

PROGRAM TOOLKIT

KIDS FOR

WISH
KIDS®

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MAKE-A-WISH®
Colorado



Mary, 16
Hodgkin Lymphoma

I wish to go to Italy!



Julian, 8
Optic Glioma

I wish to meet
Dr. Scott Sampson

MAKE-A-WISH® OVERVIEW

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

MAKE A DIFFERENCE

This year, Make-A-Wish Colorado is working to fulfill the wishes of approximately 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.

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.

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

- 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.
- 99% of parents reported that the wish experience gave their children increased feelings of happiness.
- 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

KIDS FOR WISH KIDS® OVERVIEW

THE WHO, WHAT, WHERE, WHEN & WHY

Who?

The simple answer is: kids (although parents and teachers often help a little). Participants are responsible for the program; from brainstorming fundraising ideas, to developing a plan of action and then seeing their ideas come to life. Teachers and parents often serve as advisors, but ownership of the project belongs solely to the kids involved.

What?

The Kids For Wish Kids® program engages kids of all ages, students, youth groups, clubs and organizations in the Make-A-Wish mission. The program provides ideas for kids and teens to raise funds to help grant the wishes in our communities. Kids and teens create ideas for fundraisers and then organize and manage their fundraisers from start to finish. Opportunities to fundraise for the Kids For Wish Kids program are endless! Examples include:

- Wish Week
- Miracle Minute
- Dress Down Days
- Sell “Wish Kits”
- Challenge a rival school
- Pie-In-The Face Contest
- Collect on-line donations
- Shave a teacher’s head
- Partner with local restaurants
- Host a sports tournament

Where?

During the 2015-2016 fiscal year, Make-A-Wish Colorado was supported by 100 different Kids For Wish Kids fundraisers. These fundraising events raised over \$650,000 to help grant wishes for Colorado kids.

When?

Anytime! The options for when to hold a Kids For Wish Kids 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?

The Kids For Wish Kids program enables youth to help make wishes come true for kids with life-threatening illnesses. In addition to granting wishes, kids can expect to walk away with a better understanding of Philanthropy as a whole and:

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

How?

Kids and teens of all ages 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 Kids For Wish Kids fundraiser
- Visit colorado.wish.org to read stories of kids, plus schools and youth organizations that have successfully executed Kids For Wish Kids fundraisers.

CHECKLIST

STEPS TO SUCCESS

- Read the Toolkit** – 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 Proposal Form** – Completed forms can be emailed to Sarah Grosh at sgrosh@colorado.wish.org or Lauren Beede at lbeede@colorado.wish.org or faxed to (303) 755-3108. In return, Sarah or Lauren will follow up and answer any questions.
- Choose an Activity** – If requested, Make-A-Wish staff will provide a list of fundraising ideas to consider for your event. Choose from the list or come up with a new creative concept. Most events fall under one of these broad categories:
 - Wish Week: A series of fundraising events held during a spirit week. Schedule an assembly to introduce the weeks events and/or conclude the events revealing the total funds that will benefit Make-A-Wish Colorado.
 - One- Time Fundraiser: Examples include school dances, talent shows, movies in the gym, charitable sports games. Generally, funds are raised through a fee that is charged to participate.
 - Marathon: Anything can be a marathon – jumping rope, dancing, walking, even reading. Funds are raised through individual participants who solicit sponsors to donate a fixed amount for each hour they perform the task.
 - Tournaments: All-day sports tournaments (basketball, softball, dodgeball, kickball, etc.) are fun for participants and their families. Funds are raised through entry fees and general donations from the crowd.
 - Item Sales: Star sales, bracelet sales, T-shirt sales, food sales, garage sales, flower sales...the possibilities are endless. Sales are also an effective way to raise more money at an event (i.e. selling concessions at a sports tournament).
- 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.
 - Schedule a school wide announcement or assembly.
 - 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 Facebook: 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...
 - Complete the Wrap-Up form and return it to the Make-A-Wish office, with 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.

YOUR MAKE-A-WISH SUPPORT TEAM

Make-A-Wish is so excited to partner with you to ensure that your Kids For Wish Kids experience is rewarding! The Make-A-Wish staff is here to help throughout your planning; and 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 to order products online)
- A Make-A-Wish speaker to talk about the organization and wish granting.

If you have questions regarding the Kids For Wish Kids program or a project idea, please contact:

Sarah Grosh
Kids For Wish Kids Manager
sgrosh@colorado.wish.org
(303) 750-9474

Make-A-Wish Colorado
7951 E. Maplewood Ave
Suite 126
Greenwood Village, CO 80111
www.colorado.wish.org

Lauren Beede
Associate Director of
Philanthropy
lbeede@colorado.wish.org
(303) 750-9474

FAQs

FREQUENTLY ASKED QUESTIONS

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

Seventy-six 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?

Make-A-Wish encourages kids to creatively design a bucket or other collection container(s). Most groups find it necessary to have change available for fundraising activities. At the end of the fundraiser(s), the school or organization should submit a check for the total amount raised to Make-A-Wish Colorado.

Who should collect and count the money?

Collecting and counting funds is a great opportunity for student council, student government, or PTA/PTO to become involved. Cash collected can be deposited into the school's account and a check can be submitted to Make-A-Wish.

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.

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, Kids For Wish Kids 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 immediately. Please include school name in memo line. 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 we set up an online fundraising page for our event?

Yes, contact your Make-A-Wish rep and they will assist you in setting up your fundraising page.

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.

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 solicit sponsors. This will help to ensure that we are not duplicating solicitation efforts. Please make sure to keep your Make-A-Wish contact informed about your progress with sponsorship.

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.

FUNDRAISING FORM

The goal of the Kids for Wish Kids program is to empower K-12 youth to make a difference in the lives of other kids! Tell Make-A-Wish Colorado more about your fundraising idea/activity by completing and submitting the form below to Sarah Grosh, sgrosh@colorado.wish.org or Lauren Beede, lbeede@colorado.wish.org. Thank you for your support of Make-A-Wish Colorado!

Please note this form may only be submitted by: teachers or school administrators, leaders of community youth groups, parents or children age 13 and older.

School: _____ Group Name: _____

Address: _____ City: _____ State: _____ Zip code: _____

Teacher/Advisor Name: _____

Email: _____ School Phone: _____

Student Contact: _____

Email: _____ Student cell phone: _____

Please briefly describe the event: _____

Date, time and location(s) of event: _____

Estimated # of participants: _____ Estimated donation: _____

Estimated date donation will be received: _____ Estimated Cost of Fundraiser : _____

What resources, if any, do you need from Make-A-Wish _____

Will you be working with any Feeder Schools to support your fundraising efforts? Please list here:

How did you hear about the Kids For Wish Kids® program? _____

Please remember, if you are going to use the term Wish Week, all proceeds must be donated to Make-A-Wish.



We have read and agree to follow the below Kids for Wish Kids Fundraising Rules

- Make-A-Wish does not allow door-to-door or telephone solicitations.
- In order to help protect the Make-A-Wish brand, please be careful when using the Make-A-Wish name and logo. For example, remember that “Make-A-Wish” is spelled with a capital “A” and with hyphens (not “Make a Wish”). Please also note that our swirl and star logo may not be altered in any way (ie do not change the logo to read “Make-A-Cake” or “Bake-A-Wish” if your school is conducting a cake walk or bake sale).
- Make-A-Wish's mission is to grant the wishes of children with life-threatening medical conditions. Please do not refer to the children served as “terminally ill” or “dying” as these labels can instill a sense of defeat and can be counterproductive as wish kids fight to overcome their illness. Many wish children are able to beat their illnesses, and we believe in the importance of keeping a positive mindset.
- Please keep careful track of money you raise and send funds directly to **Make-A-Wish Colorado, 7951 E Maplewood Avenue, Suite 126, Greenwood Village, CO 80111**, within one month of your fundraiser. Please include your school name or organization in the memo line so the donation can be credited to your fundraiser.
- If you are going to advertise your fundraising event outside of the school community or contact local businesses for sponsorships, it is important that you coordinate this in advance with the Make-A-Wish Colorado office. This will help to ensure that we are not duplicating solicitation efforts.

When in doubt – reach out!

Make-A-Wish is here to help! **If you plan to use the Kids For Wish Kids or Make-A-Wish 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 Sarah Grosh or Lauren Beede at (303) 750-9474.

PROPOSED BY:
Name of Teacher/Advisor
Signature
Date:

APPROVED BY:
Make-A-Wish Staff
Signature
Date: