



*I wish to have a
gaming computer*


Jim, 15
lymphoma




Stream for the
Wishes Toolkit



Make-A-Wish®
GREATER BAY AREA



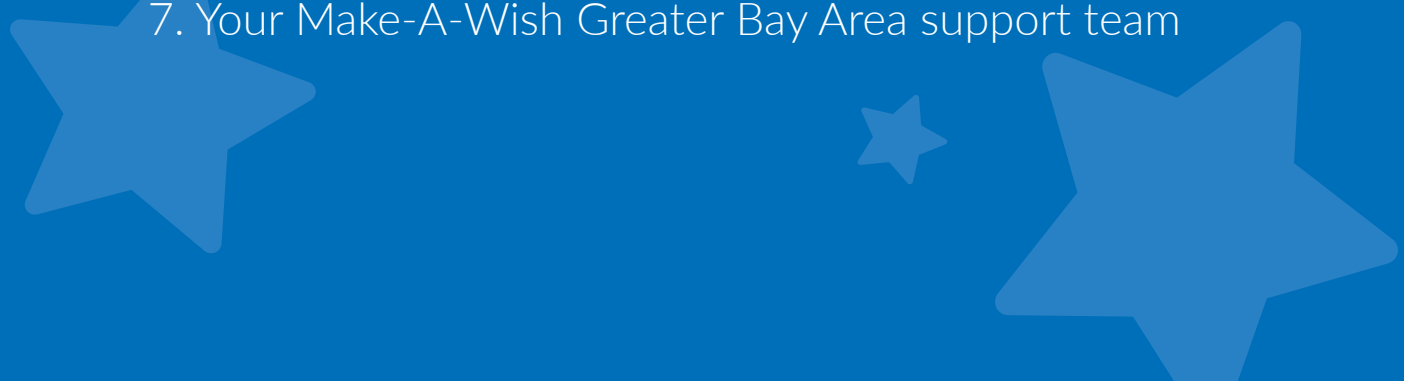
Thank you for partnering with
Make-A-Wish Greater Bay Area! We are very
excited to work alongside you and celebrate
gaming's impact on our wish kids and mission.



If there are any additional materials or
information you need in support of your
stream, please contact Kelsey Wetzstein at
kwetzstein@sf.wish.org.



Toolkit Contents

1. About Make-A-Wish & our chapter
 2. Setting up a campaign
 3. Streaming guidelines
 4. Fundraising tips & strategy
 5. Sharing during your stream
 6. Recent wish stories
 7. Your Make-A-Wish Greater Bay Area support team
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About Make-A-Wish

Over the last 40 years, Make-A-Wish® has created life-changing wishes for children with critical illnesses. Research shows children who have wishes granted build the physical and emotional strength needed to fight a critical illness. This can improve their quality of life and produce better health outcomes. Wishes can't happen without community support, so thank you for supporting and sharing our mission so every eligible child can have their wish granted.

Make-A-Wish Greater Bay Area

The Make-A-Wish Greater Bay Area chapter was founded in 1984 and has granted more than 8,500 wishes in its 35-year history. One of the largest chapters nationwide, Make-A-Wish Greater Bay Area grants wishes for eligible children in 17 Northern California counties, from Siskiyou down to Monterey. Make-A-Wish Greater Bay Area relies on donations from individuals and corporations in order to grant wishes.

What makes a wish?

We transform children into pop stars, authors, and veterinarians. We help them meet their favorite celebrities and content creators. We give them computers, puppies, camper trailers, hot tubs, and backyard makeovers.

WISH CATEGORIES

- ★ I wish to have
- ★ I wish to go
- ★ I wish to be
- ★ I wish to meet
- ★ I wish to give

Every wish we grant at Make-A-Wish is as unique as the child.

*I wish to be a
veterinarian*

Anika, 10
brain tumor





Who receives a wish

Anyone can suggest a child for a wish, with the prior consent of the child's parents. Make-A-Wish has only three requirements to qualify for a wish.

1. The child should be over 2 ½ and under 18 years of age at the time of referral.
2. The child's physician certifies that the child meets our medical criteria.
3. The child has not previously received a wish from a wish-granting organization.

Refer a child: wish.org/refer-a-child

Critically ill, not terminally ill

A common misconception is that the children must be terminally ill to qualify for a wish. A child must be diagnosed with a life-threatening medical condition, not a terminal condition. The majority of our wish kids go on to lead fulfilling lives after their wish is granted. The wish process provides hope, strength, and joy and helps honor the difficult journey they're going through.

Make-A-Wish and the COVID-19 pandemic

More than 250 local wishes have been postponed due to the COVID-19 pandemic, which is tough on these children and their families. Wishes that are not safe to grant right now are primarily travel-related wishes and wishes that involve large gatherings. Across the Make-A-Wish organization, there are more than 5,000 wish kids whose wishes have been postponed because of COVID-19. Both numbers grows every day as this crisis continues.

Some wishes we are still able to grant right now include puppy and kitten wishes, computer and gaming-related wishes, online shopping sprees, and construction-related wishes like backyard makeovers. Now more than ever, the hope a wish brings is essential.

Wish kids and gaming

For many of our wish kids, gaming is more than just entertainment. Gaming can provide an escape from their medical challenges and help them create and connect virtually with a community they may not have found otherwise. Knowing they have the support of others in that community means so much to them.





Setting up a campaign

1. Visit <https://tiltify.com/make-a-wish> and select “Start Fundraising.”
2. Select a region to support: our chapter, Make-A-Wish America, or Make-A-Wish International. To support local wish kids, please select “Greater Bay Area.”
3. For “Campaign Type” select “Individual.”
4. For “Campaign Name” choose whatever you prefer. Some have used their social media handle.
5. Link your campaign to your streaming platform ([see Tiltify's Dashboard Tutorial](#))
6. Complete other details (goal, timeframe, etc.) and start your campaign.
7. Click on the links of these Tiltify tutorials if you need support for the following:

[Create a Tiltify Account](#)

[Tiltify Dashboard Tutorial](#)

[General Tiltify Support](#)

*I wish to go to the
Ryder Cup in Paris*

Liam, 11
cancer

*“We’re so grateful. It really was a
life-changing experience. Not just for Liam,
but for the whole family.”*

– Amy, Liam’s mom

YOU ARE A HERO TO WISH KIDS

Streaming guidelines

When fundraising for Make-A-Wish, you are representing and affiliating yourself with a global children's charity. Therefore, we kindly ask that you follow a few rules:

1. Do not stream games with crude or inappropriate content and/or an ESRB rating of "Adults Only." The following are examples of games that are prohibited from Make-A-Wish charity streams:

- Grant Theft Auto V
- Manhunt
- Conkers Bad Fur Day
- Mortal Kombat

2. Do not use explicit language or visuals that are profane, sexual, or bigoted in nature; or illicit substances or paraphernalia.

3. Do not become intoxicated before or during the stream.

"It's an unsaid power that wish experiences give kids. These kids are living longer, they're living better, they're having more fun in their life. And it all started with one experience ... their wish."

– **Anup Patel, MD**, Nationwide Children's Hospital

Fundraising tips & strategy

1. Choose the preferred date/time for your charity stream
2. Promote the charity stream on social media platforms and remind your followers to tag @sfwish (Twitter & Facebook) and @makeawishsf (Instagram)
3. Set a fundraising goal and give your community a sense of ownership of that goal.
4. [Visit our resource page](#) for stream overlays and branded promotional material to integrate into your stream.
5. Use talking points provided in the toolkit to communicate our mission to your followers.
6. Create incentives and milestones to inspire your viewers to become donors.
7. Recognize your donors at the moment they donate—and make it fun!




*I wish to have
an emotional
support puppy*

Henry, 7
respiratory disorder


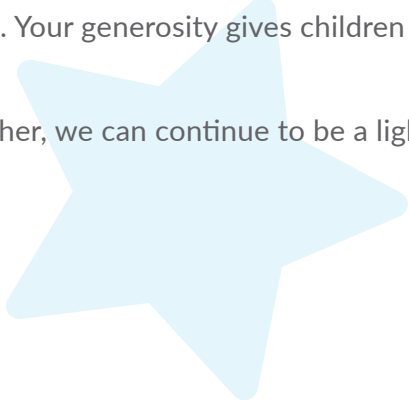
Sharing during your stream



During your stream, share the mission of Make-A-Wish through wish stories, photos, and videos. Additionally, please feel free to use other visual assets provided, such as banners and graphics, to customize your stream to Make-A-Wish. Use these messages across your promotional materials, social media, or live content to show your audience why you chose to support Make-A-Wish for your charity stream.





Talking points

- Now more than ever, hope is essential. Make-A-Wish is committed to ensuring that no child waits even one unnecessary day to experience the hope and joy that a wish brings.
 - A wish inspires hope, renews joy, and gives a child with a critical illness a piece of their childhood back. More wishes are waiting to be granted—and these wishes need you.
 - Approximately 650 volunteers from throughout the Bay Area support our mission in many ways.
 - Even a small contribution can transform the lives of children with critical illnesses.
 - The average cost of one wish is approximately \$10,000, with no expense to the family.
 - No matter the circumstances, every child deserves a childhood. Life-changing wishes wouldn't happen without the power of supporters like you. Your generosity gives children much-needed hope for brighter days ahead.
 - Your gift today will help make every wish come true. Together, we can continue to be a light of hope throughout this time of crisis—and beyond!
- 
- 



Did You Know?
Every 20 minutes,
a child is diagnosed
with a critical illness.



*I wish to go to
Antarctica to
see penguins*

Sachin, 9
leukemia



The impact of a gift

Make sure to communicate to your followers that a gift of any size can make a difference!

Some examples:

- \$10 can provide a Make-A-Wish cap for a wish bag
- \$25 can provide twinkle lights to decorate a playhouse wish
- \$50 can provide a wireless mouse for a gaming computer wish
- \$100 can provide a customized jersey for a kid to meet his or her favorite sports team
- \$250 can provide a year's supply of food, leashes, and bowls for a new puppy wish
- \$500 can provide a tablet computer for a virtual celebrity wish
- \$1,000 can provide a canopy bed for a bedroom makeover wish
- \$2,500 can provide accommodations for a local beach destination wish
- \$5,000 can grant a wish to have an online shopping spree
- \$10,000 can grant a backyard makeover wish

Recent wish stories

Sharing the power of a wish through wish stories and testimonials can have a real impact on giving. During your stream, you can share about some of the recent wishes our chapter has granted.



I wish to have a gaming computer

Andrew, 18
cancer

During the ongoing pandemic, Andrew's new gaming computer has been a huge gift. Thanks to his new computer, it is easy for him to stay connected with his friends during shelter-in-place.

"It has given him a lot of enjoyment and something to look forward to," says his mother, Amy. "Getting together with his friends every night."



I wish to have a backyard play structure

Brooklyn, 3
leukemia

Since her wish came true, Brooklyn has been enjoying her play structure daily, spending full afternoons playing outside. "She loves it, she just adores it," says Brooklyn's Mom, Brandi. "The kitchen, the sandbox—she plays pretend cooking, plays up and down the slide, and swings on the swings."

The new play structure has become a crucial place for Brooklyn to get away from the tough realities of cancer treatment. "Now, she doesn't complain that she wants to go see other kids," says Brandi. "She asks if she can go outside and play!"



I wish to have a grey and white kitten

Aryana, 10

cancer

In August, Aryana's wish came true. She and her family headed to the Solano County SPCA to pick up Lily, the perfect grey and white kitten she'd been dreaming of. At the shelter, they celebrated with an adoption party, and Aryana selected some kitty accessories to help welcome Lily. It was the perfect day.

By the time they arrived at home, Aryana was so in love with Lily that she didn't want to put her down. "She was holding her like she was a newborn baby," says Aryana's Mom, Melissa. "She is momma Ary now. It was beautiful, it was nice to welcome a new addition to our family."



I wish to give back to Lucile Packard Children's Hospital

Athena, 16

heart transplant

When given the option to wish for anything in the world, 16-year-old Athena made an admirable decision—she chose to give back. "They said I could choose any fun experience, trip, or even meet a celebrity," she says, "but I quickly realized that there wasn't anything I wanted more than giving back to the people who helped me through the hardest time in my life."

Athena's wished to donate \$5,000 to the hospital will stick with her forever. "It inspires me to create change in my community," she explains.



Your Make-A-Wish Greater Bay Area Support Team

Important links

Stream for the Wishes: wish.org/streamFTWtoolkit

Our chapter website: wish.org/greaterbay

Discord: discord.gg/make-a-wish

Facebook: [@sfwish](https://www.facebook.com/sfwish)

Twitter: [@sfwish](https://twitter.com/sfwish)

Instagram: [@makeawishsf](https://www.instagram.com/makeawishsf)

Youtube: [@makeawishsf](https://www.youtube.com/makeawishsf)

Here to help!

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*I wish to have a
gaming computer
and equipment*

David, 14
leukemia