



Make-A-Wish[®]
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Kids For Wish Kids
PROGRAM TOOLKIT

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PROGRAM OVERVIEW

Who?

The simple answer is: kids. The **Kids For Wish Kids®** program allows kids K-12 to help create life-changing wishes for children with critical illnesses. Kids are responsible for the program; from brainstorming fundraising ideas, to developing a plan of action and then seeing their ideas come to life. Teachers and parents often serve as advisors, but ownership of the project belongs solely to the kids involved.

What?

The Kids For Wish Kids program is designed to engage kids of all ages in the Make-A-Wish mission. The program provides ideas for kids and teens to raise funds to help create life-changing wishes for children with critical illnesses in their community. Opportunities to fundraise for the Kids For Wish Kids program are endless!

Examples include:

- Penny Wars
- Dress Down Days
- Read-A-Thon
- Bake Sales
- Pie-In-The Face Contest

Where?

- In your neighborhood or community!
- In your school!
- In your clubs or religious organization!

When?

Anytime! The options for when to hold a Kids For Wish Kids fundraiser are as endless as the school days. Often the “when” is answered by the “what.” Start by determining the right fundraising event and then determine when it would best be held.

Why?

The Kids For Wish Kids program enables youth to engage in the mission of Make-A-Wish Mississippi. The program fosters the value of community service by providing kids with hands-on experience in helping to create wishes through their local chapter.

This experience demonstrates how their hard work results in making a significant difference in their community. It also provides a mechanism for building school spirit and creating additional partnerships between children and teachers outside of the classroom.

Here are just a few ways that kids can benefit by participating in the program:

- It provides them with a positive learning experience
- It fosters the value of community service
- It teaches them compassion and how they can make a difference in the lives of others
- It creates school and neighborhood spirit
- It helps them learn to work together for a common goal
- It provides interaction among children, teachers and parents

How?

Kids and teens of all ages create ideas for fundraisers and then organize and manage their fundraisers from start to finish. Take the easy steps explained on page 5 to spark your creativity!

YOUR SUPPORT MATTERS

This year, Make-A-Wish® Mississippi is working to fulfill the wishes of 100 kids with critical illnesses. Wishes give kids something to look forward to, a chance to be a kid again, and hope and strength for the future. Thank you for supporting this important mission by participating in the Kids For Wish Kids® Program.

Qualifications for a Wish

Any child over the age of 2 ½ and under the age of 18, diagnosed with a progressive, degenerative or malignant critical illness, may be referred for a wish regardless of the family's race, gender, creed, socio-economic or cultural background.

A child's medical eligibility is determined with the treating physician. Once qualified, a team of two Make-A-Wish volunteers visits the child to determine his or her wish.

Types of Wishes

The wish requests Make-A-Wish receives are as unique as the children who make them.

The majority of wishes fall into five categories:



I wish to go!



I wish to have!



I wish to be!



I wish to meet!



I wish to give!

Support with Confidence

Financial support for Make-A-Wish comes from individual, corporate and foundation donors. Additionally, more than 200 individuals volunteer their time and talents. Make-A-Wish consistently dedicates approximately 80 percent or more of dollars received to granting wishes.

Wish Impact

A wish come true helps children feel stronger, more energetic and more willing and able to battle their critical illness. For many, it marks a turning point in their fight against their illnesses, according to a recent study.

- 89% percent of nurses, doctors, social workers and child life specialists surveyed say they believe that the wish experience can influence wish kids' physical health.
- 99% of parents reported that the wish experience gave their children increased feelings of happiness.
- 91% observed that the wish experience decreased their children's depression or sadness.
- 97% of parents said the wish experience strengthened their families.

STEPS TO SUCCESS

1. Read the Toolkit

Take a moment to read through all of these materials. They have been designed to provide an overview of the information needed to be successful and give an idea of what to expect from the program.

2. Choose an Activity

Choose from the list that we provide or come up with a new creative concept! Most events fall under one of these broad categories:

- **Fundraising Activity:** Examples include school dances, talent shows and charitable sports games. Generally, funds are raised through a fee that is charged to participate.
- **Marathon:** Anything can be a marathon – jumping rope, dancing, walking, or even reading. Funds are raised through individual participants who solicit sponsors to donate a fixed amount for each hour they perform the task.
- **Tournaments:** All-day sports tournaments (think basketball, baseball, dodge ball, etc.) are fun for participants and their families. Funds are raised through entry fees and general donations from the crowd.
- **Sales:** Bake sales, garage sales, star sales, bracelet sales, flower sales...the possibilities are endless! Sales are also an effective way to raise more money at an event (i.e. selling concessions at a sports tournament).

3. Submit the Proposal Form

Forms can be mailed to Make-A-Wish Mississippi at 607 Highland Colony Parkway, Suite 100, Ridgeland, MS 39157, or email Jane Walsh at Jwalsh@ms.wish.org. In return, a Make-A-Wish staff member will send the organizer program supplemental materials and reach out via telephone to answer any questions.

4. Plan the Activity & Create a Budget

Create a detailed “to do” list. Recruit people to help and distribute important tasks. Consider these questions to help think through the details of the fundraiser:

- What resources and facilities will you need for your fundraiser?

- What might you be able to get donated?
- How many people will you need to run your fundraiser effectively and what adult assistance will you need?
- What opportunities are available to promote your fundraiser within your school, group, and/or community?
- What assistance will you need from Make-A-Wish to help make your fundraiser a success?
- Where and when will your fundraiser take place?

5. Promote the Activity

Balance time between planning logistics and spreading the word. **Please Note:** Approval from Make-A-Wish Mississippi is **required** before distribution.

- Create fliers and other promotional materials.
- Promote the event throughout the school and/or community. Remember - a personal ask is always most effective, so ask friends and family to get involved and ask them to ask their friends and family to participate.

6. Host an Awesome Activity

The hard work has paid off and event day is here. Enjoy! These tips will help ensure things run smoothly:

- For large activities, utilize volunteers to spread the workload.
- Photograph the festivities. Photos may come in handy when planning or promoting next year’s event.
- Say thank you often! Thank your volunteers, donors, and any parents who are involved.

7. Post-Event Wrap Up

Congratulations! Well done! Thank you! Just a few more things to do...

- Send in funds collected to Make-A-Wish Mississippi within 30 days of the completion of your event.
- Send thank you notes to donors and volunteers.
- Be proud of results!
- Please note: If you would like to share your success with any local newspapers, approval from Make-A-Wish Mississippi is required before distribution. No media should be contacted prior to receiving approval from Make-A-Wish Mississippi.

BRAND GUIDELINES

OUR NAME

In all event materials, our name must appear as:

“Make-A-Wish® Mississippi”

The registered trademark symbol should appear with Make-A-Wish® Mississippi when the chapter name is used in a headline or in the first instance in text.

Superscript the registered trademark symbol after Make-A-Wish, when possible.

The words “Make,” “A,” and “Wish” must all be capitalized and separated by hyphens. (Make-A-Wish)

OUR LOGO

Once the paperwork has been approved, we will send you the Make-A-Wish® Mississippi logo.

The logo must never be used in the title of the event or within a sentence; Make-A-Wish® Mississippi should be typed. The logo must stand separately.

Any products you develop for your fundraiser which incorporate the Make-A-Wish® Mississippi logo (such as mugs or t-shirts) must be approved by our office.

FONTS & COLOR

The organization’s preferred fonts are Lato and Droid Serif. Arial or Georgia can be substituted, respectively.



Make-A-Wish Blue

PMS 2935 C

C100 / M52 / Y0 / K0

HEX #0057B

R0 / G87 / B184

LANGUAGE

Focus on the positive! Please refrain from using terms that are contrary to our mission, such as “terminally ill”, “dying”, or “last wish” when referring to our wish children.

The appropriate expression is “children with critical illnesses.” This is not just the expression we use, but also the accurate and complete description of the population we serve.

Our organization exists to serve these kids and their families and we are always careful to use language that is sensitive to them. Many of the children for whom we have fulfilled wishes have overcome or are on their way

to overcoming their medical conditions. We believe in the importance of keeping a positive mindset.

ADVERTISING

The Better Business Bureau Wise Giving Alliance has established standards as to how you must indicate your fundraiser is benefiting Make-A-Wish Mississippi.

State either:

(_)% of proceeds to benefit Make-A-Wish® Mississippi

OR

Benefiting Make-A-Wish® Mississippi

SUPPORT TEAM

YOUR MAKE-A-WISH SUPPORT TEAM

Make-A-Wish is so excited to partner with you to ensure that your Kids For Wish Kids experience is rewarding! The Make-A-Wish staff is here to help throughout your planning; and below is an example of some of the support and resources available:

- Fundraising project ideas and tools for all ages
- Publicity tools and support, including an event posting on Make-A-Wish's local website Make-A-Wish videos and wish stories to share
- Make-A-Wish products for purchase (visit www.makeawishmarketplace.com to order products online)
- A Make-A-Wish speaker to talk about the organization and wish granting. See enclosed document for criteria to secure a Make-A-Wish speaker.

If you have questions regarding the Kids For Wish Kids program or a project idea, please contact:

Make-A-Wish Mississippi
607 Highland Colony Parkway,
Suite 100
Ridgeland, MS 39157
601-366-9474 ext 1311



FREQUENTLY ASKED QUESTIONS

How do we collect the money?

Make-A-Wish Mississippi (MAW Mississippi) encourages a secured collection container. Most groups find it necessary to have change available for fundraising activities. At the end of the program, the school or organization should submit a check for the total amount raised to **Make-A-Wish Mississippi**.

Who should collect and count the money?

Collecting and counting funds is a great opportunity for student council, key club or PTA/PTO to become involved. Cash collected can be deposited into the school's account and a check can be submitted to MAW Mississippi.

What do I do with the cash from the fundraising event?

All cash raised the day of the event should be collected and given to pre-designated individuals from the school or organization. These designated individuals should secure and monitor the cash in a safe or locked box until the money can be counted and deposited.

After your fundraiser, individual checks made payable to **Make-A-Wish Mississippi** should be mailed directly to our office:

Make-A-Wish Mississippi
607 Highland Colony Parkway, Suite 100
Ridgeland, MS 39157

For accounting and security purposes, MAWMS prefers to receive a check instead of coins or cash. Please ask the event organizer to deposit the coins and send the funds to our office in the form of a check. Net proceeds from the event should be submitted within 30 days of the conclusion of the campaign. Supporters who give checks and credit card donations will receive a written tax acknowledgement from MAW Mississippi.

May we open a bank account to cash checks made payable to the Make-A-Wish?

No, you may not open a bank account under the Make-A-Wish Mississippi name.

How much of the money raised goes directly to grant wishes?

Approximately 80% of the funds raised are used to create life-changing wishes for children with critical illnesses.

Are there any restricted forms of fundraising?

As a matter of national policy, Make-A-Wish does not engage in telemarketing, door-to-door solicitation or "canning".

A local business wants to support our fundraising event, but they need a tax identification number for Make-A-Wish Mississippi.

Businesses may request a copy of a MAW Mississippi Tax Determination letter which identifies MAW Mississippi as being qualified for tax exempt status under section 501 (c)(3) of the Internal Revenue Code.

Can Make-A-Wish secure sponsorship for our event?

No. MAW Mississippi will at no time solicit sponsorships or in-kind donations for third party events.

WRAP-UP FORM

Please be sure to mail in this form and funds raised within 30 days of the completion of your fundraiser.

Fundraiser Name: _____ Date Held: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Contact Phone: _____ Contact Email: _____

Event Revenue

In this section, please list all the ways your fundraiser earned money, specifying the amount received through each avenue separately (example: bake sale - \$1,000/car wash - \$500, etc.): _____

Total Raised: \$ _____

Did you receive support from the Make-A-Wish® staff? Was there anything that they could have done differently (or more of) to ensure your success? _____

Would you like to participate in the Kids For Wish Kids® program next year? Y N

If no, why not? _____

Will you be the contact for next year's event? Y N

If no, please provide the appropriate contact person's name, email and phone # below:

Send in Check and Form

Within 30 days of your fundraiser, please mail this sheet and the funds to:

Make-A-Wish Mississippi
607 Highland Colony Parkway, Suite 100
Ridgeland, MS 39157
Please do not mail cash.




**Thank you for
your support!**

FOLLOW US ON SOCIAL MEDIA

FACEBOOK: @MSWISH
 TWITTER: @MSWISH
 INSTAGRAM: @MAKEAWISHMS



Make-A-Wish
 MISSISSIPPI

607 Highland Colony Parkway
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 Ridgeland, MS 39157

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