

KIDS FOR WISH KIDS®

PROGRAM TOOLKIT

Jace, 3
leukemia

I wish to have
an outdoor playset

KIDS FOR

WISH

KIDS®

MAKE A WISH®
Greater Virginia

Elijah, 3

neuroblastoma

I wish to go
out on the range

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PROGRAM OVERVIEW

THE WHO, WHAT, WHERE, WHEN & WHY

Who?

The simple answer is: kids (although parents and teachers often help a little). The Kids For Wish Kids® program allows kids K-12 to help grant the wishes of kids with life-threatening medical conditions. Kids 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 of children with life-threatening medical conditions in their community. 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:

- Penny Wars
- Dress Down Days
- Read-A-Thon
- Bake Sales
- Car Wash
- Pie-In-The Face Contest

Where?

Make-A-Wish Greater Virginia is currently supported by Kids For Wish Kids fundraisers in communities throughout Virginia, and we are excited to partner with new groups as the program expands!

When?

Anytime! The options for when to hold a Kids For Wish Kids fundraiser are as endless as the school days. 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:

- 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. Read the easy steps provided in this toolkit to help get the creative juices flowing! We have laid out the step-by-step instructions on how to be successful within your Kids For Wish Kids fundraiser.

CHECKLIST

STEPS TO SUCCESS

- Read the Toolkit** – Before committing to a Kids For Wish Kids event, 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** – Forms can be mailed to Make-A-Wish Greater Virginia at 2810 N. Parham Rd. Suite 302, Richmond, VA 23294 or emailed to Mckenna Underwood at munderwood@va.wish.org. In return, a Make-A-Wish staff member will send the organizer program supplemental materials and reach out via telephone to answer any questions.

- Choose an Activity** – Make-A-Wish staff will provide a list of fundraising ideas to consider. Choose from the list or come up with a new creative concept. Most events fall under one of these broad categories:
 - Fundraising Activity: Examples include school dances, talent shows, 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 (think basketball, baseball, dodge ball, etc.) are fun for participants and their families. Funds are raised through entry fees and general donations from the crowd.
 - Sales: Bake sales, garage sales, star sales, bracelet 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).

- Create a Budget** – See the enclosed budget form for guidance.

- Plan the Activity** – 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:
 - What resources and facilities will you need for your fundraiser?
 - What might you be able to get donated?
 - How many people will you need to run your fundraiser effectively and what adult assistance will you need?
 - What opportunities are available to promote your fundraiser within your school, group, and/or community?
 - What assistance will you need from Make-A-Wish to help make your fundraiser a success?
 - Where and when will your fundraiser take place?

- Promote the Activity** – Balance time between planning logistics and spreading the word.
 - Create fliers and other promotional materials.
 - 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.**

- Host an Amazing Activity** – 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! Just a few more things to do...
 - Complete the post-event submission form and return it to the Make-A-Wish office, with all funds collected, within 30 days of the completion of your event.
 - Publicize fundraising results in your school newspaper, community newspaper, on social media sites, etc.
 - Send thank you notes to donors and volunteers.

Bionca, 18
neuroblastoma

I wish to have a graduating senior experience



SUPPORT TEAM



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 from which you can request and collect donations from friends and family members or event supporters. Visit va.wish.org to learn more.
- 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 products for purchase (visit www.makeawishmarketplace.com to order products online)
- A Make-A-Wish speaker to talk about the organization and wish granting. See enclosed document for criteria to secure a Make-A-Wish speaker.

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

Make-A-Wish Greater Virginia

2810 N. Parham Road
Suite 302
Richmond, VA 23294
Mckenna Underwood
804-217-9474

munderwood@va.wish.org



Lauren, 4
cancer

I wish to give
comfort and hope

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

**Kids like you can help
kids like them.**

FAQs

FREQUENTLY ASKED QUESTIONS

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

Typically, 77% 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 program, the school or organization should submit a check for the total amount raised to Make-A-Wish.

Who should collect and count the money?

Collecting and counting funds is a great opportunity for student council, key club 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.

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, they should be mailed to:

Make-A-Wish Greater Virginia
2810 N. Parham Road
Suite 302
Richmond, VA 23294

Please forward checks made out to Make-A-Wish within 8 weeks of the check date.

Supporters who give checks and credit card donations in the amount of \$250.00 or more will receive a written tax acknowledgement from Make-A-Wish.

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

No. Make-A-Wish is responsible for procuring sponsorship, in-kind goods and services for its existing 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.

Who should we avoid contacting to support our fundraiser?

You may not approach any organization outside of the Make-A-Wish chapter's territory. Make-A-Wish has 63 chapters, and needs 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 Make-A-Wish Greater Virginia's territory, or before reaching out to any sponsors for your event or promotion. This will help us ensure there is no duplication of efforts that may be currently underway. Make-A-Wish has a "DO NOT CONTACT" list of businesses that we would like to share with you before you begin your outreach. 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.

YOUR SUPPORT



KIDS MAKE A DIFFERENCE

This year, Make-A-Wish Greater Virginia is working to fulfill the wishes of more than 170 kids 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 Kids For Wish Kids 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. Make-A-Wish consistently 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 Greater Virginia’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 Allie Early at aearly@va.wish.org or by calling 804-217-9474 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.

When in doubt – reach out!

Make-A-Wish is here to help! If you plan to use the Kids For Wish Kids 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 Caroline Browell, Marketing & Communications Manager, by emailing cbrowell@va.wish.org.

WRAP-UP FORM

Please be sure to mail in this form and funds raised within 30 days of the completion of your fundraiser.

Fundraiser Name: _____ Date Held: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Contact Phone: _____ Contact Email: _____

Event Revenue

In this section, please list all the ways your fundraiser earned money, specifying the amount received through each avenue separately (example: bake sale - \$1,000/car wash - \$500, etc.): _____

Total Raised: \$ _____

Did you receive support from the Make-A-Wish® staff? Was there anything that they could have done differently (or more of) to ensure your success? _____

Would you like to participate in the Kids For Wish Kids® program next year? Y N

If no, why not? _____

Will you be the contact for next year's event? Y N

If no, please provide the appropriate contact person's name, email and phone # below:

Send in Check and Form

Within 30 days of your fundraiser, please mail this sheet and the funds to:

Make-A-Wish Greater Virginia, 2810 N. Parham Rd. Suite 302, Richmond, VA 23294 or contact Mckenna Underwood at munderwood@va.wish.org to arrange a drop off at the chapter. Please do not mail cash.