

MAKE-A-WISH®
CENTRAL CALIFORNIA CHAPTER



KIDS
FOR
Wish
KIDS





What is Kids For Wish Kids?

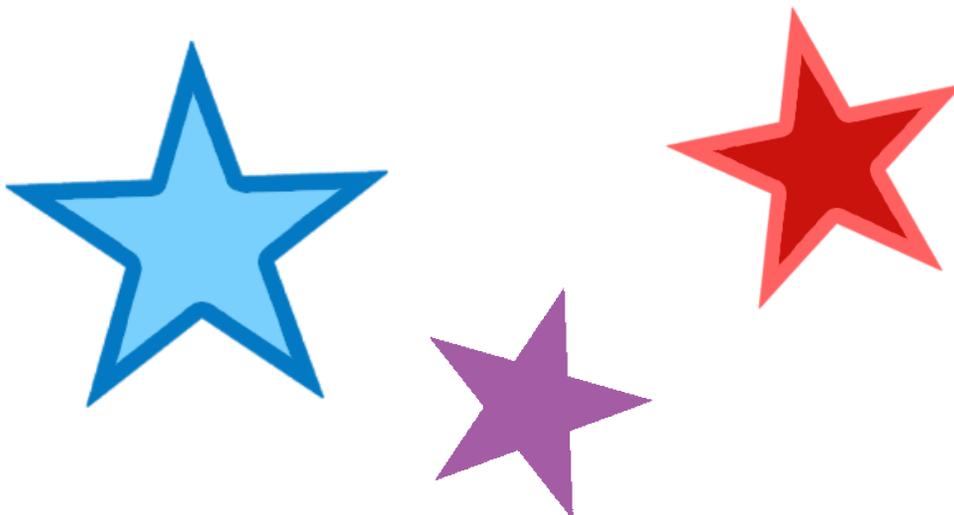


Kids For Wish Kids® is an extremely popular program for kids because it is managed by kids like you. As kids, you are responsible for forming committees, coming up with fundraising ideas, and carrying them out. Teachers and parents often serve as advisors, but ownership of the group belongs solely to you and the other kids involved.

The Kids For Wish Kids program helps to increase awareness of the Make-A-Wish® Central California's mission and involves more people in helping to grant wishes to children with life-threatening medical conditions. Kids For Wish Kids is managed by kids like you!

But Kids For Wish Kids does much more than that – it fosters the value of community service by providing you with hands-on experience in helping to grant wishes through your local chapter of Make-A-Wish. It also provides a mechanism for building school spirit and creating additional partnerships between children and teachers outside the classroom.

The opportunities available for fundraising activities through the Kids For Wish Kids program are endless – anything from a bake sale or penny war to a dance marathon or student/teacher basketball game – it's all up to your imagination. Read on to find out how you and your classmates can get started!





About Make-A-Wish®



Mission Statement

We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy.

How Make-A-Wish Started

In 1980, seven-year-old Chris Greicius had one wish - to be a police officer. Unlike most children, who have plenty of time to realize their dreams, Chris was battling leukemia and his prognosis was not good. Chris was sworn in as the first and only honorary officer in Arizona history, presented with an official badge and given a helicopter tour of Phoenix by his fellow officers. But it wasn't just that he got to be a police officer. Chris' wish gave him back what the illness had taken away: **HOPE. STRENGTH. JOY.** Chris never fathomed that his dream would serve as the inspiration for the largest wish-granting organization in the world. But he understood the power of a wish. Now, the Make-A-Wish continues to improve the quality of life for thousands of children with life threatening illnesses around the world each year.

Central California Chapter History

The Central California Chapter began in 1986 and has turned dreams into reality for more than 1800 children! In 2013 we granted over 108 wishes through the commitment and dedication of our community and the work of board members, our administrative team and trained volunteers throughout Central California.



Facts at a Glance

We grant the wishes of children between the ages of 2½ and 18 who have life-threatening medical conditions and have not already received a wish from this, or another, wish granting organization. Factors like background, beliefs, income and other demographics are not taken into consideration when granting a child's wish.

Cost of a Wish

The average cost of a wish is \$6500. Wishes are absolutely free to the wish child and his/her immediate family. Funding for wishes comes from individual contributions, corporate sponsorships, planned gifts and in-kind donations of goods and services. The dollars raised from Kids For Wish Kids campus fundraising programs contributes significantly to our wish granting budget each year!

Counties Served

The Make-A-Wish® Central California serves 8 counties. All funds raised in Central California are used to grant the wishes of children in these counties: Fresno, Inyo, Kern, Kings, Madera, Mariposa, Merced, and Tulare.



Types of Wishes



Wishes are a wonderful experience for children with life-threatening medical conditions. Not only is the wish a magical interlude, but it is also a factor in increasing the child's sense of empowerment. Children are energized by imagining it, describing it, planning it, and anticipating it.

Most wishes fall into one of four categories:

I wish to go.....



Alison is an adorable 9 year-old girl who has complex heart disease. Alison loves the Disney Channel's show Hannah Montana, The Jonas Brothers, and the movie "Santa Claus III." Alison knew exactly what her wish would be when her volunteers inquired; Alison wanted to go to Disney World in Florida. This special young lady and her family spent several carefree days at the most magical place on earth giving her *hope* for the future, *strength* to endure, and *joy* to last a lifetime.

I wish to be.....



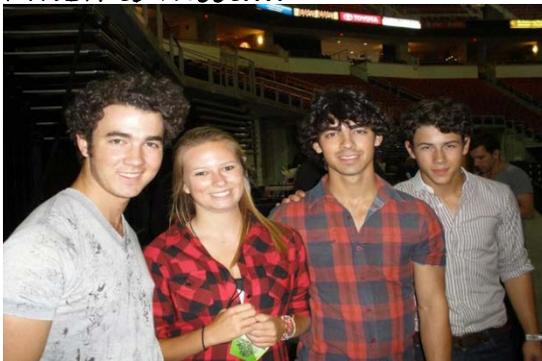
18 year-old Sarah, who was diagnosed with end-stage liver disease, had always wanted to be a cadet. Sarah and her family flew to Colorado Springs to spend an entire day at the Air Force Academy. Academy personnel outfitted Sarah with her own flight suit. She saw the academy's fleet of powered gliders and DA-20 training aircraft; Sarah then lifted off for an orientation ride in the DA-20. At the parachute school, Sarah strapped into a harness and dangled from a two-story ceiling to experience the thrills of parachute training. Soon, it was time for lunch with the academy's 4,000 cadets. Sarah and her family were pleasantly overwhelmed by days end.

I wish to have.....

Dominic is a delightful three year old who has Rhabdomyosarcoma, a soft tissue tumor. Like most little boys, he loves to play! When asked what he would like for his wish, he declared that he wanted to go on a shopping spree so that he could have lots of fun things to play with. Dominic and his family had an amazing day together.



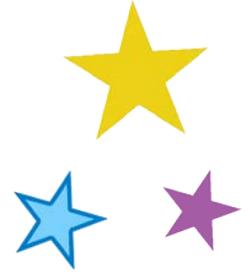
I wish to meet....



Sixteen year old Sierra was diagnosed with cancer. When Sierra found out she qualified for a wish, she wanted nothing more than to meet The Jonas Brothers. Sierra was able to attend their concert at the Save Mart Center in Fresno with her parents and siblings. They were treated to all sorts of special privileges throughout the night and had a wonderful experience.



Frequently Asked Questions



How much money goes directly to granting wishes?

Approximately 78% of the funds raised are used to grant the wishes of local children with life-threatening medical conditions.

How does the Make-A-Wish grant wishes?

Any child between the ages of 2 ½ and 18 years who has a life-threatening medical condition and has not received a wish from another wish granting organization qualifies. The child's primary doctor determines whether or not a child has a life-threatening medical condition. Once qualified, a team of two Make-A-Wish volunteers visits the child to determine his or her wish. The Make-A-Wish works with local schools, volunteers, and donors to raise funds to help fulfill the wish of the child.

Which children are eligible for a wish?

The Make-A-Wish grants the wish of any child who is between the ages of 2 ½ - 18 and diagnosed by a physician as having a life-threatening medical condition. Children may be referred by the child's physician, parents or legal guardian, social worker or other health care professional, or even themselves! The Make-A-Wish grants wishes to children regardless of race, religion, or socioeconomic status. The child may not have had a wish granted by another wish-granting organization.

What do kids wish for?

Wish requests fall into the following categories:

Disney theme parks	35%	Celebrity	9%
Travel	11%	Computers/Electronics	7%
Shopping Spree	14%	Other	10%

A wish is limited only by a child's imagination. The Make-A-Wish provides the structure, but it is the child's request that determines how Make-A-Wish volunteers will turn the dream into reality.

How are wishes granted?

A specially trained volunteer team interviews each child to determine their one most heartfelt wish. Once the staff person assigned to the wish gives the green light, the wish granting process begins. A wish can take anywhere from a few days to much longer depending on what the child requests. In-kind gifts, donations from individuals and corporations, as well as the time provided by the many volunteers and celebrities, all help to make wishes come true.

What is the average cost of a wish?

The average cost of fulfilling a wish is \$6,500.

Will we meet a wish child?

We try to accommodate this request whenever possible; however, it is completely dependent upon the health of the child at the time the school wishes to have him or her attend an activity.



"FUN"draising



Ideas

★ American Idol/ Cabaret Night-

Invite students to show their skills! Make the contest for singers only, or divide into groups so musicians can participate, too. Sell desserts and beverages.

★ Rummage Sale-

Have students and staff donate old items such as CDs, DVDs, movies, jewelry, clothes, games, books, etc and sell them for a reasonable price.

★ Have an Eating Contest-

From pies to hot dogs to doughnuts to chicken wings- the possibilities are endless! Talk to local businesses about donation food items and prizes.

★ Coordinate a Student/Teacher Sport Event-

Students and teachers compete in a sporting event. During half time, consider having the football team be the cheerleaders. Charge admission to the event. Think about refreshments, as well. Try to get food items donated from local businesses to keep costs low.

★ Duct Tape an Administrator-

Sell strips of duct tape to students who wish to tape the principal or teacher to the flag pole on campus during the lunch hour!

★ Announce a Dress Down Day-

If your school has a dress code, find out if students can contribute a small fee to wear casual clothes for the day. Teachers can participate in Dress Down Day too!

★ Sell Make-A-Wish Stars-

For \$1, students can buy a star and write their name on it. The stars are then hung in the school. Contact Cortney at Make-A-Wish for stars.

★ Other Things to Consider-

Add a fundraiser to something your school already participates in: Homecoming, Proficiency Week, Pep Rally, Right to Read Week, Red Ribbon Week, Prom Promise.

★ Compete In a Penny War-

Each grade level competes against others to collect the most pennies. Students are encouraged to put nickels, dimes, and quarters in other grades' containers in order to get the corresponding amount of pennies subtracted from the other grades' total counts.

★ Pie-in-the-Face-

Sell \$1 raffle tickets for a chance to throw a whip cream pie at the face of your favorite teacher at the next assembly or sporting event.

★ Flower Sales-

Sell flowers for Secretaries Day, Valentines Day, corsages for Easter, green carnations for St. Patrick's Day, etc... (balloon bouquets can also been done on all or selective holidays.)

★ Lottery Eggs-

Take about 100 plastic Easter eggs (or any inexpensive containers) and place a few fun prizes or a \$5 bill (or both!) in several eggs. Put jellybeans or M&M's in all remaining eggs/containers and sell each egg for \$1.

★ Pet Photo Contest-

Teachers and students post a picture of their pet (s) on the bulletin board. Students and staff pay a said amount to vote for the "cutest", "most unusual", "ugliest", "funniest", etc... Award all winners a pet prize – such as a pet toy, dog/cat treats, cat litter, etc...

★ Teacher Baby Picture Contest-

Teachers each bring in one of their baby pictures. Pictures are displayed and students try to guess who's who. Charge a small donation for each guess and the student naming the most teachers wins a prize.

★ Skip for a Wish-

Students get pledges from friends and family on how long they can skip. You can designate any amount: \$15 for 30 minutes, \$30 for an hour, etc...

★ 100th Day of School-

During the week of the 100th day of school, have students bring in 100 coins of any combination

★ Candy-Grams-

For a set donation, kids write messages to friends and teachers to be delivered during the day. Each message has a piece of candy attached. Works great around a holiday.

★ Paper Chain War-

Each grade level competes to make the longest paper chain. Each grade is assigned a different color chain. Links are sold for a set donation each.

★ Sporting Activities-

Host a sporting event and charge a fee to play and to get into the game.





Fundraising Guidelines



Thank you for helping us make wishes come true! In planning and holding your fundraiser, please remember the following:

1. We do not allow door-to-door or telephone solicitation.
2. Please use care when using the Make-A-Wish name and logo. Note that “Make-A-Wish” is spelled with a capital “A” with hyphens. Also, please do not alter our logo or name by customizing it to your specific event. Taking care in these matters helps us protect our brand!
3. The first time the name “Make-A-Wish® Central California” or “Make-A-Wish®” is used, the ® symbol must be used, also.
4. Please complete the attached projected budget before the event and the final budget at the conclusion of the event. Keep careful track of the money you raise.
5. Before distributing any promotional materials or press releases, each item must be reviewed and receive approval from Cortney at the Make-A-Wish office.
6. If you would like any more information about the Make-A-Wish or if you would like any collateral materials about Make-A-Wish to distribute at your fundraiser, please contact Cortney at 559-221-9474 or cortney@centralca.wish.org.

Language to use

Please refrain from using the terms “terminally ill”, “dying” or “last wish” when referring to our children. The expression we use is “children with life-threatening medical conditions.” Our organization exists to serve these kids and their families and we are always careful to use language which is sensitive to them. The majority of the children for whom we have fulfilled wishes are survivors – we like to think that perhaps their wish has had a positive impact on their well-being. Your fundraiser will provide an ill child with hope and something exciting and positive to look forward to during a time that is often overwhelmed with worry and uncertainty.

Language to use in Advertising

The Better Business Bureau has established guidelines as to how you must indicate your fundraiser is benefiting Make-A-Wish. Please refer to the following chart:

What is going to Make-A-Wish

If all the money collected is going to Make-A-Wish

If all the money minus your expenses on the event are going to Make-A-Wish

If a specific dollar amount in the purchase of a product is going to Make-A-Wish you must state the dollar amount.

If a percentage of the proceeds are going to benefit Make-A-Wish, you must state the percentage.

The Language to use

All proceeds benefit Make-A-Wish® Central California

Net proceeds to benefit Make-A-Wish® Central California

Example: For every car we sell on Sunday, \$100 will go to Make-A-Wish® Central California.

Example: 25% percent of the proceeds to benefit Make-A-Wish® Central California.



Fundraising Form



School: _____ Group Name: _____

Address: _____ City: _____ Zip: _____

Teacher/Advisor Name: _____ Teacher/Advisor Phone: _____

Email: _____ Fax: _____

Description of Fundraiser: _____

Date, Time and Location of Fundraiser: _____

Estimated Number of Participants: _____ Estimated Cost for Fundraiser: _____

Estimated Donation to Make-A-Wish: _____

What, if any, resources do you request from Make-A-Wish?: _____

How did you hear about the Kids for Wish Kids Program?: _____

We have read and agree to follow the attached Kids for Wish Kids® Fundraising Rules.

PROPOSED BY:

APPROVED BY:

Signature

Signature

Name of Teacher/School Representative

Make-A-Wish®
Central California

Date: _____

Date: _____

We are so happy that you have decided to do a project for
Make-A-Wish Central California! Please mail/fax the attached, completed form to:

Make-A-Wish® Central California

Chapter Headquarters:
351 W. Cromwell Avenue, Suite 112-A
Fresno, CA 93711
Attn: Cortney Snapp
Phone: (559) 221-9474
FAX: (559) 221-9472

Kern County Office:
5330 Office Center Court Ste 62
Bakersfield, CA 93309
Attn: Catherine Anspach
Phone: (661) 634-9474
FAX: (661) 634-9374

Make-A-Wish Graphic/Promotion Standards

The following are the guidelines for using the Make-A-Wish logo or name when promoting your event.

- 1.) Please remember that all documents which are produced by your organization with the Make-A-Wish logo or name **need to be approved** by the Make-A-Wish staff prior to printing.
- 2.) When utilizing the Make-A-Wish logo please refer to our brandmaker website for downloading capabilities and PMS guidelines.
- 3.) The website information is www.brandmaker.wish.org .
User name is **makeawish** and password is **wish.**
- 4.) The logo color choices are black, PMS blue 293 or in a reversed out white.
- 5.) Please be sure to indicate on all event pieces where donated funds are going **and** what percentage will be given to the Foundation.

5a) *When referring to the support, please choose one of the following statements.

Sample choices;

- 1.) To support the local chapter of the Make-A-Wish[®]
- 2.) To support our local chapter of Make-A-Wish
- 3.) To support the Make-A-Wish[®] Central California

**When using statements 1 & 2 from above, the Make-A-Wish logo may be substituted for the Make-A-Wish name. (See sample 1 below)*

To support the local chapter of



5b) Please have all printed event pieces **include** what percentage of the event will benefit Make-A-Wish:

Sample choices;

- 1.) ___% of the **net** proceeds will go to the local chapter of Make-A-Wish
 - 2.) ___% of funds received will go directly to the local chapter of Make-A-Wish
 - 3.) ___% of the **net profit received from the** _____ (i.e.; raffles, mulligan, t-shirts, etc..) will go directly to the local chapter of Make-A-Wish
- 6.) Please be sure that All event pieces include the following sentence:
For additional information on the Foundation, please call (559) 221-9474
Federal Tax ID #: 77-0116530