



*I wish to go  
to Walt Disney World®*  
**Mason, 5**  
heart condition

Make-A-Wish®

**KiDS**  
FOR WISH KIDS®

Transforming Lives,  
One Wish at a Time



*I wish to be a  
Yosemite Park  
Ranger*

**Gabe, 9**  
genetic disorder

*“This is going to be with Gabe for a long time, and it’s always going to be something that he remembers. As he goes forward with these treatments, it’s still something where he’s going to know, ‘I’m really special – I’m a park ranger.’”*

– Tara, Gabe’s Mom

Whether it’s a wish to have a puppy, see snow or be a police officer, each wish we grant at Make-A-Wish® is as unique as each child. Yet, one thing remains consistent – the undeniable power each wish can have on a child’s emotional and physical health.

These life-changing experiences replace fear with confidence, sadness with joy and anxiety with hope – helping children battling critical illnesses see the impossible as possible. Ask any Make-A-Wish kid, and you’ll see that a wish experience is far more than you might realize. It’s infinitely greater than a gift or a vacation.

With Gabe’s medical condition, just living can be painful. His joints ache, his skin hurts at times – even his heart is affected. For Gabe, his wish wasn’t just a day at the park, it rescued his whole family from the daily reality of his illness. It gave him strength to fight, when he needed it most. It gave him hope, when he didn’t have much left. Fighting fires, rescuing stranded hikers and being sworn in as a full-fledged park ranger are moments that will have an everlasting impact on his life. For Gabe, and thousands of kids like him, his wish experience can be a part of the healing process.

## ABOUT MAKE-A-WISH

Since 1983, Make-A-Wish Nebraska has granted over 2,700 wishes to children across the state. It is the belief of our staff, our donors, and our 300+ volunteers statewide that a single wish transforms lives. 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, and we believe those children deserve the benefits a wish can provide.

Research shows children who have wishes granted can build the physical and emotional strength they need to fight critical illnesses, and that the act of granting their one true wish can give a wish kid the courage to comply with their medical treatments.

*Share your Fundraising Plans with Make-A-Wish Nebraska*

Contact Courtney Cleveringa at [ccleveringa@nebraska.wish.org](mailto:ccleveringa@nebraska.wish.org) or 402.333.8999 ext. 2807 to get started!

# 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 how your involvement impacts our organization. It includes tips and ideas to help you plan an amazing event, answers to frequently asked questions and what your organization can expect in return.

Make-A-Wish will be in touch soon to provide other helpful resources and answer questions. If you need anything in the meantime, please reach out to Courtney Cleveringa at [ccleveringa@nebraska.wish.org](mailto:ccleveringa@nebraska.wish.org) or 402.333.8999 ext. 2807. We're excited to speak with you!



*I wish to go to Hawaii*  
**Nolan, 10**  
congenital heart disease

## 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 with hands-on fundraising experience to create life-changing wishes for kids fighting critical illnesses.



## STEPS TO SUCCESS

### Choose Your Activities

Choose an idea that you think will work best or mix and match a few options to give everyone different ways to get involved! Many schools often combine these efforts with an existing activity, such as homecoming, field day or spirit week.

### Set a Goal

Set a goal for your event, then share your fundraising goal with everyone involved and challenge them to meet it - or beat it! Consider adding fun individual, class, or school-wide incentives to help drive fundraising success.

### Plan the Activities

Now, it's time to get to work! Recruit a team to help you and divide the work between everyone.

### Promote the Activities

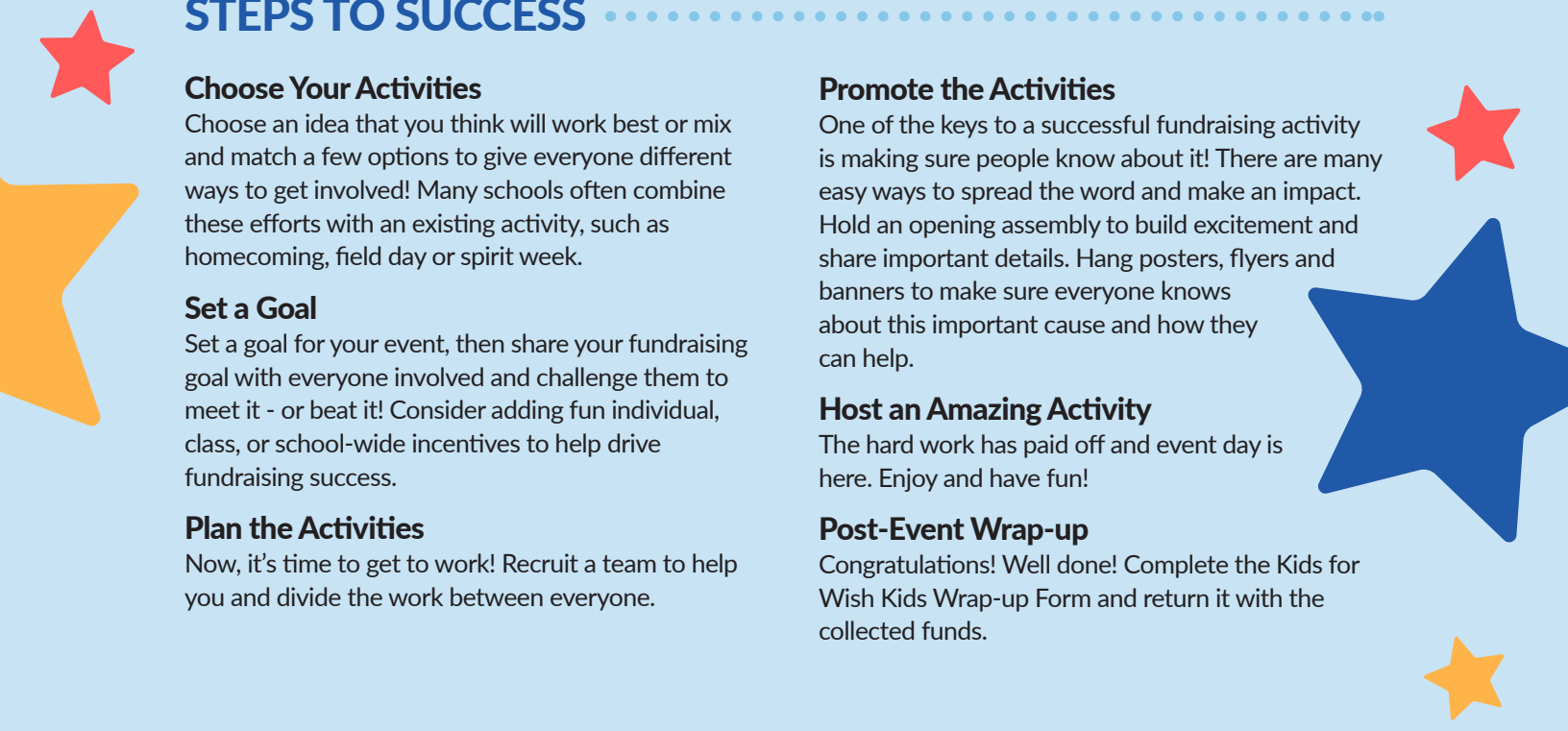
One of the keys to a successful fundraising activity is making sure people know about it! There are many easy ways to spread the word and make an impact. Hold an opening assembly to build excitement and share important details. Hang posters, flyers and banners to make sure everyone knows about this important cause and how they can help.

### Host an Amazing Activity

The hard work has paid off and event day is here. Enjoy and have fun!

### Post-Event Wrap-up

Congratulations! Well done! Complete the Kids for Wish Kids Wrap-up Form and return it with the collected funds.



*I wish to go to Bolivia to see the Salt Water Flats*  
**Leo, 16**  
cystic fibrosis

## Fundraising Ideas

To put the “fun” in fundraising, we encourage you to get creative with your ideas! The possibilities are endless with danceathons, dress down days, bake sales, wish star sales, penny wars, movie nights, dodgeball or basketball tournaments, talent shows, and so much more! Take it to the next level by combining several different ideas. Try adding wish star sales to your danceathon, or sports tournament. Up the excitement throughout your school or group by adding in fun classroom, grade level, or school-wide incentives.

## Wish Your Way™ Fundraising

Take your efforts online! For tracking purposes, Make-A-Wish can register your school or group via our Wish Your Way online fundraising platform and provide you with a custom URL. Whether near or far, friends and family want to help. Give them the opportunity to show their support online and encourage students to create their own secure personal fundraising pages. You can also add your unique URL to your school or group website - it's a great way to get visitors to check out your Wish Your Way site and donate!

## Make-A-Wish Name, Logo & Usage

Like any other corporation - Coca-Cola, McDonald's, Wal-Mart, Target, Ford, etc. - Make-A-Wish Nebraska's name and logo are federally registered trademarks, and Make-A-Wish has rules for the proper use 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.

*I wish to have a basement theatre room*

**Sutton, 5**  
neuromuscular disorder

Please note that “Make-A-Wish” is spelled with a capital “A” and has hyphens between the words. The logo may not be altered in font, color, configuration, or position. If you have any questions regarding branding rules or guidelines, please contact Courtney Cleveringa at [ccleveringa@nebraska.wish.org](mailto:ccleveringa@nebraska.wish.org).

## How to Address our Wish Kids

Focus on the positive! When talking about Make-A-Wish, please do not use words such as “terminally ill” or “dying,” as many wish kids go on to live a healthy life. These labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses.

## Sending in the Funds Raised from Your Event

After your fundraiser, all cash received the day of the event should be collected and given to the pre-designated individuals from the school or organization. For accounting and security purposes, Make-A-Wish prefers to receive a check instead of coins or cash, therefore, the school or organization should tally and combine the cash into a single check. That check, along with any other checks made directly to Make-A-Wish, should be mailed to Make-A-Wish Nebraska, 1005 S. 107th Ave., Ste. 102, Omaha, NE 68114.

**Make-A-Wish®**  
NEBRASKA

*To Learn More and Share your Fundraising Ideas, Contact:*

Courtney Cleveringa  
Community & Medical Outreach Manager  
[ccleveringa@nebraska.wish.org](mailto:ccleveringa@nebraska.wish.org)  
402.333.8999 ext. 2807

*I wish to go to Walt Disney World®*

**Aliyah, 8**  
nervous system disorder

[nebraska.wish.org](http://nebraska.wish.org)