



Make-A-Wish<sup>®</sup>

PHILADELPHIA, DELAWARE  
& SUSQUEHANNA VALLEY



*Kids For Wish Kids*  
**PROGRAM TOOLKIT**

# PROGRAM OVERVIEW

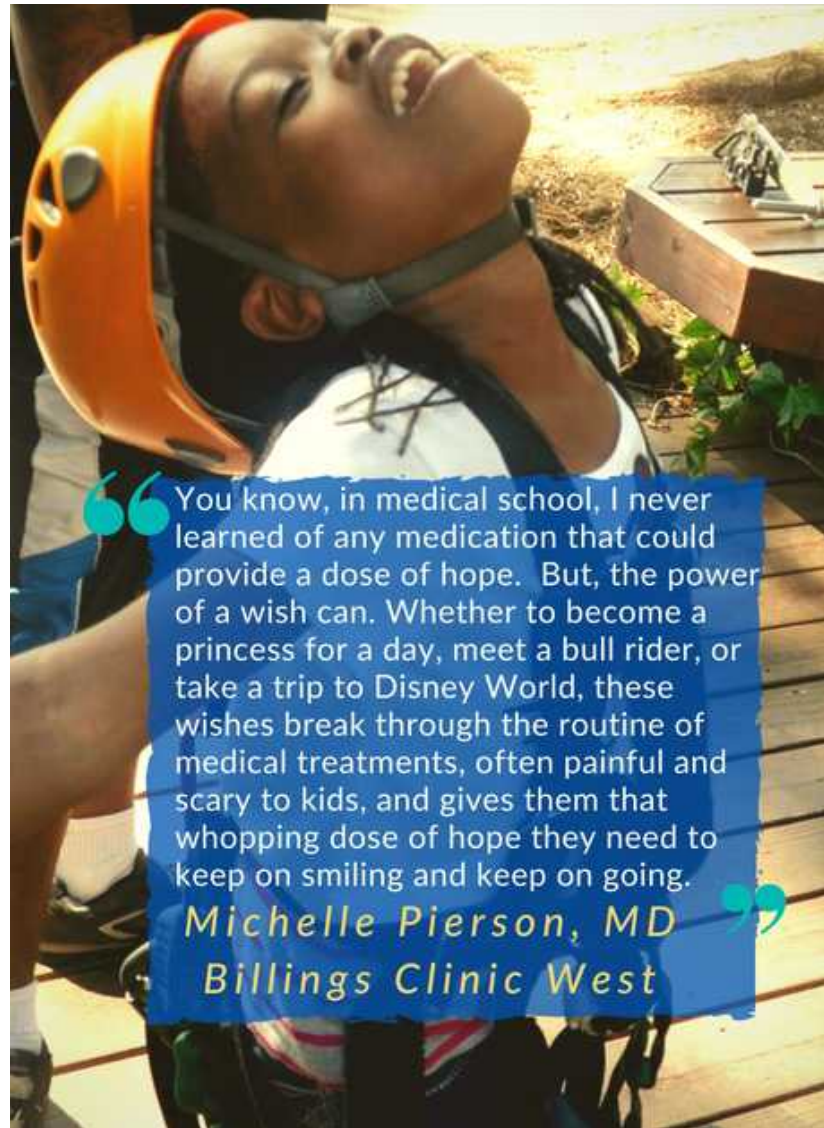
The Kids For Wish Kids program is designed to engage kids of all ages in the Make-A-Wish mission which is to create life-changing wishes for children with critical illnesses in their community. Our program is very flexible, and the opportunities to fundraise as part of the Kids for Wish Kids program are endless!



Kids for Wish Kids fosters the value of community service by providing kids with hands-on experience in helping to create wishes through their local Make-A-Wish chapter. It also provides a mechanism for building school spirit and creating additional partnerships between children and teachers outside of the classroom. If you choose to have your students plan or run the event, they can learn about working together, responsibility, and even how to handle money. Most importantly, this program teaches kids compassion for others and shows them that they can make a tangible difference in the lives of others in their community.



Kids for Wish Kids fosters the value of community service by providing kids with hands-on experience in helping to create wishes through their local Make-A-Wish chapter. It also provides a mechanism for building school spirit and creating additional partnerships between children and teachers outside of the classroom.



“You know, in medical school, I never learned of any medication that could provide a dose of hope. But, the power of a wish can. Whether to become a princess for a day, meet a bull rider, or take a trip to Disney World, these wishes break through the routine of medical treatments, often painful and scary to kids, and gives them that whopping dose of hope they need to keep on smiling and keep on going.”

*Michelle Pierson, MD*  
*Billings Clinic West*

Make-A-Wish Philadelphia, Delaware & Susquehanna Valley granted over 350 wishes this year for kids with critical illnesses in our communities and possibly even your school. A child is eligible for a wish if they are between the ages of 2 ½ & 18 and diagnosed with a critical illness. Wishes help children feel stronger, more energetic and more willing and able to battle their illness and for many it marks a turning point in their fight against their illnesses. Your fundraising can make a real impact not only on a wish child's emotional health, but their physical health as well.

*Excited to get started or have questions?*

Contact Amy Stidham, your Philadelphia area Kids For Wish Kids coordinator  
astidham@philadesv.wish.org | 215.987.3140

Here is what kids are doing in  
*your* community...

## **Broadway Wishes | Wyndmoor, PA | \$31,000**

In 2012, Broadway Wishes was created by Wish Alumna Lauren Buben. Lauren was diagnosed with leukemia at the age of 3, and Make-A-Wish® granted her wish of going to Disney World Resort to meet princesses. Years later, Lauren, healthy and determined, wanted to give back to the foundation that helped her. As a result, Broadway Wishes was born! Broadway wishes is an entirely student-run array of Broadway performances put on by the students at La Salle College High School, Mount Saint Joseph Academy and Gwynedd Mercy Academy that raised a record-breaking \$31,000 in 2018 for Make-A-Wish from donations and ticket sales.



## **Starkweather Elementary School | West Chester, PA | \$1,300**

Starkweather Elementary hosted a Winter Jam as their Kids For Wish Kids Fundraiser this past December! For a minimum donation of \$1, students could wear their pajamas to school, and the whole school celebrated with a dance party, which included a DJ. Students and teachers alike danced to popular tunes in their comfiest outfits, all while raising nearly \$1,300 for our local Make-A-Wish chapter.

## **Lukas, 9, Cancer | I Wish to Meet Carson Wentz**

Lukas, an avid football player and fan, was so invested in the sport that his playing garnered him the nickname the “Dutch Destroyer.” A bracelet with this nickname can still be seen on Wentz’s arm today. Lukas’ greatest wish was to meet Wentz in person. A limo picked up Lukas and took him to the Eagles’ practice facility. Lukas and his family got to meet multiple players from the team, and Wentz even made him a smoothie in the team cafeteria. Your Kids For Wish Kids fundraising will help us grant wishes for other kids in our local community with critical illnesses, like Lukas!



*Excited to get started or have questions?*

Contact Amy Stidham, your Philadelphia area Kids For Wish Kids coordinator  
astidham@philadesv.wish.org | 215.987.3140

# HOW DO I HOST A KIDS FOR WISH KIDS® FUNDRAISER TO BENEFIT MAKE-A-WISH?

## CHOOSE AN ACTIVITY FOR YOUR EVENT

Select an activity on the following page or create your own! Think about what would work best for your school's personality.

- Are your students spirited? Perhaps a Wish Week full of spirit activities would be best!
- Are your students creative? Maybe try a student art sale!
- Are your students athletic? How about a sports tournament!

If your students have lots of initiative, let them choose! You could even give student government or a community service club the responsibility of helping to plan the fundraiser.

If you're having trouble coming up with the perfect fundraiser for your school or want any feedback at all, contact your local Kids for Wish Kids coordinator, Amy Stidham, at [astidham@philadesv.wish.org](mailto:astidham@philadesv.wish.org) or 215.987.3140 to set up a meeting.

## SUBMIT A PROPOSAL FORM

Once you have decided on your fundraising activity, fill out the Event Proposal form that is included in this packet and return it to us. You can email your completed form to Amy at [astidham@philadesv.wish.org](mailto:astidham@philadesv.wish.org)

## PLAN YOUR ACTIVITY, AND LET US KNOW IF WE CAN HELP!

We can provide you with a small Make-A-Wish banner, order stars for a Wish Star fundraiser, or even provide small promotional items. We are also happy to help you set up a webpage to make collecting the money even easier!

If you would like to reach out to local businesses for donations or sponsorship of your event, we are happy to provide templates for this outreach as well.

## PROMOTE YOUR EVENT!

After Make-A-Wish approves your event flyers, posters, or promotional items, we are more than happy to print them for you. Just be sure that any marketing materials follow the Make-A-Wish branding requirements listed on the second page of the Proposal Form, and please run them by us before your event.

Many schools have success involving their feeder schools within the same district in their fundraiser, so we encourage you to reach out to them if they do not already have a Kids for Wish Kids fundraiser!

Event promotion on social media is also highly encouraged (look for us as [@MakeAWishPHL](https://www.instagram.com/MakeAWishPHL)) and we are happy to share your event on our social media channels as well. Please contact us if you need templates for outreach to parents about your event.

## HOST YOUR ACTIVITY!

Most important of all - enjoy yourself and don't forget to thank everyone involved. If you have photos, please send them to us! We love to see what you're up to.

## WRAP UP YOUR KIDS FOR WISH KIDS FUNDRAISER

Within 2 weeks of the close of your event, send all funds\* & correspondence to:

Make-A-Wish® Philadelphia, Delaware & Susquehanna Valley  
ATTN: Amy Stidham  
5 Valley Sq., Suite 210  
Blue Bell PA 19422

*\*for security purposes, please refrain from sending cash-checks should be made payable to Make-A-Wish*

*Excited to get started or have questions?*

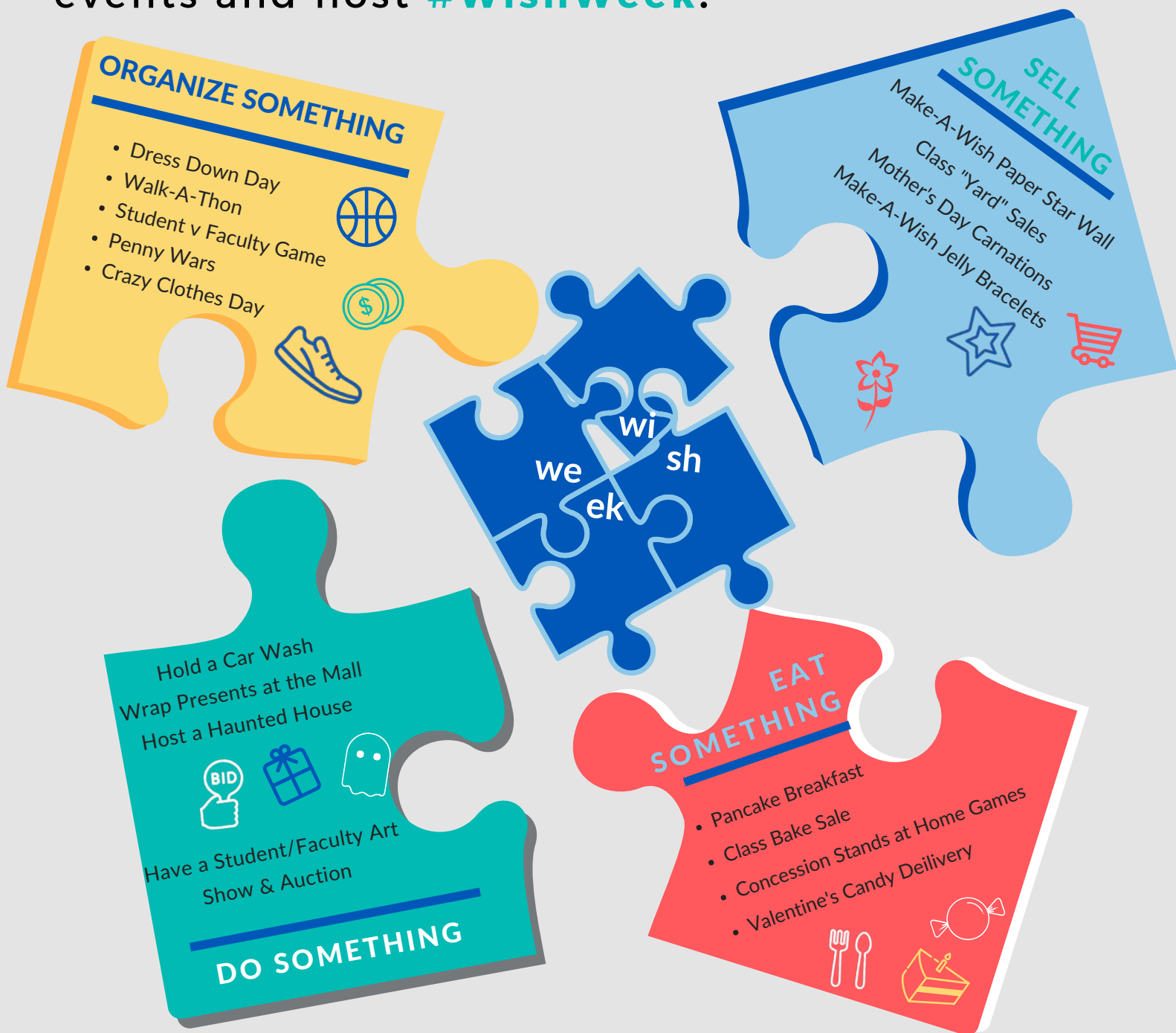
Contact Amy Stidham, your Philadelphia area Kids For Wish Kids coordinator  
[astidham@philadesv.wish.org](mailto:astidham@philadesv.wish.org) | 215.987.3140

# FUNDRAISING IDEAS

## Can't choose just one?

## NO PROBLEM!

Now you can plan a whole week's worth of events and host **#WishWeek!**



*Excited to get started or have questions?*

Contact Amy Stidham, your Philadelphia area Kids For Wish Kids coordinator  
astidham@philadesv.wish.org | 215.987.3140



The goal of the Kids For Wish Kids program is to empower K-12 youth to make a difference in the lives of other kids! Tell us more about your fundraising idea/activity by completing and submitting the form below to your local Make-A-Wish chapter office. A representative from Make-A-Wish will contact you shortly to discuss your proposed activity/project and provide you with more information. Please note that this form may only be submitted by: **teachers** or **school administrators, leaders** of community youth groups or associations (e.g., *Girl Scout* or *Boy Scout leaders, coaches, etc.*), **parents** or **individuals** age 13 and older.

## TELL US ABOUT YOUR EVENT

Are you:  School Club/Group  Non-School Club/Group  Individual (age 13+)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name of adult supervisor/point of contact: \_\_\_\_\_

Relationship: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Description of fundraising idea(s)/activity: \_\_\_\_\_

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

Location of Event/Fundraiser: \_\_\_\_\_

Requested date(s)/time(s) of fundraiser: \_\_\_\_\_

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Expected number of participants: \_\_\_\_\_ Expected fundraising goal: \$ \_\_\_\_\_

Expected date donation will be received: \_\_\_\_\_



## Fundraising Rules

- Make-A-Wish® does not allow door-to-door or telephone solicitations.
- To protect the Make-A-Wish brand, please be careful when using the Make-A-Wish name and logo. For example, remember that “Make-A-Wish” is spelled with a capital “A” and with hyphens (not “Make a Wish”). Please also note that our swirl-and-star logo may not be altered in any way (e.g., do not change the logo to read “Make-A-Cake” or “Bake-A-Wish” if your school is conducting a cakewalk or bake sale).
- The Make-A-Wish mission is to create life-changing wishes for children with critical illnesses. Please do not refer to the children served as “terminally ill” or “dying” as these labels can instill a sense of defeat and can be counterproductive as wish kids fight for their health. Many wish children are able to beat their 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 your local Make-A-Wish chapter office within one month of your fundraiser.
- If you are going to advertise your fundraising event outside of the school community, it is important that you coordinate this in advance with your local Make-A-Wish chapter office.

*We have read and agree to follow the above Kids or Wish Kids fundraising rules:*

\_\_\_\_\_  
Proposed by (*print name*)

\_\_\_\_\_  
Approved by (*print name*)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature of Make-A-Wish Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Amy Stidham  
Community Engagement Coordinator  
Make-A-Wish Philadelphia, Delaware & Susquehanna Valley

215.987.3140  
[astidham@philadesv.wish.org](mailto:astidham@philadesv.wish.org)  
[philadesv.wish.org/kfwk](http://philadesv.wish.org/kfwk)





# Thank you for your support!

**FOLLOW US ON SOCIAL MEDIA**

FACEBOOK: @MAKEAWISHPHL  
 TWITTER: @MAKEAWISHPHL  
 INSTAGRAM: @MAKEAWISHPHL



**Make-A-Wish<sup>®</sup>**  
 PHILADELPHIA, DELAWARE  
 & SUSQUEHANNA VALLEY

Amy Stidham, Kids for Wish Kids Coordinator  
 5 Valley Sq. Suite 210  
 Blue Bell PA 19422

P. 215.987.3140 F. 215-654-9346  
[philadesv.wish.org/kfwk](http://philadesv.wish.org/kfwk)