



Together, we create
life-changing wishes
for children with
critical illnesses

EXTERNAL FUNDRAISER GUIDEBOOK

Make-A-Wish®
CENTRAL AND WESTERN
NORTH CAROLINA

About Make-A-Wish

WHO WE ARE AND THE WISHES WE GRANT

In 1980, a seven-year-old leukemia patient named Chris Greicius realized his lifelong dream to become a police officer. Many of those volunteers responsible for fulfilling Chris' wish wanted to do the same for other children with critical illnesses. Thanks to Chris' inspiration and joyous spirit, his volunteers and loving family created Make-A-Wish®, an organization that now serves families around the world.

Together, we create life-changing wishes for children with critical illnesses.

Make-A-Wish® Central and Western North Carolina was founded in 1985 by Dr. Jerry Clark, an orthodontist in Greensboro, and the Nat Greene Kiwanis Club of which he was a member, in memory of his wife. We were the first chapter in North Carolina, and now cover 51 counties, from Alamance westward. Our chapter's first wish was granted in 1985 to an 8-year-old boy named Jason. Jason's one true wish was to meet his favorite football player, Miami Dolphins Quarterback Dan Marino.

Types of Wishes



I wish to go...

Domestic or international destinations, or most popular, Walt Disney World® Resort



I wish to have...

A shopping spree, a playhouse, a room makeover, a computer or other electronics



I wish to meet...

A favorite music, sports, TV or movie celebrity or a public figure



I wish to be...

A superhero, model, princess or anything a child can imagine



I wish to give...

Toys to cancer patients or instruments to a school band

- Make-A-Wish Central & Western North Carolina has granted over 4,720 wishes since 1985.
- In 2019, Make-A-Wish CWNC granted 385 wishes.
- Children who qualify for a wish are between the ages of 2 ½ and 18 and have been diagnosed with a critical illness by their doctor. They are not necessarily terminal; in fact, many wish kids overcome their critical illnesses and go on to lead strong, healthy lives.
- Research shows children who have wishes granted can build the physical and emotional strength they need to fight a critical illness.
- Every referred child who qualifies is granted a wish. A family's socioeconomic status is never a factor in determining eligibility and the family is always included in the wish.
- Wishes are funded from individual donations, special events, corporate donations and sponsorships, workplace giving donations, foundation grants, and Kids For Wish Kids. Frequent flier miles and used vehicles are also accepted as donations.
- Make-A-Wish Central & Western North Carolina is part of the largest wish-granting charity in the world, with 60 chapters in the United States and its territories, and 41 international affiliates on 5 continents.

Branding Guidelines

MAKE-A-WISH LOGO AND NAME

The Make-A-Wish® name and logo are federally registered trademarks and Make-A-Wish has rules for proper usage of its trademarks in marketing and publicity efforts. The Make-A-Wish brand is shaped by its mission statement:

Together, we create life-changing wishes for children with critical illnesses.

Thank you for helping raise awareness about the important mission of Make-A-Wish by using the organization's brand standards detailed below:

- Our logo appears at the middle of this page. It utilizes a typeface developed especially for Make-A-Wish and must be used as it appears. Never alter the font, color, configuration, or position.
- **Do not use logos found on the Internet.** We will provide you with the most current version.
- The logo and name must never be used or altered for the title of the event (i.e. Bake a Wish).
- In all cases, the words "Make," "A," and "Wish" must all be capitalized and separated by hyphens.

Correct: Make-A-Wish®

Incorrect: Make a Wish

- The superscripted registration symbol must appear next to each trademark
- The logo/name cannot be used as part of a sentence or phrase to take the place of words (i.e. Help us make a wish come true. Instead, say "grant" or "fulfill" a wish).
- The appropriate colors that may be used to display the logo: Black / White / Make-A-Wish Blue



Make-A-Wish Blue
PMS 2935 C
C100/ M52/ Y0/ K0
R0/G87/B184
HEX #0057B

Publicity Guidelines

Focus on the positive! **Never use the words "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. Many wish children are able to beat their illnesses, and we believe in the importance of keeping a positive mindset.

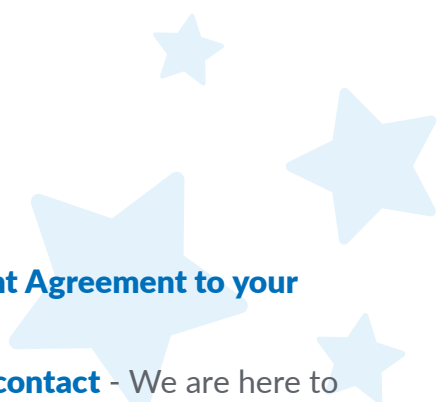
When is doubt - reach out!

Make-A-Wish is excited to partner with you to ensure that your experience is rewarding!

Any information you distribute, publish or send out using the Make-A-Wish name or logo **must be reviewed and approved by the Chapter prior to such distribution.** Before publishing, please send an electronic copy of all materials to your Chapter contact for approval.

Steps for Success

FOLLOW THE CHECKLIST BELOW TO ENSURE A SUCCESSFUL FUNDRAISER

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- ☐ **Read the External Event Guide and submit the External Event Agreement to your Make-A-Wish contact**
 - ☐ **Schedule a brainstorming meeting with your Make-A-Wish contact** - We are here to help! During this meeting or phone call, you can request Make-A-Wish supplies, banners, and the logo for use during your fundraising efforts. We may also be able to set up an online fundraising page.
 - ☐ **Plan your fundraiser** - Don't hesitate to reach out to your Make-A-Wish contact with any questions on logistics. Make sure to send all promotional material, t-shirt designs and a final fundraising schedule to your Make-A-Wish contact for approval ahead of time.
 - ☐ **Promote your fundraiser** - Please reference the Brand Guidelines for accurate marketing verbiage. Make sure to advertise your events in a variety of ways! Get creative to ensure everyone knows about each opportunity to support your efforts.
 - The first step is determining who your audience is and how you will tell them about the event.
 - Create flyers and other promotional materials. *Don't forget to get this approved by your Make-A-Wish contact!*
 - Email your family, friends and co-workers to request their support
 - Invite your company or other business(es) you interact with to support your efforts.
 - ☐ **Host an amazing fundraiser** - Once you have reached the \$6,000 level, notify your Make-A-Wish contact to coordinate a representative to attend, speak on behalf of the organization and thank attendees for their support.
 - Post all events on social media on behalf of the organization and thank attendees for their support. Make sure to take photos and share them with Make-A-Wish. We want to celebrate you and your efforts!
 - Say thank you often! Thank you volunteers, donors, and any others who are involved
 - ☐ **Celebrate your success** - Congratulations! Thank you for your support! Just a few more things to do:
 - Write thank you notes to major donors and volunteers. We recommend sending to your \$500+ donors/sponsors.
 - Mail your donation check, made out to Make-A-Wish, within 30 days to the Make-A-Wish Central & Western North Carolina office at 217 E Tremont Ave, Charlotte, NC 28203.
 - Don't forget to send event photos to your Make-A-Wish contact.
 - Awesome job! Thank you for your help in granting wishes!

Event Ideas

ENDLESS FUNDRAISING OPTIONS



WISH WALLS

Sell Make-A-Wish star cutouts for \$1, \$2, or \$5 and fill a wall. This is a great holiday fundraiser!



WINE TASTING

Get a wine company to donate the wines as well as sending a representative to discuss the wine. Charge an amount for admission that will be donated to wishes.



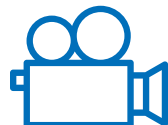
COMPANY PICNIC

Partner with a food truck or restaurant to cater an employee lunch and sell tickets for \$10 a plate! Include other events for more fundraising!



SALES

Organize a bake sale, garage sale, cookbook sale, candy sale, flower sale, etc. Make and sell t-shirts promoting your company's fundraising campaign. *Don't forget to get approved before ordering.*



MOVIE NIGHT

Invite your friends over for a night at the movies. You provide the popcorn and soda and charge admission.



PENNY WAR

Collect all your pennies and extra change that you have lying around. Every penny counts! *All coins must be rolled prior to Make-A-Wish drop off.*



SILENT AUCTION

Have a silent auction using items donated by area businesses. Encourage donations.



MATCHING GIFTS

Ask your company to match what you raise. Some companies have a matching gift policy. If they don't, they may be interested in making a donation to contribute!



SPORTING EVENTS

Host a golf, tennis, or bowling tournament! Charge for teams and/or individuals to play.



RAFFLES

Solicit prizes from local businesses and have participants purchase raffle tickets.



BIRTHDAY/WEDDING/ANNIVERSARY

Request that guests make a donation in lieu of presents. To make it easier, you can put donation baskets out at the party for guests to put their donations in.



USE WHAT YOU KNOW

How can you incorporate fundraising into what your company is already doing? Include a donation link on your invoices. Encourage your vendors and partners to get in on the fun, or include fundraising at your holiday party.

FAQ

Q. Can we set up an online fundraiser?

A. Yes, your Make-A-Wish contact will be able to assist you in setting up your fundraising page. We ask that no other fundraising platforms be used.

Q. Are event donations tax deductible?

A. Make-A-Wish can only provide tax acknowledgment letters for donations made directly to Make-A-Wish. Additionally, only donations made in which the donor does not receive any goods or services in return for their donation are tax deductible. If an individual is making a donation and requests a tax receipt, please encourage them to make the donation via check made out directly to Make-A-Wish (or through your online fundraising page). You can collect these checks and turn in directly to us after the event so that we can attribute the donations to your efforts.

Q. What supporting documents can Make-A-Wish provide for me as I solicit donations?

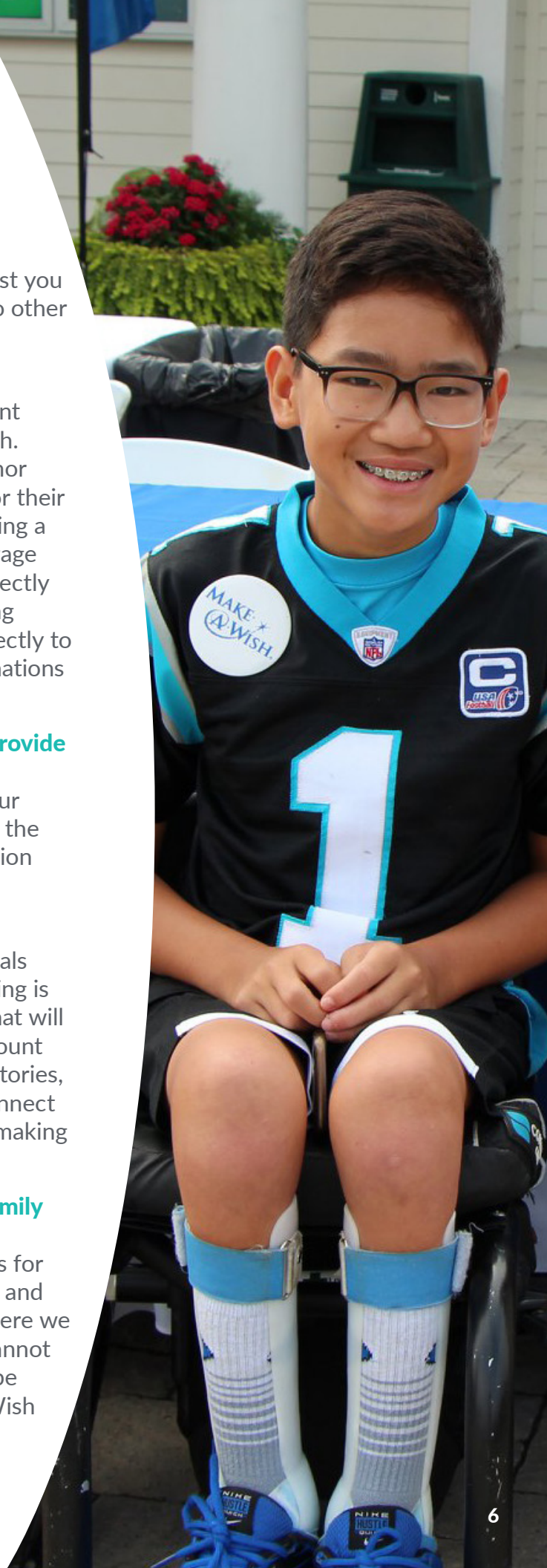
A. On request, Make-A-Wish can provide a copy of our W-9, a letter verifying that Make-A-Wish is indeed the benefiting charity, and/or our 501(c)(3) Determination Letter.

Q. Can we raise funds for a specific child's wish?

A. Unfortunately, we cannot assign a child to individuals or groups prior to raising funds. Once the fundraising is complete, a wish profile as an example of a wish that will be granted may be provided depending on the amount raised. We are, however, happy to send you wish stories, videos, and other resources throughout to help connect you to our mission and share what you support is making possible.

Q. Can a Make-A-Wish staff member and/or wish family attend my event to speak to attendees?

A. As you can imagine, we receive numerous requests for support with limited staff resources, a large region and time restraints, we have to be deliberate about where we focus our organizational fundraising efforts. We cannot guarantee a staff member and/or wish family will be able to attend your event outside of our Fund-A-Wish parameters.



FAQ (cont.)

Q. May we open a bank account to cash checks made payable to Make-A-Wish Central & Western North Carolina?

- A. No. In the event that you receive checks make out directly to Make-A-Wish, please forward those immediately to the office address below (and be sure to include the name of the event the donation should be attributed to):

Make-A-Wish Central & Western North Carolina
217 E Tremont Avenue
Charlotte, NC 28203

Q. Can Make-A-Wish promote my event to their database?

- A. Our chapter does not participate in hosting fundraisers that require us to promote sales to raise funds. We reach out to our database so often for our internal events and for assistance granting wishes that we have to limit our outreach and asks. That being said, we are happy to add your event to our calendar of events page on our website.

