



*I wish to be  
a superhero*

**Aubrey**  
wish granted, 2006  
cancer

*I wish to be  
a garbageman*

**Leo, 3**  
wish granted, 2020  
cancer



Make-A-Wish®  
IDAHO

**Become a  
Wish Hero**

idaho.wish.org  
(208) 345-9474

Make-A-Wish.  
**WISH**  
**HEROES**™  
**IDAHO**

April 1- April 30

## The Campaign

The Wish Heroes Campaign celebrates the 40 years of Make-A-Wish® Idaho supporters helping to grant life-changing wishes for children with critical illnesses.

The campaign is based on the power of – Corporate Wish Heroes – sharing why wishes matter and raising funds for Make-A-Wish Idaho during the campaign timeframe.

Each Corporate Wish Hero strives to recruit 40 people to ask 40 people to raise funds. Please know that Make-A-Wish Idaho is incredibly grateful for your support of wish kids regardless of the amount you raise. Every dollar matters.

"The power of a wish really does bring uplifting support and hope to the child and the whole family."

**MARCY**  
Wish Parent

## Additional Ways to Supercharge Your Wish Hero Campaign

Make it fun! Host a kickoff with your company.

Engage with your community in a meaningful way.

Challenge other companies to become Wish Heroes.

Match employee donations.

Spread the word on social media and through email.

## Benefits

### RECOGNITION ON SOCIAL MEDIA

Make-A-Wish Idaho has nearly 10,000 social media followers. Each company that participates will be acknowledged publicly on Facebook, Twitter and Instagram.

### NEWSLETTER

Our newsletter goes out to around 15,000 Idahoans each month. Participating companies will be acknowledged in an upcoming newsletter.

### WEBSITE

For the duration of the campaign (April 1-April 30, 2026), we will put the names and logos of each company on our website with a link back to their homepages.

### A KNOWN AND TRUSTED BRAND

Make-A-Wish is a trusted brand known all around the world, and by teaming up with the Idaho chapter, your donations help local kids.

A customizable  
app and website  
makes it easy!

[idaho.wish.org](http://idaho.wish.org)