amount of the fee will Make-A-Wish receive? \_\_\_\_\_

Will the Event generate other types of revenue and, if so, what % or amount of that revenue will Make-A-Wish receive? \_\_\_\_\_

Anticipated total revenues: \$ \_\_\_\_\_

Anticipated total expenses: \$ \_\_\_\_\_

Anticipated total donation to Make-A-Wish: \$ \_\_\_\_\_

## Terms and Conditions

Sponsor agrees to provide Make-A-Wish with all of the net proceeds from the Event, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses in excess of \$500), in a form acceptable to Make-A-Wish, within thirty (30) days after the Event. Make-A-Wish may audit the Event revenues and expenses, if necessary.

Make-A-Wish is a licensed chapter of the Make-A-Wish Foundation of America, the owner of certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish, Make-A-Wish Foundation and the swirl-and-star logo (collectively, the "Marks"). If (and only if) this proposal is approved by Make-A-Wish, Sponsor will be granted a non-exclusive license to use the Marks in connection with the Event, although only within the geographic territory served by our chapter, i.e., Colorado.

The term of the license granted hereunder shall be from the date Make-A-Wish approves Sponsor's proposal until the conclusion of the Event; provided, however, that Make-A-Wish has the right to terminate the license if it determines, in its reasonable discretion, that the Event is or will likely be injurious to the Marks.

Any use of the Marks is subject to the prior written approval of Make-A-Wish. Accordingly, Sponsor agrees to submit to Make-A-Wish for approval – prior to the production, distribution, broadcast, or publication thereof – all printed materials, publicity releases and advertising relating to the Event that mentions Make-A-Wish or contains the Marks.

Sponsor understands and agrees that the Marks: (a) may not be altered in any way, nor may they be sub-licensed to any other person; (b) may not be used in connection with any telemarketing or door-to-door solicitations; and/or (c) may not be used in conjunction with terminology that is contrary to Make-A-Wish's mission (including phrases like "terminal illnesses," "dying children," "last wishes," etc.). Sponsor further acknowledges that, because its license to use the Marks is limited to the geographic territory served by our chapter, it may not solicit cash or in-kind donations from persons outside such territory, nor may it use the Marks on the Internet and/or in conjunction with any news wire services without Make-A-Wish's prior written approval.

In accordance with standards adopted by the BBB Wise Giving Alliance, Sponsor agrees that any solicitations relating to the Event must specify at the point of solicitation, and in a manner acceptable to Make-A-Wish: (a) that Make-A-Wish is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Make-A-Wish; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.

In order to avoid inadvertently jeopardizing existing relationships between Make-A-Wish and its donors, Sponsor agrees to receive approval from Make-A-Wish before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.

Sponsor represents to Make-A-Wish that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Event; (c) the Event will result in no cost or expense to Make-A-Wish whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold Make-A-Wish harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.

Nothing in this document shall be construed to authorize Sponsor, or any of its employees or representatives, to act as an agent of Make-A-Wish. Thus, for example, Sponsor may not open a bank account in Make-A-Wish's name, nor may it endorse or attempt to negotiate any checks made payable to Make-A-Wish, all of which must be promptly forwarded to Make-A-Wish for processing.

WE ARE DEEPLY GRATEFUL TO YOU FOR PROPOSING THIS EVENT TO BENEFIT THE MAKE-A-WISH FOUNDATION. IT IS BECAUSE OF CARING PEOPLE LIKE YOU THAT WE HAVE BEEN ABLE TO BRING HOPE, STRENGTH AND JOY TO SO MANY SPECIAL CHILDREN IN THIS AREA OVER THE YEARS. THANKS FOR HELPING US MAKE WISHES COME TRUE!

[Note: This Special Event Proposal and License Agreement will not become effective unless and until it is approved by Make-A-Wish, as evidenced by the signature of an authorized Make-A-Wish representative below.]

PROPOSED BY:

APPROVED BY:

\_\_\_\_\_  
Signature of authorized representative  
of Sponsor of Make-A-Wish Foundation

\_\_\_\_\_  
Signature of authorized representative

\_\_\_\_\_  
Print name    Print name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date