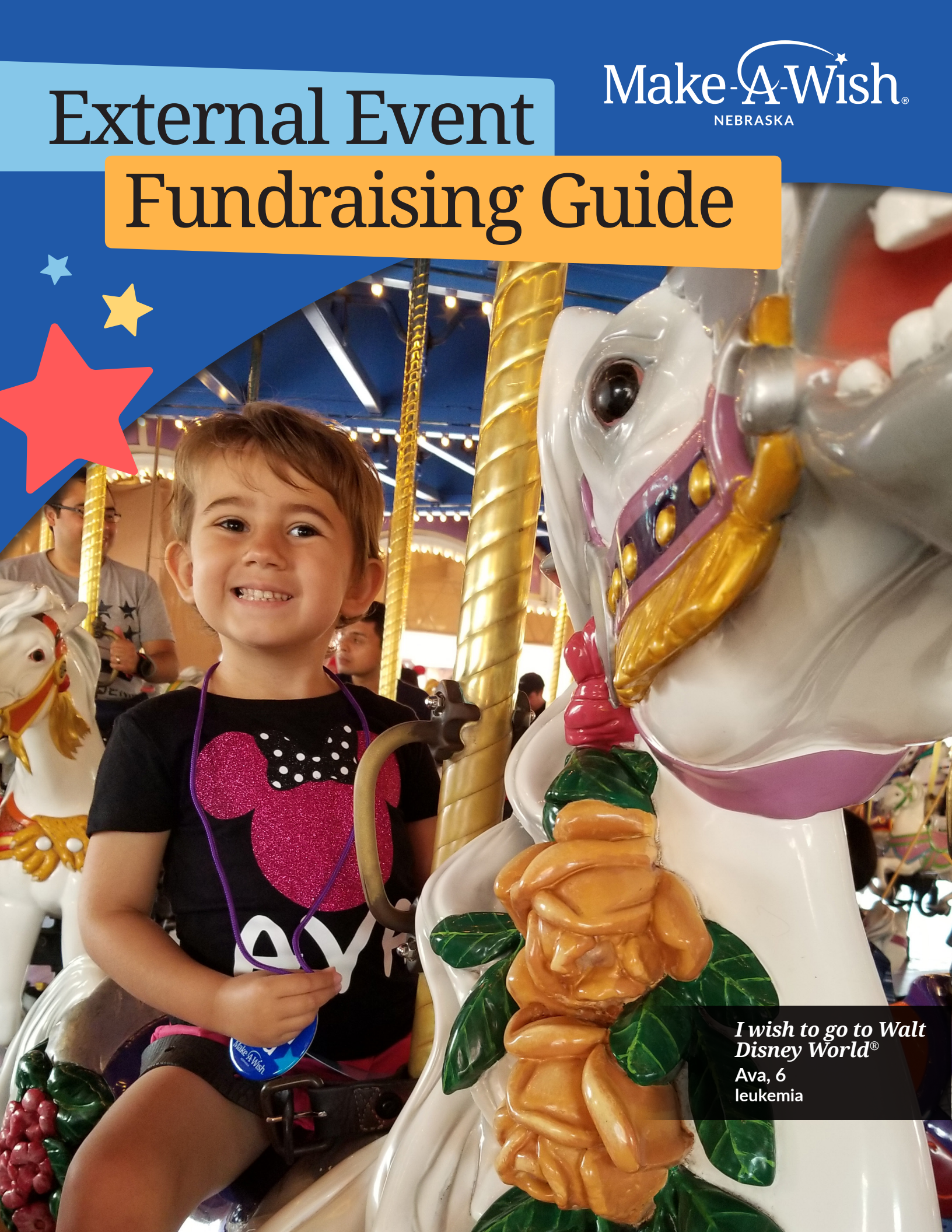


# External Event

Make-A-Wish<sup>®</sup>  
NEBRASKA

# Fundraising Guide



*I wish to go to Walt  
Disney World<sup>®</sup>*

Ava, 6  
leukemia

# It all started with a wish...

Thank you for your interest in organizing a special event for Make-A-Wish® Nebraska.



Make-A-Wish was inspired in 1980 by the love that a family and friends had for a seven-year-old Phoenix boy named Chris, who had leukemia. Chris dreamed of becoming a police officer, and his family, friends and the state highway patrol made his wish come true – just four days before he passed away.

Make-A-Wish was formed in his memory, enabling his legacy to live on through the 315,000+

wishes that have been granted since.

This guide will help ensure you are following the standards and policies that govern our organization. Once reviewed, please complete the event sponsorship agreement that is enclosed and return to the appropriate office listed below.



## Wishes Matter!

In a first-of-its-kind study, Nationwide Children's Hospital examined quality of life and health care utilization among patients who received a wish and control group who did not. The study found patients who were granted a wish were more likely to have fewer unplanned hospital and emergency department visits.

Research shows that wishes have the possibility to give kids the hope and strength they need to fight harder. For children who are battling a critical illness, a wish can give them and their families the chance to believe anything is possible.

### Omaha Office

Attn: Emily Marston  
11836 Arbor Street  
Omaha, NE 68144  
emarston@nebraska.wish.org  
Phone: 402-333-8999 ext. 2805  
Fax: 402-333-8228

### Lincoln Office

Attn: Melissa Davis-Schmit  
8033 S. 15th Street, Suite B  
Lincoln, NE 68512  
mdavischmit@nebraska.wish.org  
Phone: 402-475-9474  
Fax: 402-475-9481  
(Serving the southeast Nebraska counties)

### Kearney Office

Attn: Marion McDermott  
412 E. 25th Street, Suite D  
Kearney, NE 68507  
mmcdermott@nebraska.wish.org  
Phone: 308-234-6612  
Fax: 308-234-6613  
(Serving the central and western Nebraska counties)

**Make-A-Wish Nebraska** is honored that you are spending the time and effort to organize and execute an event on our behalf. We are available to answer any questions and provide support where we can.

## Resources & Responsibilities

**Plan to give us at least 2 weeks notice when requesting approval or items for your fundraiser.**

### Using the Make-A-Wish Nebraska name and logo

Once your fundraiser has been approved, we will send you the Make-A-Wish Nebraska logo.

There are rules regarding the use of our logo and the respective trademark symbols. Please send us ALL written materials and promotional pieces (i.e. t-shirt, cup) that include our logo/trademark to [emarston@nebraska.wish.org](mailto:emarston@nebraska.wish.org) for approval prior to distribution.

### Language to Use and How to Address Our Wish Kids

The appropriate expression when referring to our wish kids is 'children living with a critical illness.' Please refrain from using terms such as 'terminally ill', 'dying', or 'last wish.' Many of our wish kids overcome their diagnosis and live productive lives.

### Event Cost

Make-A-Wish cannot be held responsible for any costs associated with your event.

### Accounting

Participants should make all checks, cash and credit card payments directly to the event sponsor, who in turn issues a single payment payable to Make-A-Wish Nebraska for the event proceeds OR participants can make their payments/donations out to Make-A-Wish Nebraska directly.

### Who Signs Legal Contracts?

As the event sponsor, you will also be responsible for understanding and agreeing:

- that neither you, nor any of your employees or representatives, is authorized to act as an agent of Make-A-Wish Nebraska
- that you may not open a bank account in the name of Make-A-Wish Nebraska
- that you may not endorse, or attempt to negotiate any checks made payable to Make-A-Wish Nebraska

### Tax Deductions

Make-A-Wish Nebraska is a 501 (c) (3) organization, which means that donations to us directly are tax deductible to the full extent of the law. You may not issue tax receipts to those who help you with your event as you are not a charity.

## Fundraising Methods

### Expected Minimum Donation

Due to the amount of staff resources involved in assisting with an external event we hope for a minimum of \$500 raised, although we will work with any donation level. We have specific levels of support for various expected levels of funds raised (banners, signs, check presentations, etc.) Please contact the Make-A-Wish office for details.

### Getting Sponsorships for Your Fundraiser

Please contact our office if approaching companies or organizations for donations for your fundraiser. We may already be working with them on another event or project.

### Unacceptable Fundraising Methods

Make-A-Wish Foundation policies prohibit the following solicitation techniques:

- Telemarketing
- Door-to-door

## Successful Fundraising

Below are some tips and event ideas for planning a successful fundraiser.

Steps to planning your event:

1. Create a budget. Plan for your event and seek Make-A-Wish approval.
2. Form a planning committee to help you brainstorm ideas and organize event details
3. Schedule the event or promotion.
4. Promote your event.
5. Collect Funds.
6. Thank participants.
7. Turn in funds and final fundraising report to Make-A-Wish within 30 days.

Event ideas:

1. Golf, dodgeball, bowl-a-thon, basketball or other sporting event.
2. "Jeans for Wishes" or "Team Up for Wishes"
3. Jersey day at work.
4. Bake sales in places with high traffic.
5. Employees to collect donations then ask the company to match.
6. Sell paper stars (available for purchase from our office) for companies who could encourage customers to "add \$1 to their purchase by purchasing a star."
7. Percent of sales promotions that highlight a specific product.
8. Walk for Wishes. Plan a walk/run and take registrations for a fee.
9. Use your imagination to come up with another idea. Contact us with any questions.

**Thank you for helping  
make wishes come true!**

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



 /MakeAWishNebraska

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If you know someone who would like to receive our mailings, please contact our office by email at [info@nebraska.wish.org](mailto:info@nebraska.wish.org) or call 800-760-9474.

**To refer a child:**

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

Call 800-760-WISH (9474)