



Make-A-Wish®  
IOWA

KiDS  
FOR WISH KIDS®

# ELEMENTARY SCHOOL PROGRAM TOOLKIT



# MAKE-A-WISH IOWA® OVERVIEW

Since 1987, Make-A-Wish Iowa has been granting the life-changing wishes of local children with critical illnesses. More than 30 years later, over 4,900 children have experienced the joy of a wish.

Make-A-Wish Iowa is a movement, powered by you, to renew families and communities disrupted by childhood illness. We all have the power to make wishes come true.

## 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 ½ and 18 and have been diagnosed with a critical illness. They are not necessarily terminally ill; in fact, the majority of wish kids overcome their medical conditions and go on to lead healthy lives.
- ★ Every eligible referred child 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 through the support of individuals, corporations, and foundations. Make-A-Wish Iowa does not receive any governmental support. Frequent flier miles and used vehicles are also accepted as donations.

## 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** reported that the wish 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** reported that their wish gave them the strength to fight their critical illness

**8 OUT OF 10 WISH PARENTS** saw that the wish experience gave their child a stronger sense of empowerment

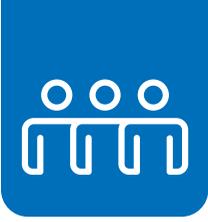
**9 OUT OF 10 MEDICAL PROVIDERS** said a wish increases compliance with treatment

**8 OUT OF 10 WISH PARENTS** said a child’s wish experience serves as a coping mechanism during treatment

**MORE THAN 4,900 WISHES** have been granted in Iowa since 1987

*To see the power of a wish, watch this [video](#)*

**Chelsea Koenig**  
**Manager of Key Partners**  
3009 100th Street  
Urbandale, IA 50322  
ckoenig@iowa.wish.org  
515.334.2636



## KIDS FOR WISH KIDS® OVERVIEW

The goal of Kids For Wish Kids is to engage students in fundraising initiatives in order to create life-changing wishes for Iowa 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.

### WHO

You! You could play a part in Make-A-Wish Iowa life-changing work! Kids of all ages are encouraged to join us to 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 to host it.

### WHERE

All funds raised through your efforts will help children and families in Iowa. The events can be held anywhere! Partner with your school community, local sports team or youth group to host a fundraiser.

### WHY

Wishes matter and wishes are waiting. We have nearly 300 kids in Iowa waiting for their wish to be granted. With your help, every eligible child can experience the hope, joy and transformation of a wish come true!



*I wish to have a movie theater in my basement*

**Brady, 10**

neuromuscular disorder





# STEPS TO SUCCESS

Think about fundraisers and event your school has held in the past. Were these successful? What is the best time of year for you to hold your event? Will planning in conjunction with other school events - like Homecoming Week, be a springboard or a hindrance for a fundraiser? Every school and situation is different, be aware of school happenings when selecting your fundraiser and dates.

## 1. Choose your fundraising activity and set your fundraising goal.

Mix and match ways to include as many students, families and staff as possible. Select dates in conjunction with all planning parties to ensure a successful and cohesive fundraiser.

## 2. Complete and submit your KFWK agreement and return to Chelsea Koenig at [ckoenig@iowa.wish.org](mailto:ckoenig@iowa.wish.org).

## 3. Plan and promote your fundraiser.

Meet with your planning team to find the most effective way to promote your fundraiser. For online peer to peer fundraiser, reach out to Chelsea Koenig for options of staff support.

## 4. HOST AN AWESOME EVENT!

## 5. Post-event wrap up.

Be sure to send thank-you notes to all donors and volunteers and publish your results so everyone can celebrate how awesome you are! Complete your event and send all funds associated with your event within 30 days. Mail a check to Make-A-Wish Iowa (3009 100th Street Urbandale, IA 50322) OR Venmo us @Make-A-Wish-Iowa



**venmo**



## PROMOTION TIPS

- Utilize social media to spread the word!
- Create flyers and other promotional materials .
- Schedule a school-wide video announcement and/or assembly .
- Email parents, friends and family to request their support .
- Share the impact: Why should folks support? When a wish is granted, a child replaces: fear with **CONFIDENCE**, sadness with **JOY** and anxiety with **HOPE!**



# FUNDRAISING IDEAS

**ART AUCTION:** Have students create artwork to auction off to the parents. Your Make-A-Wish contact can set up an online auction to make this even easier!

**BAKE SALE:** Ask students to bring in a sweet treat and host a bake sale for donations.

**BOOK SALE:** Ask students to bring in books they've already read and host a book sale for donations.

**CANDY JAR:** Fill a jar with candy and have students pay to guess how many pieces are in the jar. The winner keeps the candy!

**DONATION JAR:** Place a jar at the front desk and bring it to the car pick-up line to collect donations.

**FUN RUN:** Students receive pledges and donations based on the number of laps they run. Offer students prizes based on how much money they raise. Ask your Make-A-Wish contact for a customized pledge form for easy tracking!

**HAT/PJ DAY:** Students donate a suggested amount (\$1 - \$3) to wear a hat or pajamas to school.

**MOVIE NIGHT:** Host a movie night and invite the community to join for a suggested donation. Sell candy and popcorn to raise even more!

**ONLINE FUNDRAISING:** Create competitions between classrooms or grades to see who can raise the most via your custom online fundraising page. Provide the winning class or grade with a pizza party! Your Make-A-Wish contact can set up these fundraising pages for you.

**PENNY WARS:** Each grade competes against the other to collect the most pennies in their jar. Students are encouraged to put nickels, dimes and quarters in another grade's jar to get the corresponding amount of pennies subtracted from their total count! Have prizes for the winning group!

**PIE-IN-THE-FACE:** Teachers and faculty volunteer to participate. Students donate a set amount in exchange for a pie tin filled with whipped cream to pie the teacher in the face!

**READ-A-THON:** Students receive pledges and donations based on the number of books or pages they read. Offer students prizes based on how much money they raise. Ask your Make-A-Wish contact for a customized pledge form for easy tracking!



# FUNDRAISING IDEAS

**RESTAURANT NIGHTS:** Work with local restaurants to host a give-back event where a portion of their proceeds are donated back to Make-A-Wish Iowa in support of your efforts.

**SPIRIT CHAINS:** Students create a paper chain in school colors with links sold for \$1 each. Decorate the hallways, gym, library, etc. Create a spirit of competition by having each class or grade work on their own chains – longest one wins a prize (or bragging rights). At the end of the competition, link all the chains to show combined school effort.

**STAR SALES:** Ask your Make-A-Wish contact for paper stars! Students donate a suggested amount (\$1 - \$3), write their name on the star and display it on a wall in your school to show the student body’s support of Make-A-Wish.

**STUFFIE DAY:** Students donate a suggested amount (\$1 - \$3) to bring a stuffie to school for the day!

**TAKE-HOME FLYERS:** Send flyers with information about Make-A-Wish and the online fundraising page home with students to share with their parents.

**TAPE A TEACHER TO THE WALL:** Students donate a suggested amount (\$1- \$3) to receive a strip of duct tape used to tape a teacher to the wall. This is also a fun fundraising incentive! Can you tape a teacher or the principal to the wall once your school-wide fundraising goal is met?

**WISHING WELL:** Create a Wishing Well to collect change! Build it out of cardboard, coffee cans or a new trash can and place it in a central spot at the school to collect spare change.

**PRO TIP:  
HOST A WISH WEEK!**

Wish Week is one of the most popular fundraising events held by schools. Wish Week is a week’s worth of fundraising, made up of various activities themed around a wish kid and their wish!

Here is a sample Wish Week schedule with fundraising ideas. Make one just like it!

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... upper classroom: 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	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!  @ rchs gates @ 6 movie @ 7 \$5 cash @ 8	
FIREHOUSE KUBS university all day COLD STONE founders pkwy 4-8 PM	food trucks at the walk!  SMOOTHIE KING town center all day	Ziggys COFFEE castle pines pkwy all day CHIPOTLE university 9-9 PM CUBA CUBA university all day DO university all day	FIVE GUYS BURGERS and FRIES university 2-9 PM CUBA CUBA university all day DO university all day	CostaVida lincoln all day MOB university all day crumbl university 4-7 PM	SHAKE SHACK central park 4-8:30 PM	IN-N-OUT university all day in-n-out & dessert food trucks at movie night!	



# BRAND GUIDELINES

## LOGO

- Once the partnership has been approved, we will send the Make-A-Wish Iowa logo. **Please do not use old logos found on the internet.**
- Any products you develop for your event that incorporate the Make-A-Wish Iowa logo (such as t-shirts or flyers) must be approved.
- Our preferred fonts are Lato and Droid Serif.



## COLOR PALETTE

Below is the MAW color palette. While you are not required to use these colors when creating your promotional materials, we find that events that embrace the Make-A-Wish branding find more success in connecting attendees to our mission.

	Blue CMYK: 110, 52, 0, 0 RGB: 0, 87, 184		Light Blue CMYK: 45, 1, 0, 1 RGB: 141, 200, 232
	Red CMYK: 0, 70, 58, 0 RGB: 255, 88, 93		Orange CMYK: 0, 34, 76, 0 RGB: 255, 181, 73
	Yellow CMYK: 0, 6, 53, 0 RGB: 251, 216, 114		Teal CMYK: 71, 0, 36, 0 RGB: 0, 87, 184
	Dark Gray CMYK: 30, 22, 17, 57 RGB: 117, 120, 123		Light Gray CMYK: 12, 8, 9, 23 RGB: 187, 188, 188

## NAME

- The registered trademark symbol should appear with Make-A-Wish® Iowa when the chapter name is used in a headline or in the first instance in text.
- When possible, superscript the registered trademark symbol after Make-A-Wish.
- The words “Make”, “A”, and “Wish” must be capitalized and separated by hyphens.

## LANGUAGE

Please refrain from using the phrases “terminally ill”, “dying”, or “last wish” when referring to our wish children. Make-A-Wish serves families beyond a terminal diagnosis, and many of our kids live into adulthood. The correct terminology is “children with critical illnesses”.

Your support provides these children with hope as they battle their medical conditions. Wishes offer something exciting to look forward to during a time often cluttered with worry and uncertainty.

## DISCLOSING YOUR DONATION

The BBB Wise Giving Alliance has established standards as to how you must indicate your fundraiser is benefitting Make-A-Wish Iowa. When advertising a fundraiser that states or implies the chapter will benefit from the sale of products or services, you must clearly disclose how Make-A-Wish Iowa benefits. Such promotions must disclose:

- The actual or anticipated portion of the purchase price that will benefit the Chapter (e.g. 10 cents of every dollar will be donated to the Chapter)
- The duration of the campaign (e.g. the month of October)
- Any maximum or guaranteed minimum contribution amount (e.g. up to a maximum of \$200,000).

## APPROVAL

Any information you distribute, publish or send using any Make-A-Wish Iowa marks, including advertisements and press releases, must be reviewed by your primary contact at Make-A-Wish Iowa before it goes out.



# TERMS & CONDITIONS & LICENSING AGREEMENT

1. Sponsor agrees to provide Make-A-Wish with the agreed minimum contribution amount of the net proceeds from the Event, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses in excess of \$500), in a form acceptable to Make-A-Wish, within thirty (30) days after the Event. Make-A-Wish may audit the Event revenues and expenses, if necessary.
2. Make-A-Wish® Iowa is a licensed chapter of Make-A-Wish® of America, the owner of certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish, Make-A-Wish Foundation and the swirl-and-star logo (collectively, the “Marks”). If (and only if) this proposal is approved by Make-A-Wish, Sponsor will be granted a non-exclusive license to use the Marks in connection with the Event, although only within the geographic territory served by our chapter.
3. The term of the license granted hereunder shall be from the date Make-A-Wish approves Sponsor’s proposal until the conclusion of the event; provided, however, that Make-A-Wish has the right to terminate the license if it determines, in its reasonable discretion that the Event is or will likely be injurious to the Marks.
4. Any use of the Marks is subject to the prior written approval of Make-A-Wish. Accordingly, Sponsor agrees to submit to Make-A-Wish for approval – prior to the production, distribution, broadcast, or publication thereof – all printed materials, publicity releases and advertising relating to the Event that mentions Make-A-Wish or contains the Marks.
5. Sponsor understands and agrees that the Marks: (a) may not be altered in any way, nor may they be sublicensed to any other person; (b) may not be used in connection with any telemarketing or door-to-door solicitations; and/or (c) may not be used in conjunction with terminology that is contrary to Make-A-Wish’s mission (including phrases like “terminal illnesses,” “dying children,” “last wishes,” etc.). Sponsor further acknowledges that, because its license to use the Marks is limited to the geographic territory served by our chapter, it may not solicit cash or in-kind donations from persons outside such territory (including via the Internet).
6. In accordance with standards adopted by the BBB Wise Giving Alliance, Sponsor agrees that any solicitations relating to the Event must specify at the point of solicitation, and in a manner acceptable to Make-A-Wish: (a) that Make-A-Wish is the benefitting organization; (b) the actual or anticipated portion of the purchase price that will benefit Make-A-Wish; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.
7. In order to avoid inadvertently jeopardizing existing relationships between Make-A-Wish and its donors, Sponsor agrees to receive approval from Make-A-Wish before soliciting corporations, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.
8. Sponsor represents to Make-A-Wish that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Event (c) the Event will result in no cost or expense to Make-A-Wish, whatsoever, unless agreed in writing to the contrary; and (d) it will indemnify and hold Make-A-Wish harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.
9. Nothing in this document shall be construed to authorize Sponsor, or any of its employees or representatives, to act as an agent of Make-A-Wish. Thus, for example, Sponsor may not open a bank account in Make-A-Wish’s name, nor may it endorse or attempt to negotiate any checks made payable to Make-A-Wish, all of which must be promptly forwarded to Make-A-Wish for processing.

**NOTE: This Partnership Proposal and License Agreement will not become effective unless and until it is approved by Make-A-Wish Iowa, as evidenced by the signature of an authorized Make-A-Wish Iowa representative below.**



# FUNDRAISING FORM

Make-A-Wish Iowa sincerely appreciates your interest in fundraising to help us grant the wishes of children with critical illnesses. Please fill out this proposal form and indicate your acceptance of the terms and conditions by returning a signed copy of this form to Make-A-Wish Iowa. Once this proposal has been approved your license to use the Make-A-Wish Iowa name and logo will be come fully effective. A Make-A-Wish Iowa logo will be sent to you upon your request.

School/Organization: \_\_\_\_\_ Club 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 \*Should be less than 20% of what is raised: \_\_\_\_\_

Estimated date donation will be received \*Funds should be received within 30 days of your fundraiser: \_\_\_\_\_

What resources, if any, would you request from Make-A-Wish Iowa? \_\_\_\_\_

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

Do you plan on publicizing the event?  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 (dates/time): \_\_\_\_\_