

A young boy with a joyful expression is riding a horse. He is wearing a wide-brimmed, light-colored straw cowboy hat and a bright blue t-shirt. The t-shirt features the 'Make-A-Wish' logo in white, with 'BRASIL' printed below it. He is holding the dark brown leather reins of the horse. The background is a blurred indoor setting, likely a stable or barn, with wooden beams and other horses visible. The overall lighting is warm and natural.

Fundraising Guide

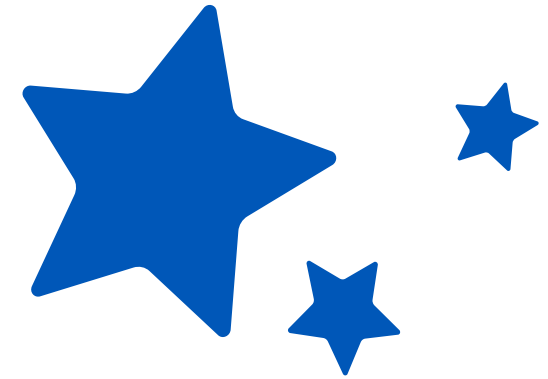
*I wish to
be a cowboy*

João, 5, Brazil
acute lymphoblastic
leukemia

Make-A-Wish®

Thank you for supporting Make-A-Wish®!

This guide includes a variety of fundraising ideas, guidelines, and valuable resources designed to enhance engagement and maximize the impact of your fundraising efforts.



WELCOME TO MAKE-A-WISH

Make-A-Wish creates life-changing wishes for children with critical illnesses. Founded in 1980, Make-A-Wish is the world's leading children's wish-granting organization, having granted more than **615,000 wishes in 50 countries worldwide**. Together with generous donors, supporters, staff and more than 27,000 volunteers around the globe.

SUPPORTING MAKE-A-WISH

We're incredibly grateful that you have chosen to fundraise for Make-A-Wish.

We go above and beyond to grant amazing wishes to inspiring children 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.

**every
25 seconds** 

A CHILD IS DIAGNOSED WITH A
CRITICAL ILLNESS AND BECOMES

eligible for a wish

Make-A-Wish delivers joy and renewed strength to children and their families when they need it most. Wish experiences can restore the childhood stolen by a critical illness diagnosis and help improve emotional and physical health. For more information about Make-A-Wish International, visit worldwish.org.



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Sydney's Story

I wish to spend a day with animals

Sydney, 5 Germany
acute lymphoblastic leukemia

Thank you for helping us make Sydney's wish a reality!



Sydney with the Make-A-Wish Germany team

Sydney received the diagnosis of acute lymphoblastic leukemia at just 16 months old. He fought through it for two years and successfully overcame the illness. However, barely six months later, he received the same diagnosis again.

After a long hospital stay, chemotherapy, and radiation, Sydney received a bone marrow transplant from his brother, Austin. Sydney has since recovered and can now enjoy daily life again.

Sydney loves animals and has a special admiration for veterinarians. His favorite animal is the elephant, and he is also thrilled by dinosaurs and rescue-themed shows. Sydney enjoys Playmobil, water games, and horseback riding.

To start his animal-themed wish journey, he received a "Create your Zoo" sticker book and various animal-themed games. His wish granting took place at a zoo. One of our volunteers filmed a video asking Sydney for help with the animals. At the zoo, Sydney went behind the scenes, visiting the veterinary clinic, seeing an X-ray of a reptile, and learning about veterinary tools. He also did a tour, petting some animals and learning about them.

At the end of the tour, Sydney received a certificate recognizing his achievement as an animal caretaker and promoting him to a vet assistant. He also chose a stuffed animal from the zoo gift shop. The entire day was a fantastic experience for everyone involved.

Fundraising Ideas

This page has a variety of fundraising ideas to help you kickstart your efforts! Adjust and adapt them to meet your needs.



Dress Down Day

Encourage employees to dress casually in exchange for a donation. Add fun themes like wear blue for Make-A-Wish or dress to reflect your childhood wish.



Raffle

Organize a raffle with prizes donated by employees. Items can be anything from a home cooked meal to a day off !



Virtual Fundraising Events

Organize virtual events like online gaming tournaments, virtual escape rooms, or digital scavenger hunts. Participants can donate to join.



Bake-A-Wish Challenge

Host a baking competition where employees bring in their best homemade treats. Charge a fee for tasting and voting for the winners.



Reach for the Stars Challenge

Encourage employees to take on personal challenges, such as giving up a favorite treat for a month or running a certain distance, with colleagues sponsoring their efforts.



Holiday Fundraisers

Plan events around holidays, such as an Easter egg hunt, Halloween costume contest, or festive jumper day.



Office Challenge

Organize a series of fun, office-friendly games and challenges. Participants or teams can pay to enter, and prizes can be awarded for the winners.



Quiz Night

Organize a quiz night, either in person or virtually. Donating for each team entry fundraiser idea.



Create a Wall of Wish Stars

Sell Make-A-Wish paper star cut-outs for \$2 and fill a wall. Everyone can add their own personal wish message. This is a great holiday/fundraiser idea.



Lunch Clubs

Employees can donate to join a lunch club where different teams take turns cooking and serving lunch.



Fitness for Wishes

Arrange for gym instructors to lead classes like yoga, pilates, or Zumba. Donating for each class.

Steps to Success



STEP 1: CHOOSE YOUR FUNDRAISER

This toolkit contains fundraising ideas to help you get started. You can pick which activities you would like to do, or even come up with your own unique ideas. We're here to support.



STEP 2: SHARE YOUR PLANS

Speak with your leadership team and your Make-A-Wish contact, to discuss plans. This will greatly increase the success of your fundraising events. Encourage people to support your plans from the very start.



STEP 3: SET A GOAL AND INCENTIVE

Set a goal for your local and event fundraising efforts. Invite your colleagues, friends, and family to contribute to help reach your target. As an organizer, find ways to recognize individuals who are raising the most for Make-A-Wish. Low-cost or no-cost incentives can motivate participation and encourage everyone to meet or exceed daily/weekly fundraising goals. Simple rewards like a free lunch can be great motivators.



STEP 4: PROMOTE AND ASK FOR SUPPORT

To ensure a successful fundraiser, make sure people know about it. Spread the word through posters, internal channels, and social media. Recruit colleagues and encourage their involvement. Include 'Make-A-Wish' as a topic in team meetings to remind employees about planned activities.



STEP 5: HAVE FUN!

Get creative with your fundraising, enjoy it and feel proud - you are helping create life-changing wishes! Thank you.

Brand and Messaging

GUIDELINES

Please follow the brand guidelines outlined here: <https://brandguide.worldwishnetwork.com/home>

Do speak with your Make-A-Wish contact about the use of the logo.

KEY TERMINOLOGY

Name: “Make-A-Wish”

When writing the brand name capitalize the first letter of each word and include hyphens between each word.

No need to put “Foundation” at the end, unless it is a legal document.

Use “critical (or serious) illnesses” versus “terminal illnesses”.

EXAMPLES OF MESSAGING TO SUPPORT YOUR FUNDRAISING EVENT

Event Details: “Get ready for [Event Name]! Mark your calendars for [Event Date] and join us for a day of fun and fundraising.”

Highlight the Mission: “Join us in making wishes come true for children with critical illnesses.”

Impact Statement: “Every dollar you donate will help bring childhood back through the power of wishes. Your support can create life-changing moments for children with critical illnesses.”


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.

Give regular updates to let people know how things are progressing. Tag us in your updates @MakeAWishIntl





*I wish to swim
every day*

**Anaya, 8,
United Arab Emirates**
ulcerative colitis

Thank you

Thank you for being a part of this incredible journey. Your dedication and passion make a world of difference. Let's come together and continue to fundraise for wish children, bringing hope and joy to their lives. Together, we can make dreams come true!

Thank you, and let's fundraise for wish children together!