

# Make-A-Wish® CIRCLE OF FRIENDS

MINNESOTA

Thank you for your interest in supporting Make-A-Wish® Minnesota. We are delighted you have chosen us to be the beneficiary of your fundraising efforts. Without the generous support of friends like you, we would not be able to carry out our charitable mission:

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

## BECAUSE OF YOU, WISHES COME TRUE!

Make-A-Wish Minnesota  
1919 University Ave. W., Suite 415  
St. Paul, MN 55104  
612-767-9474  
[mn.wish.org](http://mn.wish.org)

## FUNDRAISING GUIDE





# WELCOME

Thank you for being part of our Circle of Friends – we're so glad you're here! This toolkit has been designed to provide an overview of the program and show the impact of your support, as well as share tips and ideas to help you plan an amazing event, answer frequently asked questions and help you understand.

*I wish to have an orange bike*

**Matt, 3**  
brain tumor  
Rochester



## ABOUT MAKE-A-WISH MINNESOTA

- Make-A-Wish Minnesota serves every community throughout the state.
- A child must be between the ages of 2 1/2 and 18 to receive a wish.
- More than 5,600 wishes have been granted in the state of Minnesota.
- Kids do not need to have a terminal diagnosis to receive a wish.
- Every wish experience is driven by the wish kid's interests, creativity and personality.
- Make-A-Wish Minnesota grants a wish, on average, every 27 hours.
- More than 600 volunteers across Minnesota help grant hundreds of wishes each year.
- A child can be referred by a parent or guardian, a medical professional, or they can refer themselves.
- Life-changing wishes are only possible because of philanthropic contributions from the community.

## Types of Wishes



*I wish to go...*

Domestic or international destinations, or most popularly, 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 that lives in the depths of a child's imagination



*I wish to give...*

Toys to cancer patients or instruments to a school band



# WHAT IS CIRCLE OF FRIENDS?

Circle of Friends is a custom-tailored fundraising program that provides businesses, community organizations, as well as individuals, the opportunity to engage in philanthropy to help grant the wishes of Minnesota children with critical illnesses. All funds raised in Minnesota stay in Minnesota.

## Steps to Planning a Successful Event

### 1. FORM A PLANNING COMMITTEE

The commitment and excitement of the people who plan and organize an event has a direct relation to the success of your event.

### 2. BRAINSTORM IDEAS AND CHOOSE AN EVENT

Get creative! Past events have included golf tournaments, talent shows, motorcycle rallies and more. Some of the most successful fundraisers are events that allow guests to experience something unique and special with their families and friends.

### 3. ESTABLISH GOALS

Come up with realistic and measurable financial goals.

*(Ex. Cost of admission x your guest capacity + any other fundraising revenue = your goal)*

### 4. PLAN A BUDGET

Sit down and look at your expenses for the event. The more you can keep your expenses down, the more kids you can support!

### 5. REGISTER YOUR EVENT

Any external fundraising activity benefiting Make-A-Wish® Minnesota must be approved by the Community Events Officer. The enclosed Special Event Proposal Form MUST be completed and submitted to the Community Events Officer no less than 30 days prior to the proposed event date.

### 6. BE SURE YOU HAVE CHOSEN THE “RIGHT” EVENT

The type of event you choose should fit the size, interest, talent, goals and availability of your committee. Ensure you are adhering to any rules of your venue and Minnesota state laws for fundraising per mn.gov.

*For more information about our Circle of Friends program, please contact Alicia Wiesneth at [awiesneth@mn.wish.org](mailto:awiesneth@mn.wish.org) or 612-767-2764.*





# FREQUENTLY ASKED QUESTIONS

## HOW DOES MAKE-A-WISH GRANT WISHES?

A child with a critical illness who has reached the age of 2 1/2 and is younger than 18 at the time of referral is potentially eligible for a wish. After a child is referred, Make-A-Wish will work with the treating physician to determine the child's eligibility for a wish. Once qualified, a team Make-A-Wish volunteers visits the child to determine his or her 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 Minnesota**  
1919 University Ave. W., Suite 415  
St. Paul, MN 55104

Please forward checks made out to Make-A-Wish within 30 days of the conclusion of the event. Supporters who give checks and credit card donations will receive a written tax acknowledgment from Make-A-Wish.

## A LOCAL BUSINESS WANTS TO SUPPORT OUR FUNDRAISING EVENT, BUT THEY NEED THE MAKE-A-WISH TAX IDENTIFICATION NUMBER. WHERE CAN I FIND THAT?

A W-9, which includes the tax identification number for Make-A-Wish, 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 the Make-A-Wish tax determination letter that 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.

## WHAT SHOULD WE DO WITH THE CASH FROM THE FUNDRAISING EVENT?

All cash raised the day of the event should be collected and given to pre-designated individuals from the 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 Minnesota; while the group or organization tallies the money and combines the total campaign cash donations in a single check for forwarding to Make-A-Wish Minnesota.

For accounting and security purposes, Make-A-Wish prefers to receive a check instead of coins or cash. Please deposit the coins and send the funds to the Make-A-Wish Minnesota office in the form of a check. Net proceeds from the program should be submitted within 30 days of the conclusion of the campaign.

## CAN WE INVITE A WISH KID TO OUR EVENT?

Events that raise over \$10,000 are eligible to invite a wish ambassador to their event the following year.

*I wish to go to Hawaii*

**Danny, 11**  
leukemia  
Stillwater

