

# KIDS FOR WISH KIDS® PROGRAM TOOLKIT

## In this toolkit:

Make-A-Wish® Facts

Kids For Wish Kids Overview

Steps For Success

Wish Week<sup>SM</sup> Guide

Fundraising Ideas

Brand Guidelines

Frequently Asked Questions

Corporate Partners

Fundraising Form

Make-A-Wish®  
**KiDS**  
FOR WISH KIDS®



# ABOUT MAKE-A-WISH CENTRAL & WESTERN NC

## The Story of Make-A-Wish Central & Western North Carolina

In 1980, a seven-year-old leukemia patient named Chris Greicius realized his lifelong dream to become a police officer. Many of those volunteers responsible for fulfilling Chris' wish wanted to do the same for other children with critical illnesses. Thanks to Chris' inspiration and joyous spirit, his volunteers and loving family created Make-A-Wish®, an organization that now serves families around the world.

Make-A-Wish® Central and Western North Carolina was founded in 1985 by Dr. Jerry Clark, an orthodontist in Greensboro, and the Nat Greene Kiwanis Club of which he was a member, in memory of his wife. We were the first chapter in North Carolina, and now cover 51 counties, from Alamance westward. Our chapter's first wish was granted in 1985 to an 8-year-old boy named Jason. Jason's one true wish was to meet his favorite football player, Miami Dolphins Quarterback Dan Marino.

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

### Types of Wishes



#### *I wish to go...*

Domestic or international destinations, or most popularly, Walt Disney World® Resort



#### *I wish to have...*

A shopping spree, a playhouse, a room makeover, a computer or other electronics



#### *I wish to meet...*

A favorite music, sports, TV or movie celebrity or a public figure



#### *I wish to be...*

A superhero, model, princess or anything that lives in the depths of a child's imagination



#### *I wish to give...*

Toys to cancer patients or instruments to a school band

- Make-A-Wish Central & Western North Carolina has granted over 4,720 wishes since 1985.
- In 2018, Make-A-Wish CWNC granted 385 wishes.
- Children who qualify for a wish are between the ages of 2 ½ and 18 and have been diagnosed with a critical illness by their doctor. They are not necessarily terminal; in fact, many wish kids overcome their critical illnesses and go on to lead strong, healthy lives.
- Research shows children who have wishes granted can build the physical and emotional strength they need to fight a critical illness.
- Every referred child who qualifies is granted a wish. A family's socioeconomic status is never a factor in determining eligibility and the family is always included in the wish.
- Wishes are funded from individual donations, special events, corporate donations and sponsorships, workplace giving donations, foundation grants, and Kids For Wish Kids. Frequent flier miles and used vehicles are also accepted as donations.
- Of every dollar received, 81 cents goes towards granting wishes.
- Make-A-Wish Central & Western North Carolina is part of the largest wish-granting charity in the world, with 60 chapters in the United States and its territories, and 41 international affiliates on 5 continents.

# KIDS FOR WISH KIDS OVERVIEW

## What is Kids For Wish Kids?

Kids For Wish Kids is a custom-tailored fundraising program that provides local schools and youth organizations the opportunity to engage in philanthropy and service activities to help grant the wishes of local children with critical illnesses.

Kids For Wish Kids encourages community service, leadership, volunteerism and teamwork. It helps to build school spirit and creates partnerships outside of the classroom while providing a hands-on experience for students to help raise funds to grant central & western North Carolina wishes.

“It was an opportunity for the student body to come together in a different kind of unity; one that not only changed somebody else’s life but impacted our lives as well.”

- Gateway High School student

**Who?** YOU! You can make a difference! This program is specifically designed to engage kids K-12 to help grant the wishes of local kids with critical illnesses.

**What?** Help grant wishes! Kids and teens create ideas for fundraisers and then organize and manage that fundraiser from start to finish in order to raise money to grant wishes of local kids.

**Where?** Anywhere! Engage your school community, local sports team or youth group to help you host your fundraiser.

**When?** Anytime! The options are endless. Often “when” is determined by the “what.” First determine the right fundraiser and then determine when it is best held.

**Why?** Help make wishes come true for kids with critical illnesses, all while learning valuable life skills!

## Join the movement!

Make-A-Wish Central & Western North Carolina works with schools and student groups throughout the year with Wishmakers On Campus and Kids For Wish Kids programs. **You too can be a part of something incredible!** Fill out the form in the back of this toolkit to start your fundraiser today!

# FUNDRAISING IDEAS

**Creativity is the name of the game!**  
**Use one of these top fundraising ideas or create your own.**

**A-Thons** - Host a jump rope-a-thon, dance-a-thon, walk-a-thon, read-a-thon. The sky is the limit! All participants encourage their friends and family to make pledges for each lap they run, minute they jump, etc.

**Cash for 'stache**- Male teachers are encouraged to grow out their facial hair and solicit donations from students to determine how they will shave their facial hair.

**Cut the Line** - Students pay \$5 to move to the front of the lunch line.

**Dress Down Day or Hat Day** - Students pay \$1 to wear casual clothes or a hat to school.

**Make it Stop** - Play an annoying song during passing period until you've reached a specific fundraising goal.

**Movie Night** - Show a movie in the auditorium or on the football field for a suggested donation of \$5 / attendee. Take it to the next level by offering candy and popcorn for an additional donation.

**Penny Stall** - Students are encouraged to bring as much change as possible to one particular class period. The teacher isn't allowed to start class until he or she has hand counted all the change!

**Penny Wars** - Each grade level competes against each other to collect the most pennies. Students are encouraged to put nickels, dimes and quarters in another grade's container to get the corresponding amount of pennies subtracted from their total count! The winning grade level gets a prize.

**Host a Giveaway**- What can you give away that wouldn't cost anything but students would love? Prom tickets, yearbooks, an exclusive parking spot, season football or basketball tickets.

**Recipe Book** - Have students contribute family recipes and create one school-wide recipe book. Sell the book to parents and community members.

**T-Shirt Sales** - Create a unique t-shirt for your fundraising event to encourage Make-A-Wish spirit and comradery. The back of the t-shirt is a great place for sponsors to promote their logos. Make sure to run the design by your Make-A-Wish contact before printing!

**Teacher Talent Show** - Have the teachers come up with skits or talents that they can perform and charge admission for students to attend.

**Wish Wall** - Sell Make-A-Wish stars and create a wonderful visual of support by hanging the stars around the school. You could also turn this into a fun classroom competition and give a prize to the class who sells the most stars.

# STEPS FOR SUCCESS

## Follow the checklist below to ensure the most successful fundraiser!

- Read the toolkit and submit the fundraising form** - Completed forms can be emailed to Emily Gibson at [egibson@nc.wish.org](mailto:egibson@nc.wish.org)
- Choose an activity** - For ideas, reference the list of fundraisers in this toolkit. Choose from the list or come up with your own.
- Schedule a brainstorming meeting with your Make-A-Wish contact** - We are here to help! During this meeting or phone call, you can request Make-A-Wish supplies, banners, and the logo for use during your fundraising efforts. We can also set up an online fundraising page.
- Plan your fundraiser** - Don't hesitate to reach out to your Make-A-Wish contact with any questions on logistics! Make sure to send all promotional material, t-shirt designs and a final fundraising schedule to your Make-A-Wish contact for approval.
- Promote your fundraiser** - Please reference the Brand Guidelines on page 7 for accurate marketing verbiage. Make sure to advertise your events in a variety of ways! Get creative to ensure everyone knows about each opportunity to support your efforts.
  - Create flyers and other promotional materials. (Don't forget to get this approved by your Make-A-Wish contact!)
  - Schedule a school-wide announcement or assembly.
  - Email parents, friends and family to request their support.
  - Invite your feeder schools to support your efforts.
  - Post all events on social media.
- Host an amazing fundraiser** - Once you have reached the \$6,000 level, notify your Make-A-Wish contact to coordinate a representative to attend, speak on behalf of the organization and thank attendees for their support.
  - Make sure to photograph the festivities and share those photos with your Make-A-Wish contact. We want to celebrate with you and see the success of your efforts!
  - Say thank you often! Thank your volunteers, donors, and any parents who are involved.
- Celebrate your success!** - Congratulations! Well done! Thank you for your support!  
Just a few more things to do...
  - Write thank you notes to major donors and volunteers. We recommend sending to your \$500+ donors/sponsors.
  - Mail your donation check, made out to Make-A-Wish, within 30 days to the Make-A-Wish Central & Western North Carolina office at 217 E Tremont Ave, Charlotte, NC 28203
  - Don't forget to send event photos to your Make-A-Wish contact.
  - Awesome job! Thank you for helping to grant wishes.

# WISH WEEK



Wish Week is one of the most popular fundraising events held by schools. It is a week's worth of fundraising, made up of daily activities.

Wish Weeks can happen anytime; although they often culminate around an already existing event, such as homecoming or prom. Choose a time that will engage the most participation from your school!

## Sample Wish Week Schedule

**Monday** - Opening Assembly with Miracle Minute, Pajama Day and Restaurant Night

**Tuesday** - Dodgeball Tournament and Tourist for a Day

**Wednesday** - Movie Night in the Gym, Hat Day and Restaurant Night

**Thursday** - Teacher Talent Show and Beach Day

**Friday** - Closing Assembly with Miracle Minute and final check presentation, Spirit/Wish Week T-shirt!



“Wish Week was one of the most memorable parts of high school and something everybody always looked forward to. No matter what people were going through, Wish Week was a humble reminder of the importance that everyone should come together and focus on something much greater.”

- Chaparral High School student

# BRANDING GUIDELINES

## Make-A-Wish Name & Logo

Like any other corporation – Coca Cola, McDonald’s, Walmart, Target, Ford, etc. the Make-A-Wish name and logo are federally registered trademarks, and Make-A-Wish has rules for the proper usage 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.***

Thank you for helping raise awareness about the important mission of Make-A-Wish by using the trademarks (including name and logo) in a way that is consistent with the organization’s branding standards provided below:

### Trademark Guidelines:

- Please note that “Make-A-Wish” is spelled with a capital “A” and hyphens between the words.  
**Correct: Make-A-Wish®**                      Incorrect: Make a Wish
- The logo may not be altered in font, color, configuration or position. (Contact staff for official logo!)
- The superscripted registration ® symbol must appear next to each trademark.
- The name should never be altered for a specific event (i.e. “Bake a Wish”).
- Never use “Make-A-Wish” in a sentence (i.e. Help us make a wish come true. Instead, say “grant” or “fulfill” a wish).
- You may also use *share the power of a wish®* as long as the text is italicized and has the registered trademark included.
- There are three appropriate colors that may be used to display the logo: Black / White / Make-A-Wish Blue



Make-A-Wish Blue  
PMS 2935 C  
C100 / M52 / Y0 / K0  
R0 / G87 / B184  
HEX #0057B8

### Publicity Guidelines:

Focus on the positive! **Never use words like “terminally ill” or “dying,”** as many, if not most wish kids, do not have a terminal condition. These labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses. Many wish children are able to beat their illnesses, and we believe in the importance of keeping a positive mindset.

### When in doubt – reach out!

Make-A-Wish is excited to partner with you to ensure that your Wishmakers On Campus experience is rewarding!

**Emily Gibson**  
Community Development Director  
egibson@nc.wish.org  
Direct: 704.339.0334 x229

# FREQUENTLY ASKED QUESTIONS

**Can we set up an online fundraiser?** Yes, your Make-A-Wish contact will be able to assist you in setting up your fundraising page. We ask that no other outside online fundraising platforms be used.

**What do I do with the cash from my fundraiser?** All cash raised should be collected and given to pre-designated individuals from the school or organization.

Typically, Wishmakers On Campus participants will submit one check after totaling all donation efforts. The event organizer should deposit the coins and send the funds to the Make-A-Wish Central & Western North Carolina office in the form of a check within 30 days of the conclusion of the campaign.

**May we open a bank account to cash checks made payable to Make-A-Wish Central & Western North Carolina?** No; in the event that you receive checks made out directly to Make-A-Wish, we ask that you please forward those immediately to the office address below:

Make-A-Wish Central & Western North Carolina  
217 E Tremont Ave  
Charlotte, NC 28203

Supporters who make checks out to Make-A-Wish Central & Western North Carolina will receive a written or emailed tax acknowledgement. If a donor requests a tax receipt, please encourage them to write a check directly to Make-A-Wish Central & Western North Carolina.

**Can Make-A-Wish secure sponsorship?** No, Make-A-Wish is responsible for procuring sponsorship as well as in-kind goods and services for its internal fundraisers and for wish granting purposes only.

**Who should we avoid contacting to support our fundraiser?** You may not approach any organization outside of the Make-A-Wish chapter's territory.

Please check with your Make-A-Wish contact if you are planning to solicit sponsors. This will help to ensure that we are not duplicating solicitation efforts.

**Will Make-A-Wish solicit individuals who make donations?** Donors who provide their physical address or email address will be included in Make-A-Wish's mailing list, unless otherwise instructed. Donors may receive Make-A-Wish newsletters, annual mailing appeals, invitations to special events or emails.

**Does Make-A-Wish telemarket?** As a matter of national policy, Make-A-Wish DOES NOT engage in telemarketing or door-to-door solicitation and therefore a fundraiser held in conjunction with the Make-A-Wish name may not include these types of solicitation.



# FUNDRAISING FORM

The goal of the Kids For Wish Kids program is to empower K-12 youth to make a difference in the lives of other kids. Tell Make-A-Wish Central & Western North Carolina more about your fundraising idea/activity by completing and submitting the form below to [Dana Nobles, dnobles@nc.wish.org](mailto:Dana.Nobles@nc.wish.org).  
Thank you for your support of Make-A-Wish Central & Western North Carolina!

Please note this form may only be submitted by teachers or school administrators, leaders of community youth groups, parents or children age 13 and older.

School/Organization: \_\_\_\_\_ GroupName: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Advisor/PrimaryContact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

StudentContact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Please briefly describe the fundraiser: \_\_\_\_\_

Date, time and location(s) of fundraiser: \_\_\_\_\_

Assembly Date/Time (if applicable): \_\_\_\_\_

Estimated # of participants: \_\_\_\_\_ Estimated donation: \_\_\_\_\_

Estimated date donation will be received: \_\_\_\_\_ Estimated Cost of Fundraiser: \_\_\_\_\_

What resources, if any, do you need from Make-A-Wish? \_\_\_\_\_

Will you be working with any Feeder Schools to support your fundraising efforts? Please list here: \_\_\_\_\_

How did you hear about the Kids For Wish Kids program? \_\_\_\_\_

# We have read and agree to follow the below Kids For Wish Kids Fundraising Rules:

- Make-A-Wish does not allow door-to-door or telephone solicitations.
- In order to help protect the Make-A-Wish brand, please be careful when using the Make-A-Wish name and logo. For example, remember that “Make-A-Wish” is spelled with a capital “A” and with hyphens (not “Make a Wish”). Please also note that our swirl, name and star logo may not be altered in any way, i.e. do not change the logo to read “Make-A-Cake” or “Bake-A-Wish” if your school is conducting a cake walk or bake sale.
- Please do not refer to wish children as “terminally ill” or “dying” as these labels can instill a sense of defeat and can be counterproductive as wish kids fight to overcome their illness. Many wish children are able to beat their critical illnesses, and we believe in the importance of keeping a positive mindset.
- Please keep careful track of money you raise and send funds directly to **Make-A-Wish Central & Western North Carolina 217 E Tremont Ave, Charlotte, NC 28203**, within 30 days of your fundraiser. Please include your school name or organization in the memo line so the donation can be credited to your fundraiser.
- If you are going to advertise your fundraising efforts outside of the school community or contact local businesses for sponsorships, it is important that you coordinate this in advance with the Make-A-Wish Central & Western North Carolina office.
- You are raising funds to help grant the wishes of local children with critical illnesses. Sharing wish information with student groups is simply a way for students to personalize their fundraising efforts. Please advertise that you’re “fundraising for Make-A-Wish Central & Western North Carolina, to help grant wishes for kids like Claire”, instead of “fundraising to grant Claire’s wish”.
- With the use of the term Wish Week or the Make-A-Wish Central & Western North Carolina name, 100 percent of the proceeds from your fundraising efforts must be donated to Make-A-Wish.
- If you plan to use the Kids For Wish Kids or Make-A-Wish logo in any public facing documents, please send associated materials to your Make-A-Wish contact prior to distribution.

If you have any questions, please contact Emily Gibson at (704) 339-0334.

## PROPOSED BY

Teacher/Advisor Name:

\_\_\_\_\_  
Signature:

\_\_\_\_\_  
Date:

## APPROVED BY

Make-A-Wish Staff Member:

\_\_\_\_\_  
Signature:

\_\_\_\_\_  
Date:

**Thank you for your support! We couldn't grant wishes without you!**