



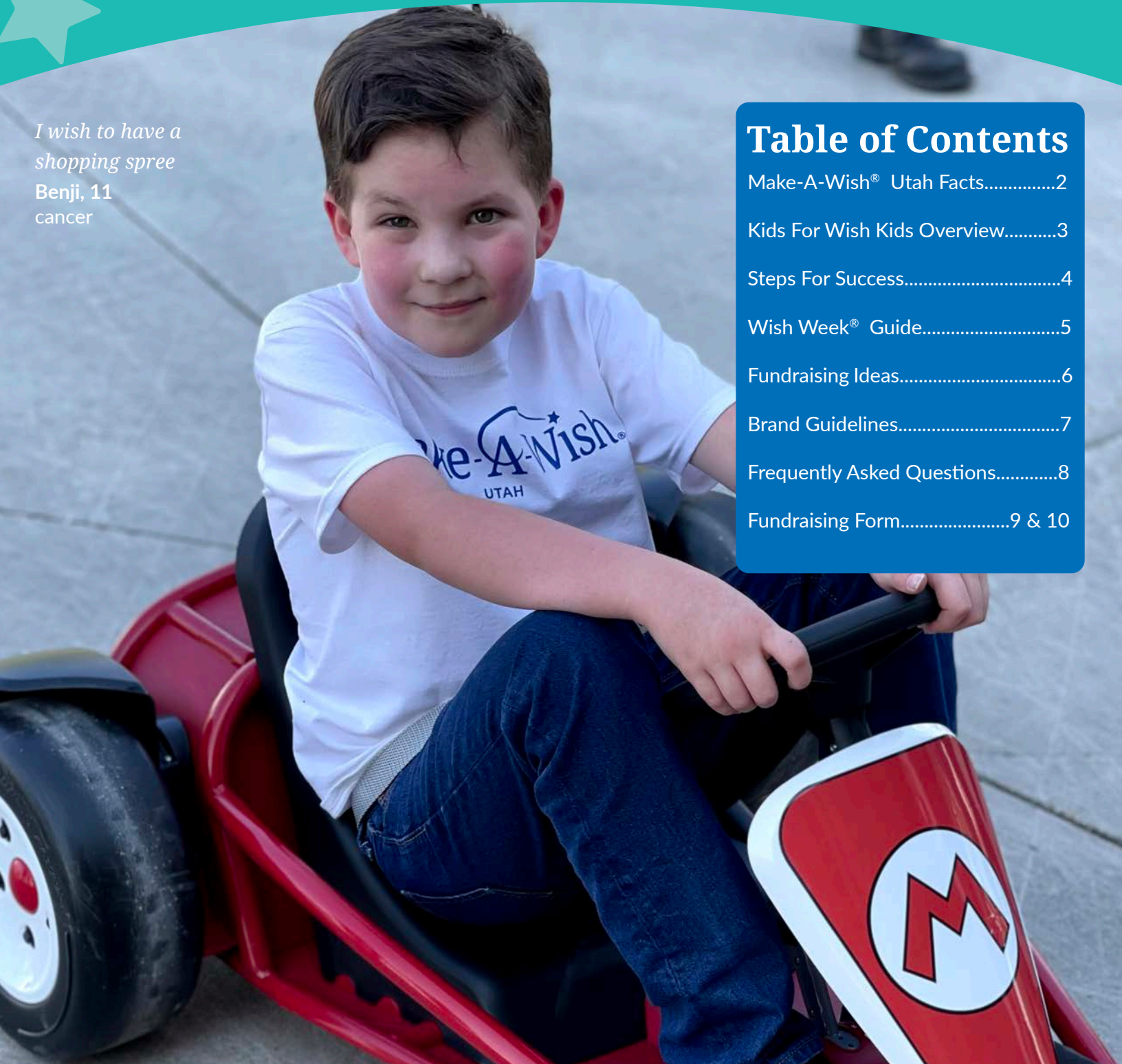
# PROGRAM TOOLKIT

*I wish to have a shopping spree*

Benji, 11  
cancer

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# MAKE-A-WISH UTAH FACTS

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 Utah has granted over 4,000 wishes since 1985.
- 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, 79 cents goes towards granting wishes.
- Make-A-Wish Utah is part of the largest wish-granting charity in the world, with 59 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?

The goal of Kids For Wish Kids is to engage students in fundraising initiatives in order to create more life-changing wishes for Utah children with critical illnesses.

We empower students with the opportunity to lead and make significant impact in their school and community. Students learn the importance of giving back and see firsthand how their efforts can positively impact the lives of others. We find these students are surprised by how much fun they have supporting a cause bigger than themselves, how easy it is to make a difference and how their efforts bring the entire student body together.

“Our whole school benefited from partnering with Make-A-Wish Utah. We thought we did a lot for our wish kid partner, but she did more for us.”

- Service SBO, Salem Hills High

**Who?** You! What if you could be a part of changing the outcome of someone’s illness? It’s possible with Kids For Wish Kids. Kids of all ages are encouraged to join the movement and be the champion for other kids who often don’t have the strength to fight.

**What?** Make significant impact in your school and community! Brainstorm fundraising ideas, create action plans and manage the efforts from start to finish, all while raising money to create life-changing wishes for children with critical illnesses.

**Where?** All funds raised stay here in Utah to help local families in our community. The events can be held anywhere! Partner with 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?** Wishes matter and wishes are waiting. Since the pandemic began, Make-A-Wish is seeing a record number of wish kids to be waiting for their wish and costs for a wish are increasing. Your support will allow us to deliver life-changing wishes at a greater rate than ever before and will ensure no child has to wait even one unnecessary day to experience the life-changing power of a wish.

# 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 your Make-A-Wish contact, Cami Christensen at [cchristensen@utah.wish.org](mailto:cchristensen@utah.wish.org). You may also fax her at (801) 262-1294.
- Choose an activity** - For ideas, reference the list of fundraising ideas on page 6 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! At this meeting you can request Make-A-Wish supplies, banners and the logo for use during your fundraising efforts.
- 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 prior to printing!***
- 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** - Your Make-A-Wish contact is happy to coordinate a speaker to attend your event(s), speak about the organization and thank the 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 Utah, within 30 days to the Make-A-Wish Utah office at 771 E Winchester St., Murray, UT 84107
  - Send event photos to your Make-A-Wish contact.
  - Know that we couldn't do this without you!

# 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 various activities. Wish Week can happen anytime; although it often culminates around an already existing event, such as homecoming, prom or a rival sports game. Choose a time that will encourage 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 Day/Wish Week T-shirt!



“We hosted an amazing wish kid who lives near our school. It was so great to see how happy she was, and to interact with her. She was more than just a kid with leukemia. She was our neighbor.”

-SBO President, Box Elder High

# FUNDRAISING IDEAS

**Be creative! Use these 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.

**Virtual Wish Week-** Host an online fundraising campaign similar to your typical Wish Week, just online!

**Wish Wall-** Sell Make-A-Wish stars (provided by Make-A-Wish Utah) for \$1 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.

# BRANDING GUIDELINES

|            |  |
|------------|--|
| Blue       | <b>PMS 2935 C</b><br>C100 / M52 / Y0 / K0<br>R0 / G87 / B184<br>HEX #0057B8            |
| Teal       | <b>PMS 2398 C</b><br>C71 / M0 / Y36 / K0<br>R0 / G186 / B179<br>HEX #0057B8            |
| Light Blue | <b>PMS 2905 C</b><br>C45 / M1 / Y0 / K1<br>R141 / G200 / B232<br>HEX #8DC8E8           |
| Red        | <b>PMS 178 C</b><br>C0 / M70 / Y58 / K0<br>R255 / G88 / B93<br>HEX #FF585D             |
| Orange     | <b>PMS 1365 C</b><br>C0 / M34 / Y76 / K0<br>R255 / G181 / B73<br>HEX #FFB549           |
| Yellow     | <b>PMS 1215 C</b><br>C0 / M6 / Y53 / K0<br>R251 / G216 / B114<br>HEX #FBD872           |
| Dark Gray  | <b>PMS Cool Gray 9 C</b><br>C30 / M22 / Y17 / K57<br>R117 / G120 / B123<br>HEX #75787B |
| Light Gray | <b>PMS Cool Gray 4 C</b><br>C12 / M8 / Y9 / K23<br>R187 / G188 / B188<br>HEX #BBBCBC   |



The logo may ONLY be Blue, Black or White.

The logo may NOT be cropped or altered in any way.

**Incorrect:**



“Make-A-Wish” is spelled with a capital “M” “A” and “W” and has hyphens between the words.

**Correct: Make-A-Wish® Utah**

**Incorrect: Make a Wish Utah**

The superscripted ® symbol must appear on the first and/or most prominent usage of Make-A-Wish.

The name should never be altered for a specific event.

**Correct: Delicious Wishes**

**Incorrect: Bake a Wish**

Never use “Make-A-Wish” as a verb or noun.

**Correct: Help us grant wishes!**

**Incorrect: Help us make a wish come true.**

**Correct: Johnny had his wish experience...**

**Incorrect: Johnny had his Make-A-Wish...**

## Make-A-Wish Mission

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

Never use words like “terminally ill” or “dying,” as many, if not most wish kids overcome their illnesses and go on to lead strong, healthy lives.

**When in doubt – reach out!**

Contact [cchristensen@utah.wish.org](mailto:cchristensen@utah.wish.org) or [kditommaso@utah.wish.org](mailto:kditommaso@utah.wish.org) with any questions about the logo or branding.

# FREQUENTLY ASKED QUESTIONS

**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, Kids For Wish Kids 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 Utah 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 Utah?** 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 Utah  
771 E. Winchester St.  
Murray, UT 84107**

Supporters who make checks out to Make-A-Wish Utah 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 Utah.

**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 will provide you with a URL and QR code specific to your campaign.

**Can Make-A-Wish secure sponsorship for my event?** No, Make-A-Wish is responsible for procuring sponsorship and 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 – (outside of Utah).

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 Utah more about your fundraising idea/activity by completing and submitting the form below to Cami Christensen at [cchristensen@utah.wish.org](mailto:cchristensen@utah.wish.org).

*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: \_\_\_\_\_ Group Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Advisor/Primary Contact Name: \_\_\_\_\_

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

Student Contact Name: \_\_\_\_\_

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

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

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

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

Will these efforts be:  In-Person  Virtual  Hybrid

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? \_\_\_\_\_  
\_\_\_\_\_

Would you like an online fundraising page set up?  Yes  No

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? \_\_\_\_\_

Please list general availability for a meeting with your Make-A-Wish contact (dates/time): \_\_\_\_\_

# 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 name and logo may not be altered in any way, i.e. do not change the name or 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 Utah 771 E. Winchester St., Murray UT, 84107** 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 Utah office.
  - You are raising funds to help grant the wishes of Utah 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 Utah, 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 Utah name, 100 percent of the proceeds from your fundraising efforts must be donated to Make-A-Wish Utah.
  - 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 Cami Christensen at [cchristensen@utah.wish.org](mailto:cchristensen@utah.wish.org) or call (801) 305-1932.

## PROPOSED BY

Teacher/Student Name:

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Signature:

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Date:

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## APPROVED BY

Make-A-Wish Staff Member:

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Signature:

---

Date:

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to make the future **brighter**.

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**Student Rewards**.

[chartway.com](https://chartway.com)



Proud sponsor of the Kids  
for Wish Kids® Program.

