



# Believe

A GUIDE FOR EDUCATORS & COMMUNITY LEADERS  
*Holiday 2021*



# Believe



Dear Parent, Educator and Community Leader,

Macy's is known for creating and sharing joy throughout the holiday season, and that includes one of our very favorite moments – our annual Believe campaign. This year, while the holidays may continue to look a little different, we know Santa is an important part of many holiday traditions. **Now more than ever, we need your leadership to help spread the spirit of generosity this season, inspiring everyone you know to show they Believe by writing a letter to Santa Claus.**

### **Help us reach two million!**

Beginning Monday, November 1, your letter to Santa can help raise \$1 million for Make-A-Wish®. For every letter you send online at [macys.com/believe](https://macys.com/believe) or drop in a big red letterbox in store, Macy's will donate \$1 to Make-A-Wish, up to \$1 million, to create life-changing wishes for children battling critical illnesses. With your help, we can make each child's wish come true.

From November 28 through December 4, Macy's will celebrate National Believe Week by doubling our donation to Make-A-Wish, pledging \$2 for each letter collected, up to an additional \$1 million, taking our goal to \$2 million.

### **A wish begins with hope.**

Make-A-Wish is the world's largest wish-granting organization, having granted hundreds of thousands of wishes to children. Wishes can help kids find hope and look past their limitations, help families overcome anxiety, and help entire communities experience joy. Now more than ever, as COVID-19 impacts our communities, hope is essential for waiting wish kids who are isolated and vulnerable.

### **Be an inspiration.**

As a community leader, you are in a unique position to really make a difference. Inspire your students, peers, family and friends to get involved by writing their letters, too. We hope the attached guide gives you the tools to spread the word (in person and virtually) and help support Make-A-Wish this holiday season.

To be a part of this initiative means being a part of something magical. Each year, the Believe campaign grows as it touches the lives of so many. Wishes impact everyone involved – wish kids, volunteers, donors, sponsors, medical professionals and communities. Since 2008, we have donated more than \$25 million for Make-A-Wish through the Believe campaign. We've heard countless inspiring stories from people of all ages since we began, and we are excited to see what special moments 2021 will bring.

My warmest wishes for a truly magical holiday season.

Sincerely,

Jeff Gennette  
Chairman & CEO  
Macy's, Inc.

# Believe



## Make-A-Wish and Macy's® Believe Partnership

### **Spark Joy. Create Hope.**

Make-A-Wish creates life-changing wishes for children with critical illnesses. Founded in 1980, Make-A-Wish is the world's leading children's wish-granting organization. Together with generous donors like Macy's, Make-A-Wish delivers hope and joy to children and their families when they need it most. For every wish granted, there are three more children with critical illnesses who are waiting for their wishes to come true. With help from people like you, Make-A-Wish aims to grant the wish of every eligible child, because wish experiences can help improve emotional and physical health.

### **Calling all Believers: Send Letters, Deliver Wishes.**

Through the Believe partnership, Macy's and Make-A-Wish transform lives, one wish at a time. When you write a letter to Santa at Macy's, you help Make-A-Wish give wish kids the strength they need to fight critical illness – and you create hope for brighter days ahead. For every letter sent online at [macys.com/believe](https://macys.com/believe) or dropped in a big red letterbox at a local store location, Macy's donates \$1 to Make-A-Wish, up to \$1 million.

Macy's and Make-A-Wish have been granting life-changing wishes together since 2003. Over the past 18 years, Macy's has granted more than 16,200 wishes, donated \$137+ million and transformed the lives of 3.2 million people – and we're just getting started. Together, we Believe that we can make every wish come true!



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## Believe in Your Community

How can you help grant life-changing wishes?  
Join Believe and support Make-A-Wish by  
organizing a Santa letter-writing campaign!

It's easy. Here are a few tips to get you started:

**Tip #1. Team up.**

Identify potential allies, such as students, co-workers, friends, local elementary schools, pre-schools and daycare centers, Girl Scout and Boy Scout troops and your local Make-A-Wish chapter. Invite them to join you in your mission to create hope and joy for wish kids.

**Tip #2. Spread the word.**

Share the Believe mission with your community. Distribute or post Believe flyers. Share information about Believe on social media. Schedule visits and meetings with local partners. Arrange a virtual letter-writing party to draft letters together at [macys.com/believe](https://macys.com/believe).

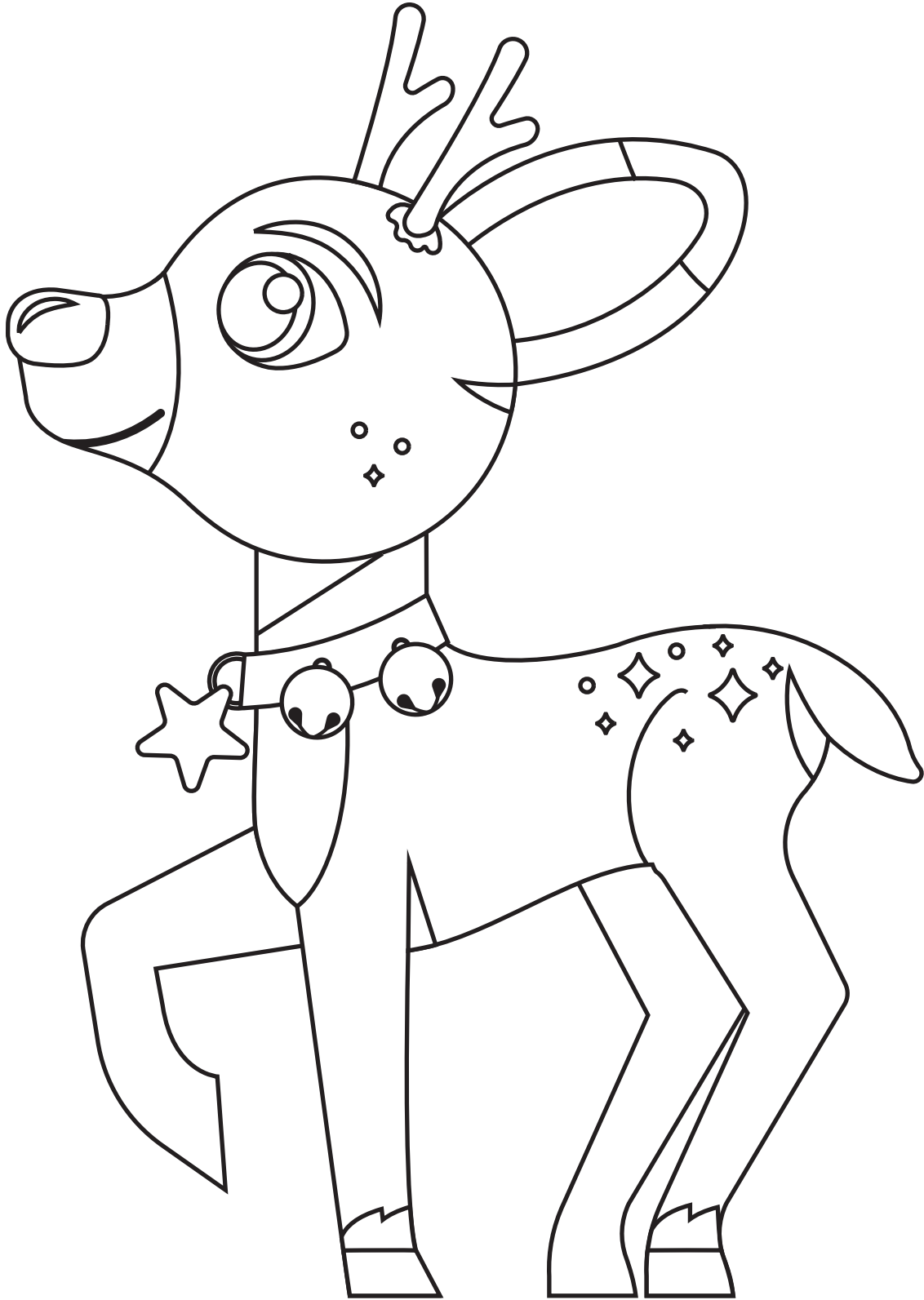
**Tip #3. Enjoy the full experience!**

Make an event out of your Believe experience — collect, count and deliver letters to your local Macy's store together or send them online. Share your support for Believe on social media, using the hashtag #MacysBelieve, and take pride knowing that you helped us reach our goal and gave wish kids hope for a brighter future.



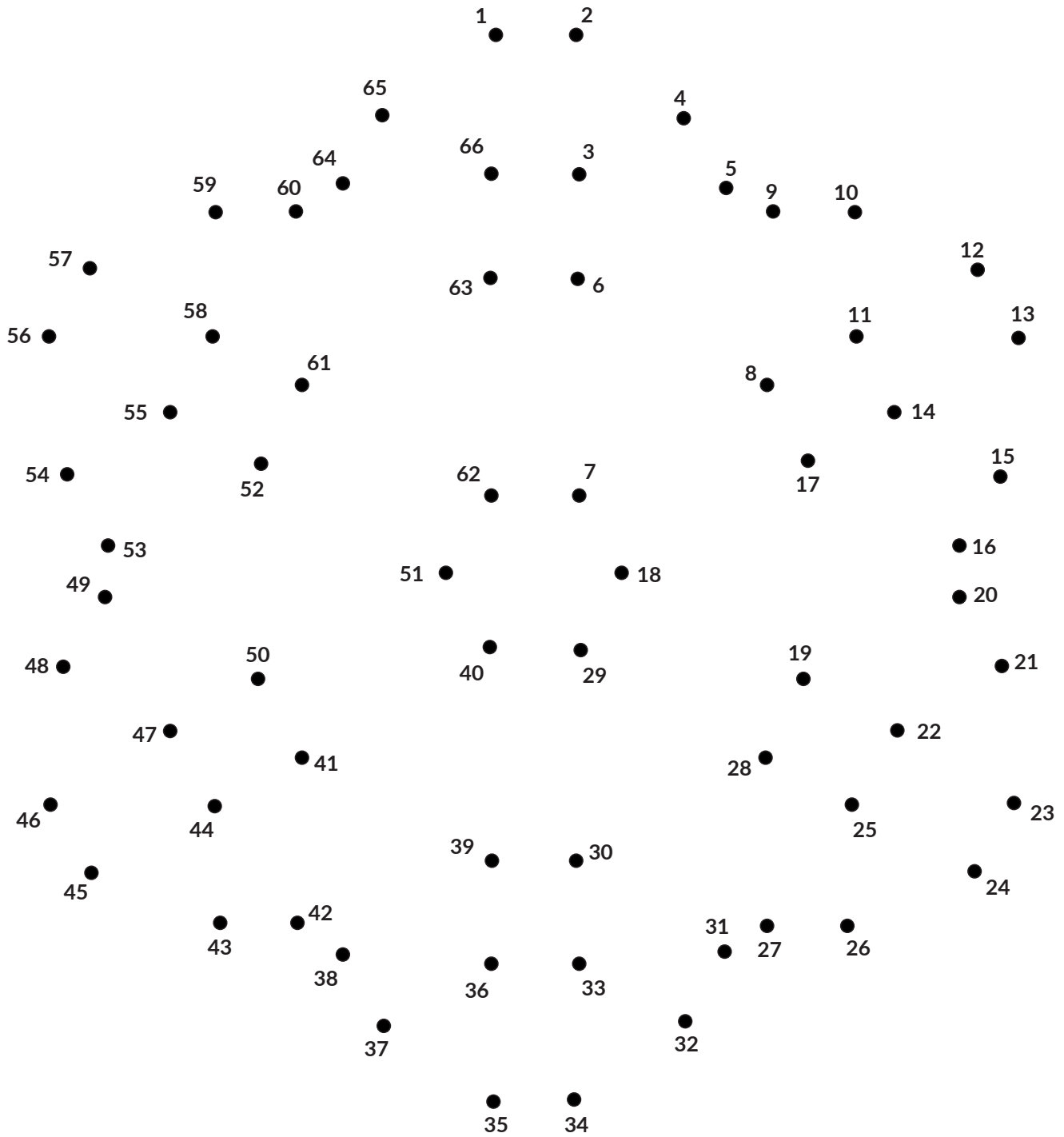


# Color Tiptoe the Reindeer



# Connect the Dots

Connect the dots in numerical order to reveal the "cool" secret picture!



# Holiday Word Search

Can you find the holiday-themed words hidden below? Hint: some words are hidden diagonally, some are backwards and some are both!

T	E	S	O	M	C	T	E	X	D
A	F	V	A	M	U	H	E	I	P
V	I	I	E	N	W	W	L	A	L
T	V	R	G	I	T	G	V	S	Y
F	T	J	S	C	L	A	E	K	A
D	K	H	O	P	E	E	S	C	D
F	E	G	E	E	R	T	B	W	I
Y	A	J	O	L	L	Y	E	I	L
M	T	O	R	S	W	I	D	K	O
B	J	K	S	Y	I	U	U	A	H

BELIEVE

ELVES

GIFT

HOLIDAY

JOLLY

HOPE

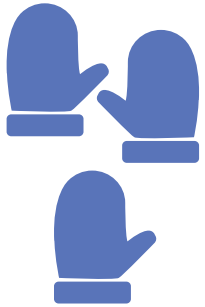
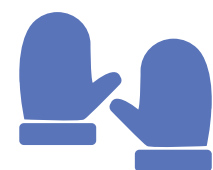
SANTA



TREE

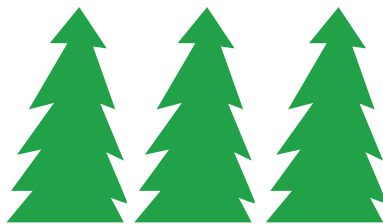

WISH






# Holiday Math Worksheet

 $+$  $=$  \_\_\_\_\_

 $+$  $=$  \_\_\_\_\_

 $-$  $=$  \_\_\_\_\_

 $+$  $+$  $=$  \_\_\_\_\_

# Fill in the Blanks

Cut out the words from the word bank and glue them on the correct lines to complete the sentences below.  
Then, answer the question and write your answer on the lines provided.

During this \_\_\_\_\_, it's a great time to \_\_\_\_\_ back to our community. We can do this by \_\_\_\_\_ food, clothes, and toys to people who are in need. We can also \_\_\_\_\_ our time at a local \_\_\_\_\_. another way is to write a holiday \_\_\_\_\_ letter. Can you think of any other ways we can give back to our community?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

give

donating

volunteer

season

charity

wish

# Acrostic Poem

Let's learn about the word "hope." First, draw a picture of something you hope for. Then, use the word "hope" to create an acrostic poem. An acrostic poem is a poem in which the first letter of each line spells out a word. For this poem, we will be using the letters in the word "hope."



h	<hr/> <hr/> <hr/>
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o	<hr/> <hr/> <hr/>
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p	<hr/> <hr/> <hr/>
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e	<hr/> <hr/> <hr/>
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