



*I wish to have a
Kindergarten Graduation*

Veer, 5
respiratory condition

Make-A-Wish[®]
METRO NEW YORK


**Wishes Are Waiting.
You Can Help.**

**CORPORATE PARTNERSHIP
OPPORTUNITIES**



TABLE OF CONTENTS

Who We Are.....	3
Why Granting Wishes is Relevant Now.....	4
Why Wishes Matter.....	5
What Our Partners Value in Make-A-Wish	6
When You Make Wishes Come True: Corporate Membership Benefits....	7
Wishmaker.....	8
Champions of Hope.....	13
Contact Information.....	19



Who We Are: Make-A-Wish Metro New York



74

Children are diagnosed with a critical illness every day across the U.S.



6

Together, we create wishes for children with critical illnesses in all **five boroughs of New York City and Nassau County**



41

Years that Make-A-Wish has delivered on the promise of hope



30+

Different **languages** were spoken by **Wish Kids** in Metro New York last year



50+

Hospitals and medical centers referred patients to Make-A-Wish Metro New York last year



715

Metro New York **volunteers** made wishes possible last year

Why Granting Wishes is Relevant Now



A partnership with Make-A-Wish will elevate your company's employee engagement and brand while bringing the gift of hope and joy to children right here in our local New York City community.

Transform Your Employee Engagement

Traditional employee engagement approaches are not possible in today's world. At Make-A-Wish, we are redefining employee engagement by bringing wish kids and their courageous stories into your hybrid workplace. Unite your team in a meaningful volunteer opportunity in-person, virtually across time zones or both! We will work with you to customize your experience.

Align with a Top 5 Brand

Partner with a brand that was voted Top 5 "Most Loved Nonprofits" across the following metrics: favorability, trust, community impact and donation consideration according to Morning Consult.

Create a Shared Purpose

More than ever, employees are wanting more out of their organization. By supporting our courageous wish kids, you can create purpose and significance for your team. Inspire your team by granting wishes!

Why Wishes Matter – Wish Alum Rey

Wish Alum Rey “The Drif” Rosa, a street artist in NYC and co-founder of LISA Project NYC, has battled a critical illness since birth and spent much of his childhood in the foster care system. **His wish to visit Walt Disney World® Resort came true in 1999 and helped him “see color again.”** It ignited a fire of creativity within him, and ultimately led to where he is today.

Since our founding in 1983, over 17,000 wishes have been granted in Metro New York, including Rey’s. To learn more about Rey’s inspirational journey and why his wish still matters today, click here:

[Meet Rey "The Drif" Rosa - Street Artist, Wish Alum - YouTube](#)



What Our Partners Value in Make-A-Wish

We are honored to partner with top companies in New York City to make wishes come true. Here are a few testimonials about what our partners value in their Make-A-Wish partnership:

Cerberus Capital Management, LP - *Platinum Champion of Hope*

“It has been a humbling and rewarding 8 years for Cerberus to work with Make-A-Wish. As a corporate partner, we’ve had the opportunity to send off wish kids and families on amazing trips and had a front row seat to the many initiatives Make-A-Wish does to make dreams come true for so many wish kids. Our employees love being a part of our fundraising efforts because they’ve seen the impact every dollar has to put a smile on the faces of so many kids with resilient and beautiful stories. We love being partnered with an organization so dedicated to relentlessly and selflessly serving.”

Kristen Shanley

Vice President, Head of DEI

Cerberus Capital Management

Flatiron Health - *Wishmaker*

“Flatiron Health strives to learn from the experience of every cancer patient, to help improve lives today and tomorrow. Partnering with Make-A-Wish lets us do that on a personal level. We are enriched and humbled by the connections we’ve made with wish kids and their families.”

Jason Atkins

Flatiron Cares Committee Member

Flatiron Health



WHEN YOU MAKE WISHES COME TRUE

We offer the following engagement programs for those companies that financially support wishes, offering best in class **employee engagement, brand and digital presence opportunities** for your company.

I wish to have a Pomsy puppy

Astrid, 12

autoimmune disorder



WISHMAKER

THE TRANSFORMED
EMPLOYEE ENGAGEMENT
EXPERIENCE

The Wishmaker Experience

Make-A-Wish invites your company to join **Wishmaker**, a program that connects your employees directly to wish granting. **With a \$5K minimum donation, this program empowers corporate partners at all giving levels to unite as a corporate community** while directly supporting wishes in Metro New York.

Each step is supported and accomplished to align with your rapidly evolving corporate workplace, helping you to exceed your CSR and employee engagement goals.

Our goal is to bring a shared purpose to your team, helping unite your employees in a new and engaging way.



*I wish to have a dog
named Fluffy*

Shanya, 15
nervous system disorder

Wishmaker Giving Levels

\$5,000 - \$9,999 Annually

EMPLOYEE ENGAGEMENT

- Jumpstart your experience with a virtual planning meeting to review your company goals, timeline and financial commitment.
- Host a Virtual Wish Celebration, directly engaging your team with a wish child as their wish is being granted!
- Access to monthly wish recap including heartwarming and inspiring stories for company-wide distribution.

BRANDING

- Right to use Make-A-Wish Metro New York Proud Supporter logo for one-year term.

I wish to have a cello

Ava, 16
circulatory
disorder



Wishmaker Giving Levels

\$10,000 - \$14,999 Annually

EMPLOYEE ENGAGEMENT

- Help support a child's wish and receive their inspirational story to share with your team. Uniting to grant a wish is an experience your company will remember for years to come! (*Note: Wish story is shared after the wish is granted*)
- Host a Virtual, In-Person or Hybrid Wish Celebration, directly engaging your team with a wish child as their wish is being granted!
- Customized support from a Make-A-Wish staff member.
- Access to monthly wish recap including heartwarming and inspiring stories for company-wide distribution.

BRANDING

- Right to use Make-A-Wish Metro New York Proud Supporter logo for one-year term.



I wish to have a virtual shopping spree

Tre, 7
nervous system disorder

Wishmaker Giving Levels

\$15,000 - \$24,999 Annually

EMPLOYEE ENGAGEMENT

- Access to customized monthly wish recap including heartwarming and inspiring stories for company-wide distribution.
- Opportunity to host an inspirational Make-A-Wish storytelling segment during your upcoming staff meeting, virtual happy hour or town hall with engaging and heartfelt group activities. Our team will provide planning guidance and list of preferred vendors for optional employee appreciation gifts (*Note: Partner is responsible for covering the optional gift cost*).
- Help support a child's wish and receive their inspirational story to share with your team. Uniting to grant a wish is an experience your company will remember for years to come! (*Note: Wish story is shared after the wish is granted*)
- Host a Virtual, In-Person or Hybrid Wish Celebration, directly engaging your team with a wish child as their wish is being granted!
- Customized support from a Make-A-Wish staff member.

BRANDING

- Right to use Make-A-Wish Metro New York Proud Supporter logo for one-year term.

*I wish to have
a treehouse*

Bowde, 5
cancer





CHAMPIONS OF HOPE

THE SIGNATURE CORPORATE
PHILANTHROPIC EXPERIENCE

*I wish to have
a saxophone*

Jon, 15
congenital heart condition

Make-A-Wish.
METRO NEW YORK

The Champion of Hope Experience

As a Make-A-Wish **Champion of Hope**, your annual commitment will help make every wish come true, giving children with critical illnesses experiences of hope and joy when they need it most. **You will join a select group of philanthropic businesses** who help us innovate rapidly to grant wishes in new ways now – and into the future.

Designed as a unique opportunity to connect your company's corporate philanthropic donations to achieving the most heartfelt employee engagement experiences, you will receive high-touch, individualized staff support throughout the year, ensuring that your team is connected to life changing wishes every day, not just during a specific campaign.

Join us as we continue to be a light of hope for today – and tomorrow.



*I wish to have a
room makeover*

Princess, 7
rheumatoid arthritis

Bronze Hope Champion: \$25,000 - \$49,999 *Annually*

EMPLOYEE ENGAGEMENT

- Complimentary one-year membership to the Young Professionals Program for one employee.
- Host a Virtual, In-Person or Hybrid Wish Celebration, directly engaging your team with a wish child as their wish is being granted!
- Help support a child's wish and receive their inspirational story to share with your team. Uniting to grant a wish is an experience your company will remember for years to come! (*Note: wish story is shared after the wish is granted*)
- Access to customized monthly wish recap including heartwarming and inspiring stories for company-wide distribution.
- Opportunity to host an inspirational Make-A-Wish storytelling segment during your upcoming staff meeting, virtual happy hour or town hall with engaging and heartfelt group activities. Our team will provide planning guidance and list of preferred vendors for optional employee appreciation gifts (*Note: Partner is responsible for covering the optional gift cost*).

DIGITAL PRESENCE & MEDIA

- Highlight partnership with (1) post on Make-A-Wish Metro New York's social channels – Facebook, Instagram and LinkedIn– seen collectively by over 12,000 followers (Make-A-Wish staff will work to curate a creative and engaging post. Partner agrees to share on their social media platforms).
- Customized thank you video from Make-A-Wish Metro New York staff members for use in company publications.

BRANDING

- Right to use Make-A-Wish Metro New York Champion of Hope designation and logo for one-year term, exclusively available to corporate sponsors of the Champion of Hope program.

Silver Hope Champion: \$50,000 - \$74,999 *Annually*

EMPLOYEE ENGAGEMENT

- **Customized impact story, focused on a category of wishes or part of the wish process that your company has contributed to throughout your annual commitment (Example: Your company supports all shopping spree wishes for one year).**
- **Option to invite a wish alum ambassador to join your storytelling segment to share first-hand the impact of their wish.**
- **Complimentary one-year membership to the Young Professionals Program for two employees.**
- Host a Virtual, In-Person or Hybrid Wish Celebration, directly engaging your team with a wish child as their wish is being granted!
- Access to customized monthly wish recap including heartwarming and inspiring stories for company-wide distribution.
- Opportunity to host an inspirational Make-A-Wish storytelling segment during your upcoming staff meeting, virtual happy hour or town hall with engaging and heartfelt group activities. Our team will provide planning guidance and list of preferred vendors for optional employee appreciation gifts (*Note: Partner is responsible for covering the optional gift cost*).

DIGITAL PRESENCE & MEDIA

- Highlight partnership with (1) post on Make-A-Wish Metro New York's social channels – Facebook, Instagram and LinkedIn– seen collectively by over 12,000 followers (Make-A-Wish staff will work to curate a creative and engaging post. Partner agrees to share on their social media platforms).
- Customized thank you video from Make-A-Wish Metro New York staff members for use in company publications.

BRANDING

- Right to use Make-A-Wish Metro New York Champion of Hope designation and logo for one-year term, exclusively available to corporate sponsors of the Champion of Hope program.

Gold Hope Champion: \$75,000-\$99,999 *Annually*

EMPLOYEE ENGAGEMENT

- **Opportunity to organize a virtual wish reveal – Make-A-Wish will share with your company the name, age and wish of a local child whose wish will soon be granted. The rest is up to your team’s imagination! Our team will assist you throughout the process to ensure a fun and inspiring experience for your team.**
- **Complimentary one-year membership to the Young Professionals Program for five employees.**
- Customized impact story, focused on a category of wishes or part of the wish process that your company has contributed to throughout your annual commitment (*Example: Your company supports all shopping spree wishes for one year*).
- Access to customized monthly wish recap including heartwarming and inspiring stories for company-wide distribution.
- Opportunity to host an inspirational Make-A-Wish storytelling segment during your upcoming staff meeting, virtual happy hour or town hall with engaging and heartfelt group activities. Our team will provide planning guidance and list of preferred vendors for optional employee appreciation gifts (*Note: Partner is responsible for covering the optional gift cost*).
- Option to invite a wish alum ambassador to join your storytelling segment to share first-hand the impact of their wish.

DIGITAL PRESENCE & MEDIA

- **Thank you letter from a wish child for use in company publications.**
- Highlight partnership with (1) post on Make-A-Wish Metro New York’s social channels – Facebook, Instagram and LinkedIn – seen collectively by over 12,000 followers (Make-A-Wish staff will work to curate a creative and engaging post. Partner agrees to share on their social media platforms).
- Customized thank you video from Make-A-Wish Metro New York staff members for use in company publications.

BRANDING

- Right to use Make-A-Wish Metro New York Champion of Hope designation and logo for one-year term, exclusively available to corporate sponsors of the Champion of Hope program.

Platinum Hope Champion: \$100,000+ *Annually*

EMPLOYEE ENGAGEMENT

- **Option to invite a celebrity wish ambassador to join your storytelling segment to share first-hand the impact of a wish.**
- **Complimentary one-year membership to the Young Professionals Program for ten employees.**
- Opportunity to organize a virtual wish reveal – Make-A-Wish will share with your company the name, age and wish of a local child whose wish will soon be granted. The rest is up to your team's imagination! Our team will assist you throughout the process to ensure a fun and inspiring experience for your team.
- Customized impact story, focused on a category of wishes or part of the wish process that your company has contributed to throughout your annual commitment. *Example: Your company supports all shopping spree wishes for one year.*
- Opportunity to host an inspirational Make-A-Wish storytelling segment during your upcoming staff meeting, virtual happy hour or town hall with engaging and heartfelt group activities. Our team will provide planning guidance and list of preferred vendors for optional employee appreciation gifts (*Note: Partner is responsible for covering the optional gift cost*).
- Access to customized monthly wish recap including heartwarming and inspiring stories for company-wide distribution.

DIGITAL PRESENCE & MEDIA

- **Celebrate the launch of your partnership with a highlight of your support on the Make-A-Wish Metro New York blog with a distribution of 28K supporters (one-time only and guaranteed within six months of partnership commitment).**
- Thank you letter from a wish child for use in company publications.
- Highlight partnership with (1) post on Make-A-Wish Metro New York's social channels – Facebook, Instagram and LinkedIn – seen collectively by over 12,000 followers (Make-A-Wish staff will work to curate a creative and engaging post. Partner agrees to share on their social media platforms).
- Customized thank you video from a wish child and Make-A-Wish Metro New York staff members for use in company publications.

BRANDING

- Right to use Make-A-Wish Metro New York Champion of Hope designation and logo for one-year term, exclusively available to corporate sponsors of the Champion of Hope program.



*I wish to
be a superhero*

Kaheem, 6
cancer

Thank You!

We look forward to speaking with your team
about these partnership opportunities.

Thank you for being a hero for our kids!

Colleen Lee
Director, Corporate Relations
P: (770) 241-1416
E: clee@metrony.wish.org

Make-A-Wish Metro New York
500 Fifth Ave, Suite 2900
New York, NY 10110