



**Make-A-Wish<sup>®</sup>**  
COLORADO

**KiDS**  
FOR WISH KIDS<sup>®</sup>

# PROGRAM TOOLKIT

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# MAKE-A-WISH COLORADO® OVERVIEW

Make-A-Wish Colorado was founded in 1983 in memory of seven-year-old Jennifer Mazak. Jennifer was waiting for a liver transplant and although she did not receive a formal wish, she dreamed of meeting a local radio mascot, the KIMN Chicken. One day, the chicken visited Jennifer at her home and the experience had a profound effect on her young life. Shortly after Jennifer passed away, her mother, Joan, founded the Colorado chapter of Make-A-Wish to bring that same hope and joy to other children in the state. Over the past 40+ years, more than 7,000 children have known the joy of a wish 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 Colorado 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

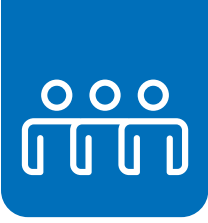
**8 OUT OF 10 WISH PARENTS** said a child’s wish experience serves as a coping mechanism during treatment

**40+ YEARS**  
We celebrated our 40<sup>th</sup> Anniversary in 2023

**MORE THAN 7,000 WISHES** have been granted to Colorado kids since 1983

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





## 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 Colorado 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 Colorado's 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 Colorado. 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 400 kids in Colorado 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!

## JOIN THE MOVEMENT

Each year, Make-A-Wish Colorado works with approximately 200 Colorado schools and student groups through Kids For Wish Kids. You too can help grant wishes! Complete the fundraising forms on page 11 and 12 of this toolkit to start your fundraiser today! Visit [vimeo.com/wishcolorado/kfwk](https://vimeo.com/wishcolorado/kfwk) to see the program in action.

## THANK YOU TO OUR INCREDIBLE PROGRAM SPONSORS!





# STEPS TO SUCCESS

## 1 READ THE TOOLKIT & SUBMIT THE FUNDRAISING FORM

Completed forms can be emailed to your Make-A-Wish contact:  
Hannah Beasley at [hbeasley@colorado.wish.org](mailto:hbeasley@colorado.wish.org)  
Sarah Grosh at [sgrosh@colorado.wish.org](mailto:sgrosh@colorado.wish.org)  
Tina Stroman at [tstroman@colorado.wish.org](mailto:tstroman@colorado.wish.org)

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

We are here to help! [Here](#) are some questions to ask yourself throughout your planning process.

## 3 FINALIZE YOUR FUNDRAISING PLAN

Check out page 6 and 7 of this toolkit for some awesome fundraising ideas to get you started! Want to take your fundraiser to the next level? [Click here](#) to learn how to engage your entire school community in your efforts!

## 4 PROMOTE YOUR FUNDRAISER

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

### PROMOTION TIPS

- Utilize social media to spread the word! Check out our Canva Instagram templates [here](#).
- 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? You'll find awesome wish impact resources [here](#) to help you communicate the power of a wish come true!

## 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.

- Share pictures and tag @WishColorado for a chance to be featured on our social media. 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 Colorado, within 30 days to:  
**Make-A-Wish Colorado**  
**7951 E Maplewood Ave Suite 126**  
**Greenwood Village, CO 80111**
- Send event photos to your Make-A-Wish contact!





# 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's often helpful to plan 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! For more resources around how to plan an awesome Wish Week, [click here](#).

## 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](#).

### LAMAR'S TOYTOPIA

CHEROKEE TRAIL WISH WEEK 2025

	MONDAY 1/27	TUESDAY 1/28	WEDNESDAY 1/29	THURSDAY 1/30	FRIDAY 1/31
<b>SPRIT DAYS</b>	<b>POPSTARS AND ROCKSTARS</b> Channel your favorite music icons, with marshall and band accessories!	<b>SUMMER BREEZE OR WINTER FREEZE</b> Wear either tropical, summer wear or chilly, winter attire!	<b>NEON WONDERLAND /BE KIND</b> Dress in all neon, and/or your favorite color!	<b>TOY STORY DAY</b> Dress as your favorite Toy Story Character, such as Woody and Buzz!	<b>LAMAR'S TOYTOPIA</b> Wear your Wish Week shirt (if you have it)
<b>RESTAURANT NIGHTS</b>	<b>PANERA BREAD</b> 4 - 8	<b>MOD PIZZA</b> ALL DAY	<b>WALDOS</b> 4 - 8	<b>PANDA EXPRESS</b> ALL DAY	<b>GOLD STONE</b> 4 - 8
<b>AFTER SCHOOL EVENTS</b>	DODGEBALL TOURNAMENT @ 7PM - MAIN GYM	TALENT SHOW @ 7PM - AUDITORIUM	PACK THE GYM FOR THE UNIFIED GAME @ 4:15 PM - MAIN GYM		WISH WEEK ASSEMBLY @ 2:20PM - MAIN GYM

wish week shirts - all lunches - \$15

### Week at a Glance

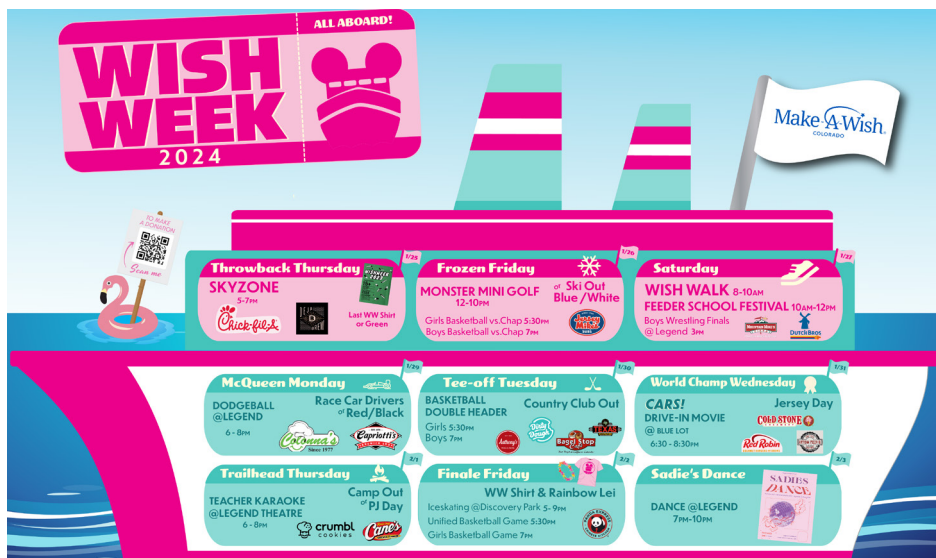
FEBRUARY 10TH - FEBRUARY 14TH

- Monday, Feb 10th**
  - Theme: **MINIONS DAY:**
  - Movie Night, Despicable Me 4: 6:30 @ EHS Theater
  - Raising Canes (S Parker Rd Arapahoe) 4-9
  - Kung Fu Tea (Smoky) 4-8pm
- TUESDAY FEB, 11TH**
  - Theme: **CHARACTER DAY:**
  - Pokémon Card Trading 4:30 @ Cafe
  - Bingo 6:30 @ Cafe
  - Chik-Fil-A Southlands 4-7
- WEDNESDAY FEB. 12TH**
  - Theme: **\*SWIM WEAR (over your clothes)**
  - Dodgeball 6:30 @ East Gym
  - Andy's Frozen Custard 6-10 pm (Quincy)
  - Golden Flame
- Thursday Feb. 13th**
  - Theme: **PJ/LOUNGE DAY:**
  - Eaglecrest Next Top Raptor / Masked Raptor 6:30 @ Theater
  - Marcos Pizza (Quincy)
- Friday Feb. 14th**
  - Theme: **WE LOVE RAPTOR RED:**
  - Wish Week Assembly: Meet Hudson!
  - Miracle Minute

Make-A-Wish COLORADO

### WISH WEEK 2024

ALL ABOARD!



- Throwback Thursday** SKYZONE 5-7pm, Chick-fil-A, Last WW shirt or Green
- Frozen Friday** MONSTER MINI GOLF 12-10pm, Ski Out Blue/White, Girls Basketball vs. Chap 5:30pm, Boys Basketball vs. Chap 7pm
- Saturday** WISH WALK 8-10AM, FEEDER SCHOOL FESTIVAL 10AM-12M, Boys Wrestling Finals @ Legend 3M
- McQueen Monday** DODGEBALL @LEGEND 6-8pm, Race Car Drivers of Red/Black, McDonald's, Captain's
- Tee-off Tuesday** BASKETBALL DOUBLE HEADER 5-7pm, Country Club Out, Girls 5:30pm, Boys 7pm
- World Champ Wednesday** CARS! DRIVE-IN MOVIE @ BLUE LOT 6:30-8:30pm, Jersey Day, CUB STONE, Red Robin
- Trailhead Thursday** TEACHER KARAOKE @LEGEND THEATRE 6-8pm, Camp Out of PJ Day, crumbl, Cane's
- Finale Friday** WW Shirt & Rainbow Lei, Keskating @Discovery Park 5-9pm, Unified Basketball Game 5:30pm, Girls Basketball Game 7pm
- Sadie's Dance** DANCE @LEGEND 7pm-10pm, SADDIE'S DANCE





# 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 & 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 \$1000? Will they sprint a lap for every \$100 raised? For more ideas, check out [How to Engage Your Sports Teams](#).

**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 a prize!

**GAME/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! Or set a fundraising goal as a class. Once this is met, students are allowed to play games for the rest of the period. This is a great community builder!

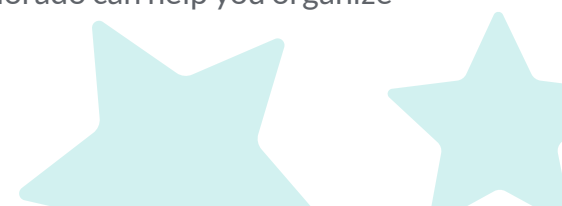
**HOST A GIVEAWAY-** Encourage participation with a chance to win some free items! What do students love or already spend money on? Would a chance to win prom tickets, a yearbook, a prime parking spot or season football tickets encourage students to attend your event?

**INCENTIVES-** Create fundraising milestones and corresponding incentives. What happens when you raise \$1,000? \$2,000? For a fun list of fundraising incentives [click here](#).

**JAIL OR BAIL-** Students donate to jail and bail their friends! \$3 to jail, \$1 to bail.

**MAKE IT STOP-** Play an annoying song during passing period until you've reached a specific fundraising goal.

**ONLINE AUCTION-** Host an online auction with items donated by local companies. This is a great way to engage parents and the local community! Make-A-Wish Colorado can help you organize an online auction for free through [Handbid!](#)





**ONLINE FUNDRAISING-** Your Make-A-Wish contact can create your online page for free! All funds raised are donated directly to Make-A-Wish Colorado to be added to your fundraising total.

**PENNY WAR-** 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 Colorado. Find a list of local restaurants to reach out to [here](#).

**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! You can also host an online gaming or e-sports tournament through [Tiltify](#)!

**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! Need some design inspiration? Review t-shirt guidelines [here](#).

**WINGS FOR WISHES-** Your classic wing eating contest with a twist! Each participant can influence the hotness of their 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 mild wings and whoever raises the least eats hot wings!

**WISH WALL-** Sell Make-A-Wish stars (provided by Make-A-Wish Colorado) 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. For more information on how to host a Workout for Wishes click [here](#).

## PRO TIP

Increase your impact by engaging more people in your fundraising efforts! Follow these links to find everything you need to know to engage [feeder schools](#), [corporate sponsors](#) and your [entire school community!](#)





# GOAL SETTING & PLANNING

Set a realistic, meaningful goal and let everyone know the goal you are trying to reach. The average cost of a wish is \$7,500 cash. If you want to grant two wishes, you would set your goal at \$15,000, then advertise the goal.

*"Help us grant two wishes and raise \$15,000."*

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. For a list of fundraising incentives, click [here](#).

## SAMPLE GOAL SETTING FORMULA

Think of the number of students in your school and how much each can give. For example, if you have 1,000 students & each can give \$5, set your goal at \$5,000 and encourage each student to play a part in making an impact!

Type of Income	Income/Amount Per Person	Quantity	Total
T-Shirt Sales	\$10/each	500	\$5,000
Miracle Minute	\$1/each	1000	\$1,000
Event Tickets	\$5/each	500	\$2,500
Online Donations	\$10/each	100	\$1,000
Sponsors	\$250/each	6	\$1,500
<b>Total Estimated Income</b>			<b>\$11,000</b>

Type of Expense	Cost
T-shirts	\$1,500
Decorations	\$500
<b>Total Estimated Expenses</b>	<b>\$2,000</b>

<b>Total Estimated Income -</b>	<b>\$11,000</b>
<b>Total Estimated Expenses</b>	<b>\$2,000</b>
<b>FUNDRAISING GOAL</b>	<b>\$9,000</b>

## FUNDRAISING BENEFITS

Make-A-Wish Colorado is excited to celebrate your support! Your incredible fundraising efforts will be acknowledged based on the following net 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, banner and logo

**\$10,000 - \$24,999**

Receive a wish child profile unique to your school

Thank you gift

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

*\*Before sharing your fundraising goal and total with your community, please be sure to subtract expenses.*



**\$25,000 +**  
Make-A-Wish graduation cords provided for senior leaders

All previous benefits

### Additional Benefits

- We will celebrate the top fundraising high school, middle school and elementary school at the end of the school year
- We will have a special celebration with each of our top 10 fundraising schools



# 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.

To ensure all brand guidelines are followed correctly, please share your marketing materials and t-shirt design with your Make-A-Wish contact. For more specific guidelines for t-shirts and branding, click [here](#). For sample assembly scripts, click [here](#).

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 below.

## FONTS

Lato: [Download](#)  
Droid Serif: [Download](#)

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

## COLORS

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 178 C   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 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 Colorado**  
**Incorrect: Make a Wish Colorado, 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, 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 Google; instead, please download our logos [here](#).

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



## 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 Colorado 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 Colorado**  
**7951 E Maplewood Ave, Suite 126**  
**Greenwood Village, CO 80111**

Supporters who make checks out to Make-A-Wish Colorado will receive a written or emailed tax acknowledgment. If a donor requests a tax receipt, please encourage them to write a check directly to Make-A-Wish Colorado 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 Colorado 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.

### CAN WE CONTACT CELEBRITIES OR LOCAL SPORTS TEAMS TO SUPPORT OUR EFFORTS?

Please do NOT contact any celebrities or local sports teams. These relationships need to be saved for wish granting purposes only. For a full list of companies to avoid, please reference this [Do Not Contact](#) list. Your Make-A-Wish contact can clarify any questions you may have.

### 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 & mission: to create life-changing wishes for children with critical illnesses. All donated funds are used to support this work in general. Funds are not allocated to specific wishes or wish children but instead are used to advance our mission and support our work to grant a wish to every 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 \$10,000. However, every supporter 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. [Hannah Beasley hbeasley@colorado.wish.org](mailto:hbeasley@colorado.wish.org) | [Sarah Grosh, sgrosh@colorado.wish.org](mailto:sgrosh@colorado.wish.org) | [Tina Stroman, tstroman@colorado.wish.org](mailto:tstroman@colorado.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: \_\_\_\_\_ 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 Make-A-Wish branded items do you want & how many do you need? Please provide an estimate:

Stars \_\_\_\_\_  Wristbands \_\_\_\_\_  Stickers \_\_\_\_\_  Tattoos \_\_\_\_\_  Banners \_\_\_\_\_

Would you like an online fundraising page set up?  Yes

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):

\_\_\_\_\_



# 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 Colorado 7951 E Maplewood Avenue, Suite 126, Greenwood Village, CO 80111**, 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 Colorado contact. Please be sure to review the [Do Not Contact](#) list prior to soliciting support.
- You are raising funds to help grant the wishes of Colorado 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 Colorado, 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 Colorado name, 100% of the proceeds from your fundraising efforts must be donated to Make-A-Wish Colorado. All funds raised will support wishes as needed, they are not allocated to one specific child or wish.
- If you plan to use the Kids For Wish Kids or Make-A-Wish logo in any public facing documents or t-shirt design, please review our [guidelines](#) and send materials to your Make-A-Wish contact for approval.

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

## QUESTIONS?

If you have any questions, please reach out to your Make-A-Wish contact:

Hannah Beasley: [hbeasley@colorado.wish.org](mailto:hbeasley@colorado.wish.org)

Sarah Grosh: [sgrosh@colorado.wish.org](mailto:sgrosh@colorado.wish.org)

Tina Stroman: [tstroman@colorado.wish.org](mailto:tstroman@colorado.wish.org)



### PROPOSED BY

Teacher/Advisor Name:

\_\_\_\_\_

Signature:

\_\_\_\_\_

Date:

\_\_\_\_\_

### APPROVED BY

Make-A-Wish Staff Member:

\_\_\_\_\_

Signature:

\_\_\_\_\_

Date:

\_\_\_\_\_