

I wish to have a treehouse

Bowde, 5
kidney cancer
Detroit Lakes

PROGRAM TOOLKIT



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WELCOME

Thank you for your interest in Kids For Wish Kids® – 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, answers to frequently asked questions and what to expect.

ABOUT MAKE-A-WISH®

Make-A-Wish® is on a quest to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight critical illnesses.

Headquartered in Phoenix, Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the U.S. and in 50 countries worldwide. Together, generous donors, supporters, staff and 35,000 volunteers across the country grant a wish every 34 minutes, on average. Since 1980, Make-A-Wish has granted more than 300,000 wishes to children in the U.S. and its territories; more than 15,400 in 2017. For more information about Make-A-Wish® America, visit wish.org.

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 5,000 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.
- Over 76% of every dollar goes towards granting a wish.
- 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 KIDS FOR WISH KIDS?

Kids For Wish Kids is a custom-tailored fundraising program that provides local schools and youth organizations, as well as individuals, the opportunity to engage in philanthropy and service activities to help grant the wishes of Minnesota children with critical illnesses.

WHY SHOULD YOU PARTICIPATE?

Kids For Wish Kids encourages community service, leadership, volunteerism and teamwork. It helps to build school spirit and creates partnerships outside of the classroom while providing a hands-on experience for students to help raise funds to grant local Minnesota wishes.

"Together, the students and community were able to raise over \$13,000 to grant local wishes. It engaged students in looking beyond themselves and working together to make the wish of child come true."

-Trisha Bemboom, Special Education Teacher and Student Council Advisor
- Sauk Rapids-Rice High School

WHO? YOU! You can make a difference! This program is specifically designed to engage kids in grades 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 start to finish in order to raise money to grant wishes of local Minnesota kids.

WHERE? Anywhere! Engage your school community, local sports teams or youth group to help you host your fundraiser.

WHEN? Anytime! The options are endless. Often "when" is determined by the "what." First determine the right fundraiser and then determine when it is best held.

WHY? Help make wishes come true for Minnesota kids with critical illnesses, all while learning valuable life skills!

For more information about our Kids For Wish Kids program please contact Alicia Wiesneth at awiesneth@mn.wish.org or 612-767-2764. You can also visit mn.wish.org/KidsForWishKids.



FREQUENTLY ASKED QUESTIONS

HOW MUCH OF THE MONEY RAISED GOES DIRECTLY TO GRANT WISHES?

Typically, 76% of the funds raised are used to grant the wishes of local children fighting critical illnesses.

HOW DOES MAKE-A-WISH GRANT WISHES?

A child with a critical illness who has reached the age of 2½ 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 of two Make-A-Wish volunteers visits the child to determine his or her wish.

HOW SHOULD WE COLLECT THE FUNDS OUR SCHOOL/GROUP RAISES FOR MAKE-A-WISH?

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 Minnesota.

WHO SHOULD COLLECT AND COUNT THE MONEY?

Collecting and counting funds is a great opportunity to involve the student council, key club or PTA/PTO. Cash collected can be deposited into the school's account and a check can be submitted to Make-A-Wish Minnesota.

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.

I wish to go to Hawaii

Danny, 11
leukemia
Stillwater





FREQUENTLY ASKED QUESTIONS (CONT.)

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 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 Minnesota; 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 Minnesota.

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 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.

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 mailing lists, unless otherwise instructed. Donors may receive Make-A-Wish newsletters, annual mailing appeals, invitations to special events or emails.

DOES MAKE-A-WISH TELEMARKE?

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

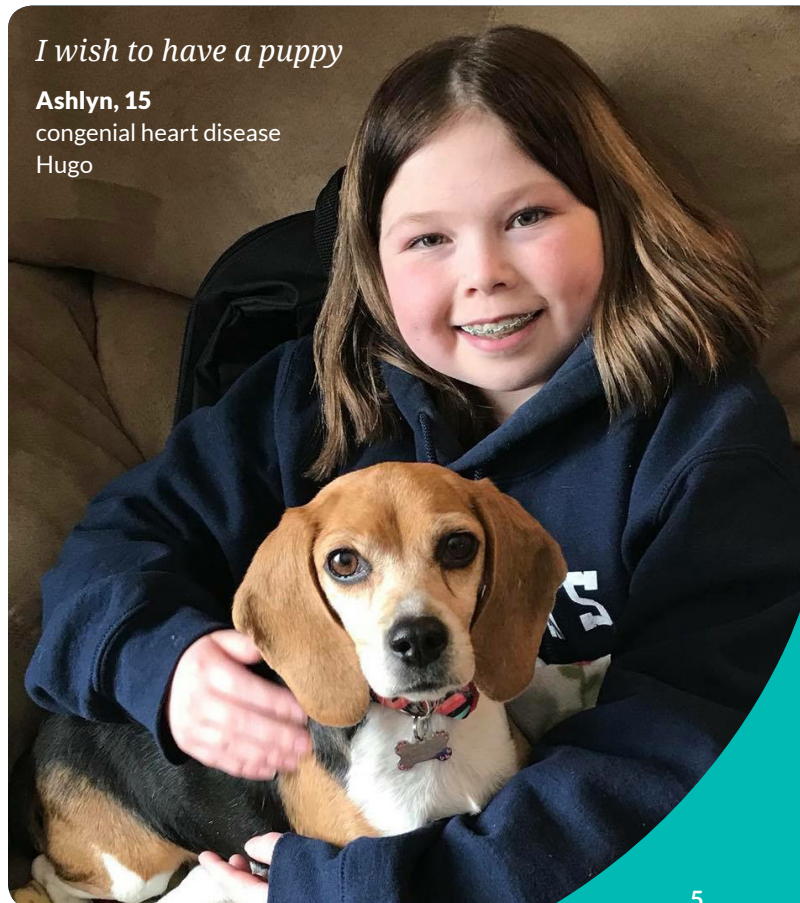
A LOCAL BUSINESS WANTS TO SUPPORT OUR FUNDRAISING EVENT, BUT THEY NEED THE MAKE-A-WISH TAX IDENTIFICATION NUMBER. WHERE CAN I FIND THAT?

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.

I wish to have a puppy

Ashlyn, 15
congenital heart disease
Hugo





FUNDRAISING IDEAS

Opportunities to raise funds through the Kids For Wish Kids program are endless! You can select from the ideas below or come up with your own fundraising idea.

'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).

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.

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!

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!

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.)

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!

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? Reach out to Alexa at aerickson@mn.wish.org for our Wish Week Planning Guide, or check it out at mn.wish.org/KidsForWishKids!

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:

During the 2017-18 school year, the Sauk Rapids-Rice students and staff participated in Survivor week. The week began with 12 students and staff participating in various challenges including coin wars, luggage races, wild wing challenges, ice cream eating and pacer contests, painting and cooking competitions. Students stayed overnight each night and during the evening hours, some students would be eliminated. Each day there were recaps of the evening events and a Snapchat story was created to keep people updated with the events. The whole school felt part of something beyond themselves and created an environment of collaboration and positive change.





Make-A-Wish® Minnesota

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@MakeAWishMN



@MakeAWishMinn