

KIDS FOR  
**WISH**  
KIDS



“My wish gave me the inspiration to keep living, to fight the fight and enjoy life! It gave me a chance to see and do things I never thought I would be able to enjoy. It made me feel good about myself and was like a reward for all the hard work I had been through with my illness. It was a way for my family to move on as my treatments came to an end and the battle to surviving was won.”



Dear Friend of Make-A-Wish,

Thank you for expressing an interest in Kids For Wish Kids®! We are so glad to have your help in fundraising to help kids with life threatening medical conditions. Kids For Wish Kids is a custom-tailored fundraising program that provides local schools and youth organizations the opportunity to engage in philanthropy and service activities to help grant the wishes of children battling life-threatening medical conditions.

Kids make a difference! From car washes, school dances, bake sales and penny wars, endless events add up to help make wishes a reality. Kids in our community have raised over \$50,000 in the last five years. Their efforts increase awareness of the Make-A-Wish® mission and involve students and teachers in helping to change the lives of children with life-threatening medical conditions.

But Kids For Wish Kids does much more than grant wishes. Classmates and peers walk away having learned the importance of community involvement and philanthropy, leadership skills, building self-esteem, and how to work with others toward a common goal. All of this while helping others and having fun!

This packet is designed to make establishing fundraisers both easy and fun. Please don't hesitate to call us with any questions.

We are so happy to have you join us this year and help us *Share the Power of a Wish*®.

Sincerely,

A handwritten signature in blue ink that reads "Laurie Ursiny".

Laurie Ursiny

Make-A-Wish® Greater Virginia



# Kids For Wish Kids® Overview:

## The who, what, where, when and why

### Who?

The simple answer is: **kids** (although parents and teachers often help a little). The name says it all – Kids For Wish Kids®

### What?

Kids For Wish Kids is a program that engages students, youth groups, clubs and organizations in the Make-A-Wish® mission. Kids and teens of all ages create ideas for raising funds and then organize and manage their fundraisers from start to finish. The are endless!

Examples include:

- Penny Wars
- Dress Down Days
- Read-A-Thon
- Car Wash
- Pie-In-The Face/Teacher Torture Contest

### Where?

Make-A-Wish Greater Virginia is currently supported by various Kids For Wish Kids programs throughout the Commonwealth.

### 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?

Kids For Wish Kids is a program that enables youth to help make magical wishes come true for kids with life-threatening medical conditions.

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?

Take these easy steps to help get your creative juices flowing:

- Read this toolkit. We have laid out the step by step instructions on how to be successful.
- Visit our website to read stories of kids, schools and youth organizations that have successfully executed the Kids For Wish Kids fundraisers.

# Kids Can Make A Difference:

## How your support helps

This year, Make-A-Wish® Greater Virginia is working on fulfilling the wishes of more than **178** kids who are 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 through your participation in the Kids For Wish Kids program.

### Wish Impact

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

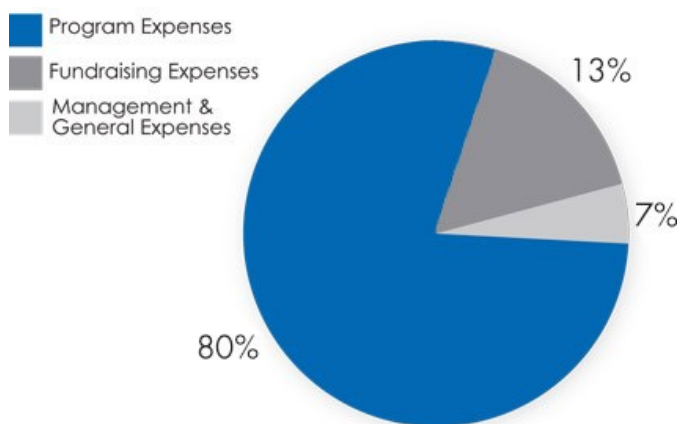
- 89% of parents and volunteers observed increases in wish kids' emotional strength, which can help them improve their health status.
- 81% of parents observed an increased willingness by their wish kids to comply with treatment protocols.
- 75% of parents observed that the wish experience increased wish kids' physical health and strength
- 74% 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 percent observed that the wish experience decreased their children's depression or sadness.
- 97% of parents said the wish experience strengthened their families.

### Support with Confidence

Make-A-Wish is proud of the way it manages and safeguards the generous contributions from individual donors, corporations and other organizations.



# Make-A-Wish® Fact Sheet:

## Worthy of support

### Mission

Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

### History

The Make-A-Wish Foundation of America was founded in 1980 in Phoenix, Arizona. A small group of people helped a very ill little boy achieve his wish – to be a state trooper for a day. Since that time, the Foundation has grown into the largest and most professional wish granting organization in the world with 62 chapters across the U.S., fulfilling more than 14,000 wishes annually.

### Make-A-Wish® Greater Virginia

Since the inception of Make-A-Wish® Greater Virginia in 1987, we have granted over 4,375 wishes. Last year, we granted 170 wishes.

### 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.

### Wishes

Wishes are not intended to be a "last wish," but an endorsement of life and a gift of hope. The wish requests we receive 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 . . .*

## Your Make-A-Wish Support Team: How we can help you

The Make-A-Wish staff is here to help throughout your planning. The following are examples of some of the support and resources that we can offer:

- Fundraising project ideas and tools for all ages
- A website 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 our chapter's local website
- Make-A-Wish videos and wish stories to share
- 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 our organization and wish granting. See enclosed document for criteria to secure a Make-A-Wish speaker.

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

**Laurie Ursiny**, Manager of Community Development, at [lursiny@va.wish.org](mailto:lursiny@va.wish.org) or **804.217.WISH (9474)**

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

# Frequently Asked Questions: Answered

## How much money goes directly to grant wishes?

Each fundraising event varies in its fundraising efficiency. Typically, our chapter uses 80% of the funds raised 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 18 years who has a life-threatening medical condition and has not received a wish from another wish-granting organization qualifies. 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. Then, Make-A-Wish works with local schools, volunteers and donors to raise funds to help fulfill the wish of the child.

## How do we collect the money?

We encourage students to creatively design a bucket or other collection container(s). Most organizations 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 to Make-A-Wish.

This is a great opportunity for student council, Key club or PTA/PTO to become involved! The money may then be deposited into the school's account and a check can be submitted to Make-A-Wish Greater Virginia.

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

No, currently only authorized Make-A-Wish staff may deposit these checks. If participants make checks payable to Make-A-Wish, they should be mailed to:

Make-A-Wish Greater Virginia  
2810 N Parham Road, Ste 302  
Richmond, Virginia 23294

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



### **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 one pre-designated individual from the school or organization. This designated individual should secure and monitor the cash in a safe or locked box until the money can be counted and deposited.

As each fundraiser closes, checks may be mailed directly to Make-A-Wish; the school or organization may opt to tally the money and combine the total campaign cash donations in a single check before forwarding to Make-A-Wish.

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.**

The purpose of Make-A-Wish's tax identification number is to have sales tax waived when purchasing goods or services that directly benefit the Foundation. 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 our 501 (c)(3) letter which identifies Make-A-Wish as a legal non-profit organization. Businesses include this letter with their tax filings to prove the charities they support are legitimate. In that case, we will gladly provide this letter to you upon request.

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

The donors from the event will be included in Make-A-Wish's mailing list, unless otherwise instructed. Donors may receive Make-A-Wish newsletters, annual mailing appeals and invitations to special events.

As a matter of national policy, Make-A-Wish does not engage in telephone fundraising or door-to-door solicitation.

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

No. Make-A-Wish is responsible for procuring sponsorship, in-kind goods and services for the Foundation's existing fundraisers and for wish-granting purposes.



# The Make-A-Wish Brand:

## How to use our name and logo

Like any other corporation Make-A-Wish® Greater Virginia has a registered name and logo, and adheres to rules for the proper usage of that name and logo in marketing and publicity efforts.

A **brand** is the set of expectations, memories, stories and relationships that, taken together, shape a consumer's impression of a product or service. Make-A-Wish's **brand** is shaped by our 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 us raise awareness about the important mission of Make-A-Wish by using the name and logo in a way that is consistent with our branding standards.

### Name and Logo 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 registration ® symbol must appear next to the logo.
- The name should never be altered for a specific event (i.e. “Bake a Wish”).
- Contact Laurie Ursiny at [lursiny@va.wish.org](mailto:lursiny@va.wish.org) to obtain a high resolution copy of the logo.  
*Please don't copy and paste the logo from the internet.*
- The Make-A-Wish logo should never be altered in font, color, configuration or position. There are three appropriate colors that may be used to display the logo.
  - Black
  - White
  - Pantone 293 Blue

### Publicity Guidelines:

Focus on the positive! Our 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 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!

We are here to help! If you have any questions regarding these branding guidelines, please contact:

Laurie Ursiny  
Manager of Community Development  
[lursiny@va.wish.org](mailto:lursiny@va.wish.org)  
804-217-9474

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



# Kids For Wish Kids 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 you with an overview of the information you will need to be successful and will give you an idea of what to expect from the program.
- Submit the Proposal Form** – Forms can be mailed or dropped off to Make-A-Wish Greater Virginia at 2810 N Parham Road, Ste 302, Richmond, VA 23294 or emailed to Laurie Ursiny at lursiny@va.wish.org.
- Choose an Activity** – Make-A-Wish staff will provide you with a list of fundraising ideas. Choose from the list or come up with your own 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 your activity**– Create a detailed to do list. Recruit some people to help you and distribute the tasks. Consider these questions as you think through the details of your event:
  - 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?
  - Is there a certain time when participation is more likely, like Homecoming Week or Valentine's Day?

- Promote the Activity**– Balance your time between planning logistics and spreading the word.
  - Create fliers and other promotional materials.
  - Promote the event throughout your school and community. Remember - a personal ask is always most effective so ask friends and family and ask them to ask their friends and family to participate.
  - Utilize social media to get the word out.
  
- Host an Amazing Activity** – Your hard work has paid off and event day is here. Enjoy! These tips will help event day 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, the donors, and any parents who are involved.
  
- Post-Event Wrap Up** – You did it! 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 the event results in your school newspaper, community newspaper, on social media sites, etc.
  - Send thank you notes to donors and volunteers.



# Project Ideas of all Types & Sizes: Elementary School

*"Imagine wishing for anything and having it come true! We helped that happen for a Wish Kid who was pretty sick and needed something special to make him smile. We held a Kickball Tournament with grades 7 and 8, everyone played and had fun. And, we raised money for wishes and it felt GREAT," said Susan K. from G.H. Bodley Middle School.*

## **Fundraising Ideas**

*Creativity is the name of the game. Take one of these ideas and run with it or make up your own. The sky is the limit!*

### **Volunteer Hours: 1-5**

#### **Penny War**

Each grade level competes against each other to collect the most pennies. Students are encouraged to put nickels, dimes and quarters in another grades container to get the corresponding amount of pennies subtracted from their total count! Have prizes for the winning group!

#### **Spirit Chain**

Students create a paper chain in school colors with links sold for \$1 each. Decorate the hallways, gym, library etc. Create a spirit of competition by having a class or grade work on their own chains – longest one wins a prize (or bragging rights). At the end of the competition, link all the chains to show combined school effort.

#### **"Superstars for Wishes" - Sell Wish Stars**

Ask your local Make-A-Wish chapter for paper stars that can be sold to students for \$1 to \$5. Students then put their name on the star, and display it on a wall in your school to show support for Make-A-Wish. Paper stars can also be sold to members of the community at school sporting events, band concerts, etc.

#### **Candy Guessing Game**

Fill a large jar with candy. Have students pay to guess how many pieces are in the jar. The winner keeps the candy!

#### **Dress Down Day or Hat Day**

Students and teachers with a dress code in their school can contribute a small fee to wear casual clothes or a hat to school for the day.

### **Volunteer Hours: 5-10**

#### **Read-a-thon**

A twist on the traditional "a-thon" events, read-a-thons involve participants receiving pledge donations based on the number of books or pages they read. Again, students can receive prizes based on how much money they raise.

### **Make-A-Wish® Money Week**

Compete between grades or homerooms to see who can make the most money. On Monday students donate pennies, Tuesday nickels, Wednesday dimes, Thursday quarters and on Friday students donate \$1. Check with your local bank or grocery store to see if they would be willing to count the change.

### **Bake Sale**

Students bring in a baked good from home. The bake sale can be held in the school cafeteria, at school extracurricular events or even a local shopping center (with permission, of course).

### **Movie Night in the Auditorium**

Sell tickets to movie night for \$5 each. Take it to the next level by selling candy and popcorn with the proceeds to benefit Make-A-Wish®.

### **Ice Cream Social**

You Scream, I Scream, We All Scream for Ice Cream! Host an ice cream social for your group's next fundraiser. Sell the ice cream plus an additional amount for each topping option.

### **Volunteer Hours: 10+**

### **Student/Teacher Sports Event**

Home football and basketball games attract a lot of school fans. At halftime, students and teachers can compete in games or other sporting events. For example, students and teachers can purchase the opportunity to compete in a half court shooting competition and win a prize if they make it.

### **A-thons**

Reserve a fitting location such as your school track gym or cafeteria to hold a jump rope-a-thon, dance-a-thon, walk-a-thon, or jog-a-thon. All participants then get their friends and family members to make pledges for each lap they have to run, each minute they jump or dance, etc. Students can receive prizes based on how much money they raise.

### **School Art Show**

Students create artwork and then charge admission to their art show. Pick a few pieces to auction to raise more money.

### **Teacher Torture**

Select a few teachers to participate in the competition. Students vote with spare change for the teacher who must be "tortured". The teacher with the most votes is punished by being forced to take a pie to the face, having to kiss a frog, dress up like a Disney character or clown for a day, host a pizza lunch, wear a funny wig or anything to make students laugh.

### **Book Sale/exchange**

Ask students to bring in old books/books they've already read and have a school wide book sale to benefit Make-A-Wish.

### **Spell Out Success**

Academic fundraisers are a great opportunity to raise money and get kids excited to learn. Teachers at the school choose a list of 10 to 20 words for each grade level. Family and friends pledge a certain amount for each word the student spells correctly on a test, taken two weeks later. Teachers announce the total number of words spelled correctly, and the students celebrate with a party.

### **Dog Wash**

This twist on the traditional car wash fundraiser offers a low-cost dog wash for the furry, four-footed members of the community! You can even sell refreshments for the dog lovers to enjoy while they wait for their dogs to be bathed, and include some treats or biscuits for the dogs. Ask group members to donate old towels to dry the dogs off after their baths.

### **Funny Photo Contest**

This is a chance for all aspiring photographers to show off their funniest pictures. Have a funny photo contest and ask for submissions from your group. Setup pictures like an art show. Have the pictures framed or matted and include a small biography of the artist. In order to raise money, make it a juried art show. Place a jar, can, or box in front of each picture in which people can place coins or bills to vote for their favorites. One cent equals one vote. Leave the display set up for a week or a long weekend.

## Middle School

### **Volunteer Hours: 1-5**

#### **Penny War**

Each grade level competes against each other to collect the most pennies. Students are encouraged to put nickels, dimes and quarters in another grades container to get the corresponding amount of pennies subtracted from their total count! Be sure there is a special reward for the winning grade.

#### **Candy Bar Sales**

Purchase candy bars in bulk and resell them (with a mark-up, of course) at sporting events and other extracurricular activities.

#### **Pizza for Lunch Sale**

School food often leaves a lot to be desired. Grab some pizzas and resell them by the slice to students who are anxious for a lunch alternative.

## **Volunteer Hours: 5-10**

### **Bake Sale**

Students bring in a baked good from home. The bake sale can be held in the school cafeteria, at school extracurricular events or even a local shopping center (with permission, of course).

### **Movie Night in the Auditorium**

Sell tickets to movie night for \$5 each. Take it to the next level by selling candy and popcorn with the proceeds to benefit Make-A-Wish®.

### **Pumpkin Sale**

When Halloween rolls around everyone needs a pumpkin. Take advantage of this reality by buying pumpkins in bulk and hosting a sale for students and members of the community.

## **Volunteer Hours: 10+**

### **A-thons**

Reserve a fitting location such as your school track gym or cafeteria to hold a jump rope-a-thon, dance-a-thon, walk-a-thon, or jog-a-thon. All participants then get their friends and family members to make pledges for each lap they have to run, each minute they jump or dance, etc. Students can receive prizes based on how much money they raise.

### **Spaghetti Dinner or Pancake Breakfast**

Involve your local community by inviting them to a spaghetti dinner or pancake breakfast that is organized and cooked by local middle schoolers. Yum!

### **Car Wash**

Give people a low-cost option for getting their car washed. Be sure to set up a donation box. When you do a great job, you may get some extra donations as tips.

### **Talent Show**

We know some pretty talented middle schoolers. Celebrate your awesomeness by hosting a talent show with admission fees going to Make-A-Wish®.

### **Sports Tournament**

Host a basketball, softball, soccer or kickball tournament. Charge a flat fee per team that participates. For a little extra revenue, be sure to also sell some snacks on the day of the tournament.



## **Volunteer Hours: 1-5**

### **Wishing Well**

Build it out of cardboard, coffee cans or a new metal trash can, and get permission to place it in a central spot on campus to collect spare change.

### **Star Wall**

Choose a place somewhere on campus or even in a parent's workplace (with permission), and have people make a donation to add their name to the wall. Have a competition against different grade levels to see who can fill the wall with the most stars.

## **Volunteer Hours: 1-5**

### **Letter Writing Campaign**

Send letters or emails to family and friends letting them know about your project and ask for support. You can also collect donations on a fundraising web page!

### **Help the Environment**

Volunteer your time collecting recyclables from the community, then turn them in at a recycling center and donate the proceeds.

## **Volunteer Hours: 10+**

### **Finals Survival Kits**

Put together everything students need to study including pencils, erasers, stress balls and snacks! Make them available for parents to buy for their students too.

### **Pie-in-the-Face Stand**

Teachers and faculty volunteer to participate and then students pay with a donation for each pie tin filled with whipped cream.

## **Large Group Projects**

The following ideas are great options for a community service club or youth group to do together with support from the community!

### **Host a Show**

Partner with existing clubs to host a show and sell tickets. Talk to music clubs on campus about a talent show, fashion club about a Prom fashion show, or dance clubs about putting together a flash mob or dance marathon!

### **Have a Pancake Breakfast/Car Wash**

Host the event at a local diner. While attendees eat, have volunteers outside washing their cars!

### **Sports Tournament**

Host a parent/faculty basketball game or a Powder Puff football game! Charge each team a fee to enter and spectators an admittance fee.

### **Walk-a-Thon**

Participants ask friends and family to sponsor them by pledging to make a small donation for every lap they complete. Walkers keep track of their laps, and then sponsors can donate accordingly!

50 walkers x 10 sponsors each x \$1 per lap x 15 laps per walker = \$7,500!







## Kids For Wish Kids® 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 us more about your fundraising idea/activity by filling out and submitting the form below. A representative from Make-A-Wish® will contact you shortly to discuss your proposed activity/project and provide you with more information.

Please note that this form may only be submitted by teachers or school administrators; leaders of community youth groups or associations (e.g., Girl Scout or Boy Scout leaders, coaches, etc.); parents; and children age 13 and older.

Are you:  School Club/Group  Non-School Club/Group  Individual  
(Age 13 or above)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Preferred method of contact: \_\_\_\_\_

Name of adult supervisor/point of contact: \_\_\_\_\_  
(if different from above)

Relationship: \_\_\_\_\_

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

Description of fundraising idea(s)/activity \_\_\_\_\_  
\_\_\_\_\_

Requested date(s)/time(s) of fundraiser: \_\_\_\_\_

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Location of Event/Fundraiser: \_\_\_\_\_

Expected number of participants: \_\_\_\_\_ Expected fundraising goal: \$ \_\_\_\_\_

Expected date donation will be received: \_\_\_\_\_

## Kids For Wish Kids® Fundraising Form

### ***We do not allow door-to-door or telephone solicitations.***

In order to help us protect our 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 (e.g., 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).

Our mission is to grant the wishes of children with life-threatening medical conditions. Please do not refer to the children we serve as “terminally ill” or “dying” as these labels can instill a sense of defeat and can be counterproductive as our wish kids fight to overcome their illnesses. Many of our wish children are able to beat their illnesses, and we believe in the importance of keeping a positive mindset!

Please keep careful track of the money you raise and send the money directly to your local Make-A-Wish chapter office within one month after the end of your fundraiser.

If you are going to advertise your fundraising event outside of the school community, it is important that you coordinate this in advance with your local Make-A-Wish chapter office.

### **We have read and agree to follow the enclosed Kids For Wish Kids Fundraising Rules:**

**Proposed by:**

**Approved by:**

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Make-A-Wish

Signature

Signature

Date

Date

**Make-A-Wish Greater Virginia**  
2810 N. Parham Road, Suite 302  
Richmond, VA 23294  
804.217.WISH (9474)  
[www.va.wish.org](http://www.va.wish.org)





## Budget Form

**Fundraising Goal:** \_\_\_\_\_

**Budget Prepared by:** \_\_\_\_\_

### How much will you raise?

Sources	Amount
<i>ex: Sponsorship</i>	\$1000
<i>ex: Parent Donations</i>	\$500
	\$
	\$
	\$
	\$
	\$
	\$

### How much will this cost?

Total Income	Expense	Cost
Room Rental		\$
Decorating		\$
Catering		\$
Entertaining		\$
Supplies		\$
Printing		\$
Advertising		\$
Mailing Costs		\$
Other:		\$
<b>Total Expenses</b>		<b>\$</b>

### Total Dollars Raised

Total Dollars Raised	\$
Total Expenses	\$
<b>Total Net Revenue (Income minus Expenses)</b>	<b>\$</b>
<b>Projected Total Donation to Make-A-Wish</b>	<b>\$</b>

### Additional Notes




# Post-Event Submission Form:

## How did it go? Fill us in.

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

### Fundraiser Information

Fundraiser Name: \_\_\_\_\_ Date Held: \_\_\_\_\_

School/Group: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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.):

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Total Raised: \$ \_\_\_\_\_

### Event Survey

1. Did you receive the necessary support from Make-A-Wish staff? Was there anything that we could have done differently (or more of) to ensure your success? \_\_\_\_\_

2. Would you like to participate in the Kids for Wish Kids program next year? **Y** **N**  
If no, why not?

3. Will you be the contact for next year's event? **Y** **N**  
If no, please provide us with the appropriate contact person's name, email and phone #.

### Send in Check and Form

Within **30 days** of your fundraiser's end, please mail this sheet and the funds to (please do not mail cash) **Make-A-Wish Greater Virginia - 2810 N. Parham Road, Ste 302- Richmond, VA 23294** or contact **Laurie Ursiny at [lursiny@va.wish.org](mailto:lursiny@va.wish.org) or 804.217.9474** to arrange a drop off at the chapter.