



Make-A-Wish®

KiDS
FOR WISH KIDS®

*Transform your school,
Transform a life.*



ABOUT MAKE-A-WISH OREGON

Make-A-Wish Oregon granted its first wish in 1983 to Sam who wished to meet Erik Estrada. In that first year we granted five wishes. Today we grant more than 260 wishes annually to children throughout Oregon and Clark County, Washington. We are able to do this important work thanks to a powerful network of donors, sponsors, volunteers and staff members. But our work is far from finished. Right now, for every child who receives the gift of a wish experience, there is another child we are still trying to reach. With community support and your investment in Make-A-Wish Oregon, deserving children will be able to look forward to their future with excitement instead of fear.

QUALIFICATIONS FOR A WISH

Any child over the age of 2½ and under the age of 18, diagnosed with a life-threatening medical condition may qualify for a wish.

TYPES OF WISHES

The wish requests 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

WISHES BY THE NUMBERS

1983 The year our chapter began granting wishes.

4,000+ Number of wishes the chapter has granted.

268 Number of wishes the chapter granted last year!





MEET SAWYER

Wishes are powerful. A wish works in ways medicine sometimes can't. A wish gives children the strength they need to heal and the hope they need to fight a critical illness.

For Sawyer, his wish marked the beginning of a new friendship. The 10-year-old wished to have a Golden Retriever puppy to share in life's adventures. On the day his wish came true, the biggest grin emerged on Sawyer's face. All who saw it knew there was magic in this meeting. In that moment, an unbreakable bond between a boy and his dog was formed.

WISH IMPACT

Every 20 minutes, a child is diagnosed with a critical illness. Every one of these kids needs a wish to help give them strength and joy.

Research shows that wishes can help children feel stronger, more energetic and more willing and able to battle their critical illnesses. For many, it marks a turning point in their fight against their illnesses.

When a wish is granted, a child replaces:

- fear with confidence
- sadness with joy
- anxiety with hope

Thanks to your support, together, we are creating life-changing wishes for children with critical illnesses.

I wish to have a puppy

Sawyer, 10

brain tumor





ABOUT KIDS FOR WISH KIDS

Kids For Wish Kids is a customizable fundraising program that provides schools and youth organizations the opportunity to engage in philanthropy and service activities in partnership with Make-A-Wish. The program encourages community service, leadership, volunteerism and teamwork. It helps build school spirit and creates partnerships outside of the classroom while providing students hands-on experience fundraising to help create life-changing wishes for kids fighting critical illnesses.

WHO? YOU! You can make a difference! This program is specifically designed to engage kids K-12 to help grant the wishes of local kids with critical illnesses.

WHAT? Help grant wishes! Kids and teens create ideas for fundraisers and then organize and manage that fundraiser from the start to finish in order to raise money to grant wishes of local Oregon and Southwest Washington kids.

WHERE? Anywhere! Engage your school community - student council, clubs, teachers, administration, feeder schools - they can all take part!

WHERE? Anytime! The options are endless. First determine the right fundraiser and then determine when it is best held.

WHY? Grant a wish for a local child in YOUR community!

I wish to interact with penguins

Max, 7

brain tumor



HOW SCHOOLS ARE MAKING WISHES COME TRUE:



SCHOOL: Skyview High School

CITY: Vancouver, Washington

EVENT NAME: Mr./Ms. Skyview Pageant

FUNDRAISING TOTAL: \$70,000+ every school year

FUNDRAISING ACTIVITIES: 20 pairs of seniors are selected to participate in the annual pageant lead by Skyview's Student Government. They host fundraisers individually over the course of four months including restaurant benefit nights, t-shirt sales, company sponsorships, etc. The winning couple is crowned "Mr. and Ms. Skyview" in an event that brings in an audience of more than 1,000 people.



SCHOOL NAME: Beaverton High School

CITY: Beaverton, Oregon

EVENT NAME: Week of Wishes

FUNDRAISING TOTAL: \$15,000 every school year

FUNDRAISING ACTIVITIES: "Jam the Dam", a varsity basketball game against a rivalry high school, is the signature event of BHS' Week of Wishes. Week of Wishes is put on by the Sports and Event Marketing class where students sell sponsorships to businesses, procure auction items and learn fundraising techniques while promoting a sports event.



SCHOOL NAME: Southridge High School

CITY: Beaverton, Oregon

EVENT NAME: Cram the Cage, Powderpuff and Southridge Idol

FUNDRAISING TOTAL: \$7,500 every school year

FUNDRAISING ACTIVITIES: The Skyhawks host a rivalry basketball game called "Cram the Cage", where they sell admission, t-shirts, food and beverages and feature a "Miracle Minute." They have other fundraising activities throughout the year, including a powderpuff football game and an American Idol style singing competition called Southridge Idol.



SCHOOL NAME: Mountainside High School

CITY: Beaverton, Oregon

EVENT NAME: Winter Dance and Spring Fundraisers

FUNDRAISING TOTAL: \$7,500 every school year

FUNDRAISING ACTIVITIES: The Mavericks have a goal of granting a wish for a local child in their community every school year. They accomplish this by hosting a winter dance where ticket proceeds benefit Make-A-Wish. They raise the full \$7,500 in one evening of magic!



FUNDRAISING IDEAS

WISH WEEK

A week full of fun in support of Make-A-Wish! Many schools/groups have different activities planned for each day of Wish Week, while others plan two or three fundraisers to take place during the week. Wish Week can even be combined with existing school events, such as homecoming or spirit week. It's totally customizable!

Interested in Wish Week? Check out our [Wish Week Planning Guide!](#)

'THONS

Host a danceathon, walkathon, readathon or any other type of 'thon you can think of! All participants encourage their friends and family to make general donations and/or pledges for each minute they dance, lap they walk/run, minute they read, etc.

PLAY DRESS UP (OR DOWN)

Who doesn't love to dress up (or down)? Participants donate to dress up in some way. The options are endless: movie characters, sports teams, crazy hats, pajamas, salad dressings (yes, you read that right: Ranch = cowboy/girls, French = berets, etc.) Or, dress down in casual clothes if your school/group has a uniform or dress code.

SELL IT

Sales fundraisers are a "win-win" for everyone! You can create your own or choose from some of these ideas: bake, garage, cookbook, candy grams, holiday gift baskets, finals "survival" kits (think water, snacks, stress ball, etc.), flowers, wristbands, T-shirts, etc. The back of a T-shirt is a great place to sell sponsorships and thank sponsors for their support (**please make sure to share the design with your Make-A-Wish contact before printing**).

Planning to sell T-shirts and wristbands? A great idea is to sell them together as a Wish Kit! Most schools sell these for \$20-\$30, and some allow students to use the wristbands to get into related fundraising events for free. Now, that's a win-win!

WISH WALL

Want to really "show" your support? Sell Make-A-Wish paper stars for donations of \$1 (or more) and hang them around the building. Create a "Wish Wall" in a high-traffic area for everyone to see.

GOT CHANGE?

Give everyone a meaningful way to get rid of all that spare change they've been holding onto! Lots of variations for this one – from penny stall (teachers can't start class until all change is counted) to penny wars (each grade tries to collect the most pennies; other grades "sabotage" using silver coins) or money week (bring in a different coin each day of the week; Monday = pennies, Tuesday = nickels, and so on).

MIRACLE MINUTE

This one takes just a minute, but the potential impact can last a lifetime! During an assembly, pep rally, sporting event or other activity, introduce the Miracle Minute as a chance for the audience to use their spare change – or dollars – to help make wishes come true. Set the clock on the scoreboard or use a timer for one minute and pass donation buckets through the stands (with volunteers standing by). If possible, give the total of how much was raised before the end of the event so everyone can celebrate!



FUNDRAISING IDEAS (CONT.)

FUN NIGHT 🎵

Get ready to put on your dancin' shoes, grab the popcorn, test your knowledge or take a ride! Hold a dance, movie night, trivia or family game night, a carnival or another type of "fun night." Raise funds by charging an admission fee and selling concessions during the event. Recruit a committee to help with decorations, music and special touches to help make it a night to remember!

GET SPORTY 🏀

It's time to take it to the court! Coordinate a sports tournament or event, and raise funds via registration fees, admission, selling concessions, special contests, etc. The sport/format are up to you and there are lots of possibilities: all-day tournaments, student vs. teacher or faculty vs. administration or face off with a rival group. Whatever you decide, be sure to make it fun and interactive for participants and the audience (half-court shot contest, anyone?)!

PUT ON A SHOW 🎬

Lights, camera, action! Talent show, fashion show, comedy show, concert – anything goes. Add fun twists by incorporating teachers/administrators into the show and raise funds through admission, concessions, program books, etc. It's showtime!

TAKE IT TO THE NEXT LEVEL WITH THESE TIPS!

- Sales are a great way to raise more money at most events (e.g., selling concessions at a sports tournament, program books at a talent show, T-shirts at family game night, etc.).
- Dine-out nights are a great way to easily enhance fundraising. Check to see which of your local restaurants offer a percentage back to schools/groups and consider scheduling some dine-out nights and promoting them to your supporters. Be sure to set one up for the day/night of your big event!
- Many fundraising ideas can be combined – try adding a Miracle Minute or wish star sales to your event and watch those results increase!
- Up the ante by adding fun classroom, grade level or school-wide incentives.



FEATURED SCHOOL:

"Jam the Dam", a varsity basketball game against a rivalry high school, is the signature event of Beaverton High Schools' Week of Wishes. Week of Wishes is put on by the Sports and Event Marketing class where students sell sponsorships to businesses, procure auction items and learn fundraising techniques while promoting a sports event. The result? Over \$15,000 raised every school year!

EXAMPLES OF HOW YOUR DONATIONS
MAKE WISHES COME TRUE

WHERE DOES YOUR \$ GO?

\$7,500 CAN HELP FUND:

- An entire wish experience. This donation would allow you to become an Adopt-A-Wish® partner. You will adopt a local child's wish and receive a plaque or scrapbook with more details about his/her wish experience.

\$5,000 CAN HELP FUND:

- Roundtrip airfare for an entire family flying to a tropical location.

\$1,500 CAN HELP FUND:

- Spending money for a family during a travel wish or a family's hotel accommodations for a week.

\$1,000 CAN HELP FUND:

- A new bedroom set for a bedroom makeover wish or a television for an entertainment center wish.
- Admission for a child's wish to swim with dolphins.

\$750 CAN HELP FUND:

- Gifts for 10 children while on their wish trips

\$500 CAN HELP FUND:

- An Xbox for an entertainment center wish or a shore excursion for a family on a cruise wish.

\$250 CAN HELP FUND:

- A limo to whisk the child to and from the airport for their travel wish.
- A special meal at Disneyland in "Goofy's Kitchen" for 2 wish kids.

I wish to go to Sesame Place

Elise, 3

brain tumor





YOUR MAKE-A-WISH SUPPORT TEAM

Make-A-Wish is excited to partner with you! The Make-A-Wish staff is here to help throughout your planning, and below is an example of some of the support and resources that may be available:

- Fundraising project ideas and tools for all ages
- Brainstorming meeting via phone, at your school/building or at the Make-A-Wish office
- A personalized fundraising website for your school/group via our Wish Your Way platform (www.wishyourway.com)
- Publicity tools and support, including an event posting on the local Make-A-Wish website, 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 speak with your students/group about the organization

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