

Your Fundraising Guide

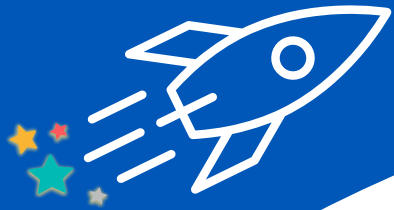
Tried and tested ideas and information to help your fundraising take off!



Make-A-Wish[®]
INTERNATIONAL

Thank you

We're incredibly grateful that you have chosen to raise funds for Make-A-Wish International. Together, we create life-changing wishes for children living with critical illnesses around the world.



We go above and beyond to grant incredible wishes to children that inspire us with their strength and determination; making their special wish a reality at a time when they need it most. Because a child's life shouldn't be about illness, hospitals and diagnosis – it should be about **wonder, joy** and **hope**.

Whether it's being a king for the day, meeting a celebrity hero or going on an amazing holiday wishes are unique, varied and life-changing.

The effects of a wish can build confidence and bring happiness, create incredible memories and give respite from the daily struggles that come with a serious illness.

To help with your plans, we have developed this guide to give you lots of ideas and tips to kick start your fundraising. We don't receive any government funding and rely 100% on donations. We can't make these life-changing experiences happen without the generosity and effort of supporters like you.

Thank you!

You're helping...

I wish to go to the beach and build sandcastles

Thalisson, 8, Brazil
Non-Hodgkin's lymphoma



Thalisson is a shy little boy from west-central Brazil who, during his treatment for lymphoma, began to imagine how incredible it would be to go to the beach, see the ocean and play in the sand. So, when he met with the Make-A-Wish volunteers, there was no doubt what his wish would be.

Upon his arrival in Santos, Thalisson bounded onto the sand for the first time and couldn't hide his happiness! Volunteers had organized a surf lesson, and while Thalisson was taking his first-ever exploration of the sea, a professional sand sculptor was nearby sculpting the base for Thalisson's sandcastle.

Following his surf lesson, Thalisson joined the sand sculptor to finish building his castle, using his imagination to craft every detail. After taking many pictures, Thalisson played on the beach, made new friends, ate ice cream and drank coconut water. On his trip back home, we are certain that Thalisson cherished his newly-made memories; memories and smiles of unforgettable moments are now engraved in his heart.

12-year-old **Sofia** was born with Rett syndrome, a rare genetic disorder that affects brain development and means that she cannot speak or walk. But Sofia's condition does not stop her from dreaming, and her family describe her as a wonderful little girl who loves fairy tales and the company of others.

When Sofia's mother learned about Make-A-Wish through another mother she met at the hospital, she almost did not believe at first that she could make her little girl's wish come true. With Make-A-Wish, Sofia and her family embarked on an extraordinary journey that led them to her wish to dance with Prince Charming. As her dad said,

*"finally someone was just taking care of Sofia.
It was beautiful; an incredible feeling."*

I wish to dance with Prince Charming

Sofia, 12, Italy
Rett syndrome



How your support makes a world of difference

Wishes offer a world of hope; here are some of the ways your fundraising helps to change lives.

Figures in US Dollars

\$50

could buy entrance to an animal park



\$100

could buy a lunch for a wish family



\$500

could cover transportation costs for the family to a wish destination



\$1000

could support a room makeover



Inspiring fundraising ideas

Let your imagination run wild and raise funds by expressing who you are. Shoot for the stars with your unique fundraiser.



Bake-A-Wish Homemade or shop bought, tempt friends, family or colleagues with a sweet treat and hold a bake sale.



Take on a challenge It could be a marathon, half marathon, or a walk. Test your limits and get sponsored for your efforts.



Board games evening Get a group of friends together and have a fun games evening. Charge each person to take part, holding a raffle to raise extra funds.



Host a gaming event Group together with friends to create a gaming lounge with different consoles and games and invite people to pay to play.



Head shave No more bad hair days! Get sponsored to shave your head to raise money.



Gala dinner Get dressed up, charge for tickets, hold a raffle and auction and invite guests to enjoy an evening of entertainment and dancing.



Wear what you wish What would your wish be? Wear something to show what your wish would be and ask for donations.



Golf day Speak to your local golf course and local businesses and invite them to play a round of golf for the day. A perfect way to network, while raising money.

Plan it and spread the word

Plan a date and time for your event and find a venue if you need to. Then commence countdown to launch.



Get social

Use your social media pages to let people know why you're raising money for Make-A-Wish and to share details about your event. Post photos and videos, use Instagram or Facebook stories and ask for donations by sharing links to your online fundraising page.

Set up an event in Facebook and post about the event on across your social media channels to spread the word. Give regular updates to let people know how things are progressing.

Don't forget to use local Facebook groups in your community to help the news spread more!

Tag us in your updates **@MakeAWishIntl**

Make it local

If you like, you can use physical means to make sure your local community, not just your online one, knows about your fundraiser.

Get in touch with your local newspaper and tell them all about your event. Your story has a greater chance of success if sent with a photo, so make sure you take some high-quality photos before, during and after your event.

Don't forget to contact local community magazines and websites too.

Get in touch if you need help along the way with preparing and communicating your fundraiser at **supportercare@worldwish.org**

Paying in your fundraising

Once you've collected all your fundraising, send it to mission control.



Online fundraising Setting up a JustGiving page is an easy way for people to donate. Money raised comes straight to us, all you have to do is spread the word and share the link. Set your page up at [justgiving.com/makeawishfoundationinternational](https://www.justgiving.com/makeawishfoundationinternational)

Paying in online If you've collected money, you can make a payment to us online via our website at [worldwish.org/donate](https://www.worldwish.org/donate)

Paying in by phone Make a payment to us by phone using your credit or debit card, just call our fundraising team on +31 35740 0800.

Paying into the bank You can pay your fundraising directly into our bank account. Just give our fundraising team a call on +31 35740 0800 to get our details.

Paying in by check Send a check made payable to 'Make A Wish Foundation International' along with your name, address and a short message about your fundraising. Please don't send cash in the post. You can send your check to:

Make-A-Wish Foundation International
1702 E. Highland Avenue Suite 305,
Phoenix, Arizona, 85016,
United States of America

Make-A-Wish Foundation® International is an Arizona nonprofit corporation exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code. Federal Identification Number (EIN): 86-0726985

Keeping things safe and legal

As you take one small step towards planning your event, read our tips for keeping things smooth.



By agreeing to organize a fundraiser for Make-A-Wish International, you acknowledge that you have read and complied with our terms and conditions. Read full legal requirements [here](#).

Need to contact mission control?

If you have any questions about your fundraising, get in touch with our fundraising team

supportercare@worldwish.org

worldwish.org

