

*I wish to be a  
superhero*  
Kaheem, 5  
cancer

## External Events Media Toolkit

**Make-A-Wish®**  
PHILADELPHIA, DELAWARE  
& SUSQUEHANNA VALLEY



# WELCOME

Thank you for supporting Make-A-Wish® and choosing us as beneficiary of your event. Your partnership helps grant life-changing wishes for children with critical illnesses in our community. Please use this toolkit as a resource for sharing information about Make-A-Wish at your event, on social media, or during media opportunities.

## Mission Statement

Make-A-Wish® creates life-changing wishes for children with critical illnesses.

## About Make-A-Wish

Since 1986, Make-A-Wish Philadelphia, Delaware & Susquehanna Valley has granted more than 8,700 wishes. Each wish brings hope, strength, and joy to children and their families during challenging times. We grant an average of 350 wishes each year, thanks to generous donors, volunteers, and partners like you.

We serve the following areas:

**Pennsylvania:** Philadelphia, Bucks, Chester, Delaware, Montgomery, Cumberland, Dauphin, Lebanon, Lancaster, and Perry counties

**Delaware:** New Castle, Kent, and Sussex counties

## Wish Eligibility

A child may qualify for a wish if they:

- Are between **2.5 and 18 years old** at the time of referral
- Have a **critical illness** (progressive, degenerative, or malignant) that currently places their life in jeopardy despite adherence to the treatment plan
- Have **not received a wish** previously

*Once eligible, the child begins their personalized wish journey.*

## Myths & Misconceptions

- A child does **not** need to have a terminal diagnosis.
- Citizenship or socioeconomic status does **not** affect eligibility.
- Children who are verbal or non-verbal may qualify.

## Wish Types

- **I wish to go...** (Disney World, the beach, Hawaii)
- **I wish to be...** (superhero, a princess)
- **I wish have...** (a bedroom makeover, a shopping spree, a puppy)
- **I wish to meet...** (Jason Kelce, Blippi, Beyoncé)
- **I wish to give...** (host a movie night at a family shelter, donate comfort items for patients)





## Wish Impact

Wish experiences provide emotional and psychological benefits that can positively influence a child's treatment journey providing them with strength to fight that may help improve health outcomes. A few key highlights of a wish impact study:

- 9 out of 10 wish kids reported their wish experience relieved them from traumatic stress.
- 9 out of 10 wish parents saw their child's emotional well-being improve with a wish.
- 9 out of 10 medical providers say that a wish increases compliance with treatment. We know that better compliance equals better outcomes.

## Communication Guidelines

### Correct Terminology

1. **Wishes** (*not dreams*)
2. **Children with critical illnesses** (*not terminally ill or sick kids*)
3. **Make-A-Wish® or Make-A-Wish Philadelphia, Delaware & Susquehanna Valley** (*not Make a wish*)

### Verbiage to Avoid

1. "Last wish," "dying wish," or anything suggesting end-of-life scenarios
2. Calling wishes "gifts" or "giveaways"
3. Discussing private medical information of wish children (HIPAA compliance).

## Media Tips, Tricks & Talking Points


### Representing our Chapter

When representing Make-A-Wish in interviews, community events, or public speaking, it is **essential to stay aligned with our approved messaging**. This ensures accuracy and consistency, and protection of the brand and the families we serve.

Use the official mission statement: *Make-A-Wish creates life-changing wishes for children with critical illnesses.*

### Share Your Personal Experience as a Volunteer

Personal stories help people understand the heart of the mission and why our work matters, but volunteer spokespeople must be especially careful about privacy.

- You may share how volunteering has impacted you personally: moments of joy, inspiration, or connection you've experienced during wish discoveries, wish celebrations, or community engagements.
  - Focus on your role, your emotions, and the transformation you witness—without identifying details such as a child's name, medical condition, location, or any family circumstances that have not been publicly shared by Make-A-Wish with approval.
  - Use general language like "a wish kid I supported" or "a family I met through the chapter" to maintain confidentiality.
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## Emphasize Community Involvement & the Positive Impact of Wishes

- Highlight that wishes are made possible through the collective generosity of donors, partners, volunteers, and local businesses.
- Share each wish is more than a single moment, it creates hope, strength, and joy that can serve as a turning point for children and their families during some of their toughest days.
- Reinforce that wishes spark community pride. Whether it's a local police escort, employees decorating a space for a wish celebration, or school groups raising funds, communities play an essential role in every step of the wish journey.
- Share how supporting Make-A-Wish is a tangible, meaningful way for people to see the impact of their giving in real time and within their own neighborhoods.

## Boilerplate for Press Release

### ABOUT MAKE-A-WISH® PHILADELPHIA, DELAWARE & SUSQUEHANNA VALLEY

Make-A-Wish® creates life-changing wishes for children with critical illnesses. We seek to bring every eligible child's wish to life because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. Headquartered in Phoenix, Arizona, Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the United States and in more than 50 countries worldwide. Together, generous donors, supporters, staff and more than 24,000 volunteers across the U.S., grant more than 25 wishes every day. Since 1986, Make-A-Wish® Philadelphia, Delaware & Susquehanna Valley has fulfilled over 8,700 transformational wishes for local children with critical illnesses. For more information about Make-A-Wish Philadelphia, Delaware & Susquehanna Valley, visit [wish.org/philadesv](http://wish.org/philadesv)

## Social Media & Website

- **Facebook:** Make-A-Wish Philadelphia, Delaware & Susquehanna Valley
- **Instagram:** @MakeAWishPHL
- **X:** @MakeAWishPHL
- **LinkedIn:** Make-A-Wish Philadelphia, Delaware & Susquehanna Valley
- **YouTube:** @MakeAWishPHL

**Website:** [wish.org/philadesv](http://wish.org/philadesv)

Questions? Please contact Skylar Calvello, Marketing & Event Coordinator, [scalvello@philadesv.wish.org](mailto:scalvello@philadesv.wish.org) or 215-987-2460