



Make-A-Wish®
TEXAS GULF COAST AND LOUISIANA

KiDS
FOR WISH KIDS®

PROGRAM TOOLKIT

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MAKE-A-WISH OVERVIEW

Make-A-Wish traces its inspiration to 7-year-old Chris Greicius, a child with leukemia who wished to be a police officer. In 1980, a group of caring individuals came together and made his wish come true. The impact of Chris' wish was felt throughout his community and was the inspiration for what is now Make-A-Wish. Little did he know that his wish would create a movement that would transform millions of lives. As the largest wish-granting organization in the world, Make-A-Wish has granted hundreds of thousands of wishes to children battling critical illnesses.

MISSION

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

FAST FACTS

- ★ Children who qualify for a wish are between the ages of 2.5 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.
- ★ 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.

WISH TYPES



I WISH TO GO



I WISH TO BE



I WISH TO MEET



I WISH TO HAVE



I WISH TO GIVE

DID YOU KNOW?

100% OF

MEDICAL PROVIDERS

report that the wish experience improves a child's -- and their own -- emotional well-being.

9 OUT OF 10

WISH KIDS

reported that they felt more joyful, confident and hopeful for their future.

8 OUT OF 10

WISH KIDS

report that their wish gave them the strength to fight their critical illnesses.

8 OUT OF 10

WISH PARENTS

saw that the wish experience gave their child a stronger sense of empowerment.

9 OUT OF 10

MEDICAL PROVIDERS

say a wish increases compliance with treatment.

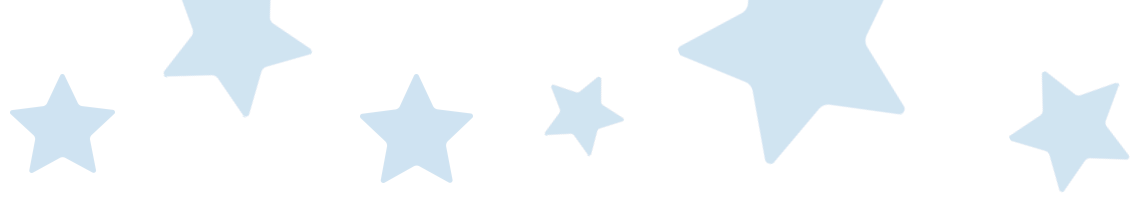
8 OUT OF 10

WISH PARENTS

say a child's wish experience serves as a coping mechanism during treatment.

12625 SOUTHWEST FREEWAY STAFFORD, TX 77477 | 281.491.9474

TEXGULF.WISH.ORG | @MAKEAWISHTEXASGULFLOUISIANA



KIDS FOR WISH KIDS® OVERVIEW

The goal of Kids For Wish Kids is to engage students in fundraising initiatives in order to create more life-changing wishes for children with critical illnesses in the Texas Gulf Coast and Louisiana region.

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.

WHO

You! You could play a part in Make-A-Wish Texas Gulf Coast and Louisiana's life-changing work! Kids of all ages are encouraged to join us and make a difference in the lives of kids in our community.

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.

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.

WHERE

All funds raised stay here in the Texas Gulf Coast and Louisiana region 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.

WHY

Wishes matter and wishes are waiting! 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 receive a wish full of hope, joy and transformation. Because no matter the circumstances, every child deserves a childhood.

JOIN THE MOVEMENT

Make-A-Wish Texas Gulf Coast and Louisiana has a goal to grant 575 wishes this year. Wishes replace a child's fear with confidence, sadness with joy and anxiety with hope. Wishes give children renewed energy and strength, bring families closer together and unite communities.

Fill out the form in the back of this toolkit to start your fundraiser and help make more wishes come true. Visit bit.ly/WishWeekVideo to see this incredible program in action!





STEPS TO SUCCESS

1 READ THE TOOLKIT & SUBMIT THE FUNDRAISING FORM

Completed forms can be emailed to your Make-A-Wish contact:
Madison Montgomery: mmontgomery@texgulf.wish.org

2 SCHEDULE A BRAINSTORM MEETING WITH YOUR MAKE-A-WISH CONTACT

We are here to help! At this meeting you can request Make-A-Wish supplies and the logo for use during your fundraising efforts.

3 FINALIZE YOUR FUNDRAISING PLAN

Check out page 6 and 7 of this toolkit for some awesome fundraising ideas to get you started! Don't hesitate to reach out to your Make-A-Wish contact with any questions on logistics.

4 PROMOTE YOUR FUNDRAISER

Please reference the Brand Guidelines on page 9 and be sure to send all promotional materials, t-shirt designs and a final fundraising plan to your Make-A-Wish contact for approval prior to printing. Ensure everyone knows about all opportunities to support your efforts!

5 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.

6 CELEBRATE YOUR SUCCESS

Congratulations and 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 Texas Gulf Coast and Louisiana, within 30 days to:
Make-A-Wish Texas Gulf Coast and Louisiana
12625 Southwest Freeway
Stafford, TX 77477
- Send event photos to your Make-A-Wish contact!

PROMOTION TIPS

- Create flyers and other promotional materials
- Schedule a school-wide video announcement and/or assembly.
- Email parents, friends and family to request their support
- Utilize social media to spread the word
- Share the impact: Why should people support?





WHAT IS 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 winter dance, prom or a rival sports game. Choose a time that will encourage the most participation from your school!

EXAMPLE WISH WEEK SCHEDULES

A typical Wish Week includes Spirit Days, restaurant nights, t-shirt sales and fundraising events. Take your fundraising to the next level by engaging feeder schools and corporate sponsors.



FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
wear old wish week shirt or blue 	wear blue to the walk 		pigs in a blanket wear pajamas, slippers, & bring blankets 	we heart cece! wear purple 	western wednesday dress as a cowboy or cowgirl 	if I ran the zoo... upperclassmen: dress as a zookeeper underclassmen: dress as a zoo animal 	2022 wish week shirt
OPENING ASSEMBLY AT 9:15 AM MIRACLE MINUTE!			WISH KITS SOLD DURING LUNCH - \$10	WISH KITS SOLD DURING LUNCH & ACCESS - \$10 DARE TO SHARE 8-11 AM & 12:30-3 PM	WISH KITS SOLD DURING LUNCH - \$10 DARE TO SHARE 8-11 AM & 12:30-3 PM	WISH KITS SOLD DURING LUNCH & ACCESS - \$10 DARE TO SHARE 8-11 AM & 12:30-3 PM	CLOSING ASSEMBLY AT 2:00 PM
BOYS VARSITY VOLLEYBALL MATCH VS. VISTA @ rchs @ 6 pm	walk for wishes & food truck frenzy! @ rchs @ 9 AM - 1PM		blacklight dodgeball @ rchs @ 6 pm \$5 cash	GIRLS VARSITY SOCCER GAME VS. VISTA @ shea @ 7 pm	skyzone parker road location 3-8 PM BOYS LACROSSE GAME VS. T-RIDGE @ shea @ 6pm	drive in movie! Disney JUNGLE CRUISE @ rchs gates @ 6 movie @ 7 \$5 cash & ID	
FIREHOUSE SUBS university all day COLD STONE founders pkwy 4-8 PM	food trucks at the walk! SMOOTHIE KING town center all day	Ziggys COFFEE coste pines pkwy all day CHIPOTLE university 5-9 PM	FIVE GUYS BURGERS and FRIES university 2-9 PM CUBA CUBA university all day INQ university all day	CostaVida lincoln all day MOD university all day crumbl COOKIES university 4-7PM	SHAKE SHACK central park 4-8:30 PM	Shack Shack university all day In-n-out & dessert food trucks at movie night!	



FUNDRAISING IDEAS

-A-THONS- Host a jump rope-a-thon, dance-a-thon, walk-a-thon, read-a-thon, etc! 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.

COACH CHALLENGE- Ask each coach to create their own fundraising incentive for their team. Will they shave their head if their team raises \$1,000? Will they sprint a lap for every \$100 raised? For more ideas, check out [How to Engage Your Sports Team](#).

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.

HALF-COURT SHOT- Charge students \$1 per shot. Whoever makes the first half-court shot, wins an awesome prize!

HOST A GIVEAWAY- Encourage participation with a chance to win some free items! What do students love or already spend money on? Would a chance to win prom tickets, a yearbook, a prime parking spot or season football tickets encourage students to attend your event?

INCENTIVES- Create fundraising milestones and corresponding incentives. What happens when you raise \$1,000? \$2,000? Make it fun!

MAKE IT STOP- Play an annoying song during passing period until you've reached a specific fundraising goal. Once the goal has been met, the song stops.

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.

ONLINE FUNDRAISING- The first donation Make-A-Wish ever received was \$37.76. Can you encourage students and parents to give \$37.76 in honor of the beginning of Make-A-Wish? Your Make-A-Wish contact can create your online fundraising page for free! All funds raised are donated directly to Make-A-Wish Texas Gulf Coast and Louisiana and will be added to your fundraising total.

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.



RESTAURANT NIGHTS- Ask local restaurants to support your efforts by donating a percentage of sales to Make-A-Wish Texas Gulf Coast and Louisiana.

TEACHER TALENT SHOW/KARAOKE/TRIVIA NIGHT- Engage your teachers in a fun event to show off their talents, singing voice or trivia knowledge! Charge students to attend.

TOURNAMENT- From basketball to badminton, the options are endless! Recruit teacher teams to add to the fun!

T-SHIRT SALES- Create a unique t-shirt for your fundraising event to encourage Make-A-Wish spirit and camaraderie. 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!

WINGS FOR WISHES- Your classic wing eating contest with a twist! Each participant can influence the hotness of the wing sauce based on their fundraising efforts. Set a fundraising goal to determine how much needs to be raised in order to enjoy the mild wings. Or create a competition--whoever raises the most eats wild wings and whoever raises the least eats hot wings!

WISH WALL- Sell Make-A-Wish stars (provided by Make-A-Wish Texas Gulf Coast and Louisiana) for a suggested donation of \$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.

WORKOUT FOR WISHES- Create a workout in honor of a wish child's medical journey. This is an awesome way to connect participants to the mission of Make-A-Wish!

PRO TIPS

Increase your impact by engaging more people in your fundraising efforts!

- Consider engaging your **feeder schools**. How can the elementary and middle school students support on their campus?
- What about **corporate sponsors**? How can your parent's companies get involved?
- Your **entire school community!** What can the other clubs and sports teams do to support your efforts?





GOAL SETTING & PLANNING

Set a realistic and meaningful goal and let everyone know the goal you are trying to reach. The average cost of a wish is \$15,000 cash. If you want to grant two wishes, you would set your goal at \$30,000, then advertise the goal. "Help us grant two wishes and raise \$30,000."

Give updates daily or after major events so students feel connected to the efforts. "We are halfway to our goal of granting two wishes! Continue to give throughout the week and help us reach our goal!"

Track your progress visually. You can create a giant thermometer or use paper stars to represent each \$100 you've raised. Hang stars/visuals in a place where most students frequent, such as in the cafeteria or by the main office.

Create incentives! At the \$1,000 mark, the Student Council advisor will shave his/her head. At the \$5,000 mark, the principal will dye his/her hair, kiss a pig, get taped to a wall etc.

SAMPLE GOAL SETTING FORMULA

Think of the number of students in your school and how much each can give. For example, if you have 2,000 students and each can give \$5, set your goal at \$10,000 and encourage each student to play a part in making an impact!

Type of Income	Amount Per Person	Quantity	Total
T-Shirt Sales	\$10/each	1000	\$10,000
Miracle Minute	\$1/each	2000	\$2,000
Event Tickets	\$5/each	1000	\$5,000
Online Donations	\$10/each	200	\$2,000
Sponsors	\$250/each	8	\$2,000
Total Estimated Income			\$21,000

Type of Expenses	Cost
T-Shirts	\$5,000
Decorations	\$1,000
Total Estimated Expenses	\$6,000

Total Estimated Income	\$21,000
Total Estimated Expenses	\$6,000
FUNDRAISING GOAL	\$15,000

FUNDRAISING BENEFITS

Make-A-Wish is excited to celebrate your support! Your incredible fundraising efforts will be acknowledged based on the following donation levels:

\$0-\$9,999

- Receive a wish child profile
- Make-A-Wish Volunteer or staff attend assembly/check presentation
- Access to Make-A-Wish supplies and logo

\$10,000-\$14,999

- Thank you gift
- All previous benefits

\$15,000-\$24,999

- Receive a wish child profile unique to your school
- Receive a multi-year "loyalty" donor plaque after two years at this level
- Option to invite wish family to be involved in one event
- All previous benefits

\$25,000+

- Make-A-Wish graduation cords for senior leaders
- All previous benefits



BRAND GUIDELINES

The Make-A-Wish name and logo are federally registered trademarks, and we have rules for the proper usage of our 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 brand guidelines provided below:

FONTS

Lato
Droid Serif

If these fonts are not available, you can substitute them with Arial & Georgia

FUNDRAISING BENEFITS

The primary color is Make-A-Wish blue.
Secondary colors can be found below:

PMS 2935 C HEX #0057B8 C100 / M52 / Y0 / K0 R0 / G87 / B184
PMS 2398 C HEX #00BAB3 C71 / M0 / Y36 / K0 R0 G186 / B179
PMS 2905 C HEX #8DC8E8 C45 / M1 / Y0 / K1 R141 / G200 / B232
PMS 178C HEX #FF585D C0 / M70 / Y58 / K0 R255 / G88 / B93
PMS 1365 C HEX #FFB549 C0 / M34 / Y76 / K0 R255 / G181 / B73
PMS 1215 C HEX #FBD872 C0 / M6 / Y53 / K0 R251 / G216 / B114
PMS Cool Gray 9 C HEX #75787B C30 / M22 / Y17 / K57 R117 / G120 / B123
PMS Cool Gray 4 C HEX #BBBCBC C12 / M8 / Y9 / K23 R187 / G188 / B188

VERBIAGE

Please do not use words such as “terminally ill” or “dying,” as many 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.

NAME & LOGO USAGE

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

- Correct: **Make-A-Wish Texas Gulf Coast and Louisiana**
- Incorrect: Make a Wish Texas Gulf Coast and Louisiana, Make a wish

The name should never be altered for a specific event.

- Incorrect: Bake-A-Wish

Never use Make-A-Wish as a verb, noun, or possessive

- **Correct: Help us grant wishes!**
- Incorrect: Help us Make-A-Wish come true
- **Correct: Johnny's wish to go to Disney World**
- Incorrect: Johnny's Make-A-Wish
- **Correct: The Make-A-Wish mission**
- Incorrect: Make-A-Wish's mission



The logo may ONLY be Make-A-Wish blue, black or white. It may not be cropped or altered in any way. Please do not download our logo from the internet, instead reach out to your Make-A-Wish contact and they will gladly provide you with all three logo colors.

Make-A-Wish Texas Gulf Coast and Louisiana, Kids For Wish Kids and Wish Week are all registered trademarks. Any use of these names needs to be approved by Make-A-Wish. When hosting fundraising efforts in conjunction with these trademarks, 100% of all funds raised must be donated back to Make-A-Wish Texas Gulf Coast and Louisiana.



FAQs

WHAT DO I DO WITH THE CASH FROM MY FUNDRAISER?

All cash should be collected and given to pre-designated individuals from the school or organization. Please submit one check after totaling all donations. The event organizer should deposit any coins and/or cash and then send all funds to the Make-A-Wish Texas Gulf Coast and Louisiana office in the form of a check within 30 days of the conclusion of the campaign.

In the event 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 Texas Gulf Coast and Louisiana
12625 Southwest Freeway
Stafford, TX 77477

Supporters who make checks to out to Make-A-Wish Texas Gulf Coast and Louisiana will receive a written letter or emailed tax acknowledgement. If a donor requests a tax receipt, please encourage them to write a check directly to Make-A-Wish Texas Gulf Coast and Louisiana or donate through your designated online page.

CAN WE USE AN ONLINE FUNDRAISING PAGE?

Yes, this is encouraged! All online fundraising efforts should be hosted through the designated Make-A-Wish fundraising platform. Your Make-A-Wish contact will assist you in setting up your fundraising page. We ask that no other outside online fundraising platforms be used.

HOW DOES MAKE-A-WISH SUPPORT OUR FUNDRAISING?

Make-A-Wish is here to help! We provide branded materials, an online fundraising page, wish child information for you to feature during your efforts and speakers at your events.

ARE THERE ANY COMPANIES WE SHOULD NOT CONTACT?

You may not approach any organization outside of our chapter's territory. If you are not sure if they are in our territory, please ask your Make-A-Wish contact. We ask that you please share with Make-A-Wish any sponsors you are planning to solicit. This will ensure that we are not duplicating solicitation efforts.

WILL MAKE-A-WISH SOLICIT INDIVIDUALS WHO DONATE?

Donors who provide their physical address or email address will be included in Make-A-Wish mailing lists, unless otherwise instructed. Donors may receive Make-A-Wish newsletters, annual mailing appeals, invitations to special events or emails.

HOW DOES MAKE-A-WISH USE DONATIONS?

Make-A-Wish has one program and one mission, to create life-changing wishes for children with critical illnesses. All donated funds are used to support this work in general. Funds aren't allocated to specific wishes or wish children but instead are used to advance our mission and support our work to grant a wish for ever eligible child.

CAN THE FEATURED WISH CHILD ATTEND OUR EVENTS?

Since not every wish family is comfortable sharing their story or attending large events, we limit this opportunity to returning schools who have previously raised over \$15,000. However, every supported will receive wish information to highlight during their fundraising efforts.



FUNDRAISING FORM

Kids For Wish Kids empowers youth to make a difference in the lives of other kids. Complete and return these fundraising forms to your Make-A-Wish contact as soon as your fundraising dates are confirmed. Forms must be completed prior to receiving wish information and branded Make-A-Wish items to aid in your fundraising efforts.

Madison Montgomery mmontgomery@texgulf.wish.org

**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 describe the fundraiser: _____

Date and time of fundraiser: _____

Date and time of assemblies (if applicable): _____

Estimated Donation: _____ Estimated Cost of Fundraiser: _____

What 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 Kids For Wish Kids? _____

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



FUNDRAISING AGREEMENT

- Make-A-Wish does not allow door-to-door or telephone solicitations.
- To help protect the Make-A-Wish brand, please be careful when using the Make-A-Wish name and logo. 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 Texas Gulf Coast and Louisiana 12625 Southwest Freeway Stafford, TX 77477**, 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 you coordinate this in advance with your Make-A-Wish contact.
- You are raising funds to help grant the wishes of Texas Gulf Coast and Louisiana 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 Texas Gulf Coast and Louisiana, 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 Texas Gulf Coast and Louisiana name, 100% of the proceeds from your fundraising efforts must be donated to Make-A-Wish Texas Gulf Coast and Louisiana.
- If you plan to use the Kids For Wish Kids or Make-A-Wish logo in any public facing documents or t-shirt designs, please send designs to your Make-A-Wish contact for approval prior to distribution.

We have read and agree to follow the above Kids For Wish Kids fundraising rules

If you have any questions, please reach out to your Make-A-Wish contact:
Madison Montgomery: mmontgomery@texgulf.wish.org



PROPOSED BY:

Teacher/Advisor Name:

Signature:

Date: -----

APPROVED BY:

Make-A-Wish Staff Member:

Signature:

Date: -----

Make-A-Wish[®]
TEXAS GULF COAST AND LOUISIANA