



MAKE ·  · WISH®

Alabama

KIDS  
FOR  
WISH  
KIDS®



## What Is Kids for Wish Kids?

Kids for Wish Kids is a program designed for local schools, churches, and youth organizations that gives students the opportunity to sponsor wishes for children with life-threatening medical conditions.

Being a part of Kids for Wish Kids fosters concepts including:

- Community Service
  - Creativity
  - Leadership
- Money Management
  - School Spirit
  - Volunteerism

Students manage the program from start to finish. They form the committee, develop fundraising ideas, and put the plan into action. Teachers and parents are advisors, but the ownership of the fundraiser belongs to the kids involved.

Kids for Wish Kids shows the value of community service by providing a hands-on experience to help raise funds that are necessary to grant wishes while building school spirit and creating partnerships between children and advisors outside the classroom. Every child will have a life changing experience as they come together to share the power of a wish.

## Project Ideas

- Coordinate a Student/Teacher Sporting Event
  - Spirit Chain
- Coordinate a "Wish Upon a Star" Event
  - Hold a school marathon
  - Compete in a Penny War
  - Have a pie in the face contest
    - Sell Make-A-Wish Star
    - Give a holiday donation
  - Plan a benefit concert or talent show
    - Hold a dress down party
      - Have a hat day
      - Sell candy grams
- Coordinate a teacher day of graduation picture concert
  - Hold a guessing game
  - Have a fashion show

## Making Wishes Come True

Below are several examples of what the money raised through Kids for Wish Kids could be used for:

### \$300

- Ticket to Florida Theme Park
- Four tickets to a concert to meet a Singer/Band
- Limousine transportation to/from their wish

### \$500

- Two airline tickets to fly to Florida
- Puppy
- Internet Service for one year & software gift card

### \$750

- Souvenirs for a large family on a wish trip
- Shopping spree for a 2-5 year old child
- One year of chemicals for a pool

### \$1000

- Helicopter ride in Hawaii to see volcanoes
- Shopping spree for a 6-9 year old child
- New bedroom set as part of a room re-do

### \$1500

- 1 week hotel for a family of four
- Out-of-town shopping spree for a 15-18 year old child
- Meals for a family of four on a 5 day wish trip

### \$2000

- A computer and monitor
- A big screen TV
- Computer desk and chair

### \$7000

- Adopt-A-Wish® (Sponsor a specific child's entire wish)



# Fund Raising Guidelines

Please remember the following in planning and holding your fundraiser:

1. We do not allow door-to-door or telephone solicitation.
2. Please use care when using Make-A-Wish Foundation name and logo. Not 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” is used, the ® symbol must be used, also. Please make sure to add “Serving the children of Alabama” after Make-A-Wish.
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 the Make-A-Wish office.
6. If you would like any more information about Make-A-Wish or if you would like any collateral materials about Make-A-Wish to distribute at your fundraiser, please contact Nora Banks at [nbanks@alabama.wish.org](mailto:nbanks@alabama.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:

<u>What is going to Make-A-Wish</u>	<u>The Language to Use</u>
If all the money collected is going to Make-A-Wish...	“All proceeds benefit Make-A-Wish, serving the children of Alabama.”
If all the money minus your expenses on the event is going to Make-A-Wish...	“Net proceeds to benefit Make-A-Wish, serving the children of Alabama.”
If a specific dollar amount in the purchase of a product is going to Make-A-Wish, you must state the dollar amount..	“Example: For every car we sell on Sunday, \$100 will go to Make-A-Wish, serving the children of Alabama.”
If a percentage of the proceeds are going to benefit Make-A-Wish, you must state the percentage...	“Example: 25% of the proceeds to benefit Make-A-Wish, serving the children of Alabama.



# 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:  
\_\_\_\_\_  
Signature

APPROVED BY:  
\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name of Teacher/School Representative

\_\_\_\_\_  
Make-A-Wish Representative

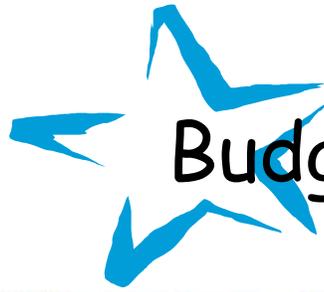
Date: \_\_\_\_\_

Date: \_\_\_\_\_

We are so happy that you've decided to do a project for Make-A-Wish, serving the children of Alabama!

*Nora Banks*

Make-A-Wish® Alabama  
244 Goodwin Crest Drive, Suite 200  
Birmingham, AL 35209  
Tel: 205-254-WISH (9474) X 1933  
Fax: 205-254-9479  
www.alabama.wish.org



# Budget Worksheet

Careful planning can ensure your event will bring a maximum benefit to the children we serve. Plan for the worst-case scenario on cash expenditures and income. Once you have the budget in place, try to secure in-kind donations in order to reduce your costs and enhance the income. *Please use the enclosed Solicitation Approval Form prior to making any asks.*

Use this worksheet to both plan and account for your actual income and expenses. Prior to your event, submit a copy to Nora Banks at the Make-A-Wish office for approval. Please submit the completed worksheet to Make-A-Wish no more than 30 days after the conclusion of your event.

Event Name: \_\_\_\_\_ Date: \_\_\_\_\_

Income	Budget \$	Actual \$
General Donations		
Sponsorship		
Ticket Sales		
Miscellaneous (list separately)		
<b>Total Income</b>	<b>\$ (budget)</b>	<b>\$ (actual)</b>

Expenses	Budget \$	Actual \$
Food		
Beverage		
Printing		
Postage		
Decorations		
Prizes/Gifts		
Music/Entertainment		
Site Rental		
Other Miscellaneous Items (list separately)		
<b>Total Expenses:</b>	<b>\$ (budget/goal)</b>	<b>\$ (actual)</b>

