

WISHMAKERS
on
CAMPUS

MAKE A WISH®

Central and Western
North Carolina

Share the power of a wish®
at any age.



WHAT IS WISHMAKERS ON CAMPUS®?

Welcome to our Wishmakers On Campus® program! Wishmakers on Campus is an incredible fundraising program designed for High School and College organizations, such as student governments, athletic teams and Greek organizations, interested in contributing some of their time and energy to help grant the wishes of children with life-threatening medical conditions. The fundraising possibilities are endless – anything from a 5K walk/ run, to a bachelor/ bachelorette auction or silent auction. By participating in Wishmakers on Campus, you can help bring a ray of hope for children diagnosed with life-threatening illnesses. A fulfilled wish can replenish a child's faith in the basic wholeness and goodness of the world. It lifts them up and carries them away to a place where wishes still do come true. It brings the magic back and with it, hope — as valuable a treatment as any medicine on earth!

The possibilities for Wishmakers on Campus are endless. For a few ideas or to see what has been done in the past please see our **Fundraising Ideas** section. Being a part of Wishmakers on Campus fosters concepts including:

- ☐ Community Service
- ☐ Creativity
- ☐ Entrepreneurship
- ☐ Leadership

- ☐ Money Management
- ☐ School Spirit
- ☐ Volunteerism
- ☐ Earn Service Hours

The program includes fundraising ideas and objectives to simplify the planning process. Your group simply adds your own creative touch to existing ideas or creates a project of your own. The success of the Wishmakers on Campus program is measured by the efforts and generosity of each and every one of you. We are so thankful for your continued support in making dreams come true.. This opportunity allows for everyone involved to *Share the Power of a Wish®!*

HOW DOES MY FUNDRAISING HELP?

Amount Raised	...Could Go Toward
\$6,000	Grant a wish!
\$2,500	Purchase exciting cruise line tickets!
\$1,000	Purchase airfare to an exciting destination!
\$500	Cover the lodging for a vacation!
\$250	Provide luggage for a family as they embark on a travel wish!
\$100	Provide a meal for a family while on their wish!

*Gifts made through this program are gifts to the entire mission of Make-A-Wish®. The needs shown are symbolic of the common wish elements associated with each wish and are only representative of our many wish-granting activities. Your gift may not actually be used to purchase the item shown or to grant the wish described. Each symbolic gift is unrestricted and will be pooled with other gifts to meet all of Make-A-Wish's needs. The suggested donation amounts are based on average estimated values.

MAKE-A-WISH[®] FACT SHEET

What is the Make-A-Wish[®] mission?

Make-A-Wish[®] Central and Western North Carolina grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

When did the Chapter Begin?

In February of 1985, Dr. Jerry Clark and his wife watched a touching story on TV about a young boy with cancer. The national Make-A-Wish Foundation had heard about the boy's wish to meet Mr. T. – and they made it happen. Inspired by the wonderful way Mr. T. treated this boy; Dr. Clark turned to his wife and said, "We need to start something like this in North Carolina."

Dr. Clark enlisted the help of his brothers at the Nat Greene Kiwanis Club. Committed to helping children, they embraced the idea of starting the chapter and worked diligently to get it up and running. Not only did they host an annual golf tournament to benefit Make-A-Wish, for the first 10 years the club committed 100% of all funds raised to granting wishes, covering all administrative expenses themselves.

In 1985, the chapter's first wish child asked to meet his football hero, Miami Dolphins quarterback, Dan Marino. Since its inception, the chapter and its supporters have granted more than 3,000 wishes to children in Central and Western North Carolina.

What types of wishes are granted?

Wishes provide a respite for our wish kids and their families as they bravely face their health challenges. The majority of wishes fall into one of four categories: travel wishes, meeting celebrities, occupational dreams or receiving a cherished gift item. The most popular wish is a magical vacation at the Walt Disney World[®] Resort! The average cash cost of a wish in Central and Western North Carolina is \$6,000. This varies, as the wishes themselves vary. Once we know a child's most heartfelt wish, we do our best to make that wish come true.

" I WISH TO
HAVE..."

" I WISH TO BE..."

" I WISH TO GO..."

" I WISH TO
MEET..."

Who is eligible to receive a wish?

Make-A-Wish is a life-affirming organization that focuses on the joy of the wish experience, not the pain and uncertainty of the child's medical condition. Before a wish can be granted, three criteria must be met:

- The child must be between the ages of 2½ and 18 years old.
- The child's physician must medically qualify the child.
- The child must not have received a previous wish from Make-A-Wish or from any other recognized wish-granting organization

If you could have *one* wish, what would you wish for?



FUNDRAISING IDEAS

Here are some ideas to get you started, but these should not limit your ideas.

Soak Your Teacher: Students buy opportunities to soak their teachers. Ideas: squirts with a squirt gun: \$.50; water balloons: \$.75; bucket of water: \$1.00, etc.

Bowl-A-Thon: Work with a local bowling alley to see about waiving the fee or offering a discount on renting several lanes. Have participants pay a fee to play as a team or individual. Or have participants seek pledges for the number of pins they can knock over in a night.

Star Cutouts: Sell special star cutouts for \$1 each. Participants can design their own star and hang them in school classrooms or hallways.

Sales: Organize a bake sale, garage sale, cookbook sale (with favorite recipes from students or parents), candy sale, flower sale, book sale, holiday gift baskets sale, etc. Use your imagination!

Plan a Benefit Concert, Talent or Fashion Show: Invite local talents or students to perform in a benefit concert or talent show. Or ask local businesses to loan clothes for a fashion show. Invite students, teachers, families, friends to watch the local talent in exchange for an admission fee.

Coordinate a Student/Teacher Sports Event: Students and teachers can compete in games or other sporting events during basketball or football season. For example, students and teachers can purchase the opportunity to compete in a half court shooting competition and win a prize if they make it.

Sell Candy Grams: Students may purchase candy for another student and get a card to fill out with their own personal message. Other items to sell include flowers, cookies, locker signs, etc.

Hold a Marathon: Reserve a fitting location such as your school track, gym or cafeteria to hold a jump rope-a-thon, dance-a-thon, walk-a-thon, or jog-a-thon. All participants then get their friends and family members to make pledges for each lap they have run, etc. The student who raises the most money wins a prize!

Dollar Drive: Get everyone on campus to donate \$1. Come up with creative ways to get 100% participation.

Survivor Kits: During midterms or finals week sell "survivor kits" full of munchies and goodies for those all-nighters.

Kiss the *what...!?*: Students raise money by "voting" for a teacher who they would want to see kiss a llama, frog, pig, etc. on the lips. Students vote with their donations and the "winning" teacher is determined by the largest donation amount collected.



Traveling "Hobo" Band:

Gather a group of energetic students, a few random noise-makers, and some tacky yard decorations and hit the halls with zest. *Think plastic lawn chairs, pink flamingos, blow up alligator floats...garden gnomes, etc.* (You might want to put these items in a little red wagon to keep it "on the move.") Gather instruments- perhaps a guitar, banjo, kazoo, and harmonica and gather a group of willing 'hobos.' Make sure the group dresses the part in "raggedy" clothes. Print up an information sheet about your "band" and what you are raising money for. Visit each classroom, sit down and start playing terrible music. Accept donations from students (\$1-\$5) to take your Traveling Hobo Band elsewhere. Most people will be more than happy to get you to go away! Students may even want to give a donation to send your "band" to someone else's classroom as a joke!

Awkward "Trike-a-thon": A fundraising "Trike-a-thon" is exactly what it sounds like. Make it an athletic challenge where students get donations per trike-lap or flat donations. Create a special path in a campus parking lot or use tape on a gymnasium floor to mark your track. Host the event at a time where family and friends could attend to cheer for their favorite racers.

RESOURCES AVAILABLE TO YOU

We appreciate the hard work that goes into your fundraising efforts and understand you may require some support or resources from our Chapter to make your event a success. Although we are happy to consider proposed events at any donation level, because our resources are limited we hope each external fundraiser using the Make-A-Wish trademarks will raise at least \$1,000. Here is a listing of resources available upon request.

All Events

- * Permission to use the Make-A-Wish® Central and Western North Carolina name
 - * Inspirational Wish Story
- * Template for a press release
 - * Donation tracking sheet

\$3,000 +

- * All of the above plus
- * Foundation representative to attend your event

\$6,000 +

- * All of the above plus
- * Permission to use the Make-A-Wish® Central and Western North Carolina chapter logo
 - * Ability to become an Adopt-A-Wish partner and adopt one child's wish

\$10,000 +

- * All of the above plus
- * Thank you posted on the Make-A-Wish® Central and Western North Carolina Facebook page and website
 - * Ability to become an Adopt-A-Wish partner and adopt one high-cost child's wish



FUNDRAISING COMMITMENT FORM

Please complete and mail or fax back to the chapter office or email to wishmakersoncampus@ncwish.org a minimum of three weeks before your fundraiser.

Make-A-Wish® Central and Western North Carolina
212 S. Tryon Street, Suite 1080, Charlotte, NC 28281
P: 704.339.0334 | F: 704.339.0335

Primary Contact Information

Name: _____
Mailing address: _____
Preferred phone #: _____
Email: _____
Best way to contact: _____
Best time to contact: _____
Fundraising with a group or club? _____
Please list your group name (i.e. NHS, Key Club, Chi Omega): _____

School/Organization Information

Name: _____
Address: _____
Phone: _____
Fax: _____
Alternate Contact: _____
Phone: _____
E-mail: _____
Best way to contact: _____
Best time to contact: _____

Fundraiser Information

Title of fundraiser (if applicable): _____
Date/Time: _____
Location: _____
What is your fundraising goal? \$ _____
Estimated number of participants: _____
Fundraiser description: _____

Make-A-Wish Materials

Please indicate the items and/or quantity needed for your fundraiser!

- Make-A-Wish Banner
- Make-A-Wish Fundraising Thermometer
- Make-A-Wish Paper Star Icons (\$10 each pack of 100) Sell for \$1 each and raise \$100*

*Please make checks payable to Make-A-Wish Central and Western North Carolina and include with completed form. If using credit card call our offices at (704)339-0334.

WISHMAKERS ON CAMPUS® FUNDRAISING RULES

Thank you for helping us make wishes come true! In planning and conducting your fundraiser, please adhere to the following rules:

(Please provide your initials to acknowledge your commitment.)

I understand the Make-A-Wish® does not allow the use of door-to-door or telephone solicitation in any way. _____

I will use care when using the Make-A-Wish Foundation name and logo. (Note that “Make-A-Wish” is spelled with a capital “A” and with hyphens. Also, please do not alter our “swirl and star” logo by customizing it to your specific event - such as “Make-A-Cake” for a cake walk.) _____

I agree that the first time the name “Make-A-Wish®” or “Make-A-Wish® Central and Western North Carolina” is used, the ® symbol will be used as well. _____

I agree to have a Make-A-Wish chapter representative approve all materials or reprints that bear the Make-A-Wish logo or name before I distribute them. This includes, but is not limited to, press releases, posters, flyers, and advertisements. _____

I understand the mission of the Foundation is to grant the wishes of children with life-threatening medical conditions. I will not refer to the children as “terminally ill” or “dying.” (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 believe their wish has had a positive impact on their well-being.) _____

I will consult a Make-A-Wish chapter representative before I contact any company or organization to solicit sponsorships, auction items, or donations on the “Reserve List”. _____

I agree to provide the Make-A-Wish Foundation with the event net proceeds - along with a description of all project expenses and revenues - within thirty (30) days after the fundraising event. _____

THANK YOU AGAIN FOR YOUR SUPPORT!

We have read and agree to follow the attached Wishmakers On Campus® Fundraising Rules.

Proposed By:

Signature

Name of Adult Project Advisor

Date

Approved By:

Signature

Name of Make-A-Wish® Representative

Date

FINANCIAL SUMMARY

Congratulations! Now that you have completed your Wishmakers On Campus® fundraiser, please complete this form and send it to our office with your donation.

School/Group name: _____

Contact name: _____

Address: _____

Phone: _____

Email: _____

Alternate contact name: _____

Alternate contact phone: _____

Address of sponsoring school/group: _____

This summary agreement serves as the final financial accounting record for the fundraising event,

_____, held on _____ (date), and was conducted on behalf of

Make-A-Wish® Central and Western North Carolina.

The total amount raised from these events was: \$ _____

The total expenses for these events were: \$ _____

The total contribution from these events is: \$ _____

*Please make all checks payable to Make-A-Wish.

Printed name of project coordinator: _____

Signature: _____

Date completed: _____

Please send total funds raised along with completed form to:

Make-A-Wish® Central and Western North Carolina
C/O Kids For Wish Kids
212 S. Tryon St., Ste. 1080
Charlotte, NC 28281



MAKE-A-WISH® PAPER STAR REQUEST

We recognize the hard work that goes into your fundraising efforts and understand that you may require additional resources to make your event a success! Paper star icons are available to incorporate in to your campaign. As an organization we do our utmost to ensure efficiency and appreciate your investment in helping us raise funds to maximize our ability to grant wishes. Please complete and submit this form to request stars for your fundraising efforts. Delivery will take 1-2 weeks.

Contact Name: _____ Organization Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email Address: _____
Name of Fundraiser: _____ Date: _____
Time: _____ Location: _____
Estimated Number of Participants: _____ Fundraising Goal: _____
Event Description: _____

STAR ORDER

One pack includes 100 Make-A-Wish® stars and costs \$10. Stars should be sold for at least a \$1 donation; however, you can decide any donation amount (i.e. \$2, \$5) depending on your fundraiser.

I am requesting _____ pack(s) (100 PER) of stars at a price of \$10 per pack, for a total of \$_____.

I am paying with a credit card (Only for orders of \$50+)

Card Number: _____ Security Code: _____

Name on Card: _____ Expiration Date: _____

I am paying by check or money order

Please make checks payable to: Make-A-Wish

Please send payment and completed form to:
Make-A-Wish Central and Western North Carolina
Attn: Development Department
212 S. Tryon Street, Suite 1080
Charlotte, NC 28281
(704) 339-0334

PRESS RELEASE TEMPLATE

Contact Information:

Event Organizer Name

School Name (if applicable)

Event Organizer Address

Phone Number *(this should be a number where a reporter will be able to reach you quickly)*

E-mail

FOR IMMEDIATE RELEASE: **(date)** *put the date that you want the information released*

“Title Here” (Example: Community Event Helps Wishes Come True)

CITY, STATE (Example: Downers Grove, IL) – This is the opening paragraph, and it should be really brief but explain all of the important points. This paragraph should be anywhere from 3 to 5 sentences. It should include the event that’s going on, the date, time, exact location and the names of important people who will attend.

The next paragraph goes into more detail. For example, this section could explain the importance of the event and why it’s taking place. This is a good place to talk about the success of past events or go into more detail about the upcoming event. In general, remember that most important information should be placed at the beginning of the article - information at the end is less likely to be read.

This is where you’ll go in detail about how to order tickets, get more information, etc. Once again, you should keep paragraphs at about 3 sentences in length.

If you want to include further information about the foundation, here is the approved language: Make-A-Wish® Central and Western North Carolina grants wishes to children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Since its inception in 1985, more than 3,000 local children have experienced a wish come true. For more information visit: www.ncwish.org.

This last paragraph is your boilerplate or the standard information about your organization that you want everyone to know. This should be no more than 3 sentences in length.

###

(This mark lets the reader know that it is the end of the article.)

DONATION RECORD



Contact Name: _____ Organization Name: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email Address: _____
 Name of Fundraiser: _____ Date: _____

Make checks payable to **Make-A-Wish**. To ensure your funds are credited to the proper organization's event, please include this form with any donations that are sent to our office. Checks are best! The cancelled checks serve as a receipt.

Sponsors Name	Contribution	Sponsors Name	Contribution
1 Joe Sponsor	\$25.00	16	
2		17	
3		18	
4		19	
5		20	
6		21	
7		22	
8		23	
9		24	
10		25	
11		26	
12		27	
13		28	
14		29	
15		30	
Subtotal¹ \$		Subtotal² \$	
		+ Subtotal¹ \$	
		Total \$	



Share the Power of a Wish®

For Staff Purposes Only:

Total Enclosed: \$ _____ Initials: _____

Make-A-Wish® Central and Western North Carolina grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

All Donation Record Forms and donations should be mailed to:
 Make-A-Wish
 212 S. Tryon Street, Suite 1080
 Charlotte, NC 28281