



*I wish to see  
a real castle*

**Shaloma, 11**  
Burkitt lymphoma

**Making wishes happen**  
**YOUR AT WORK FUNDRAISING GUIDE**

**Make-A-Wish®**  
ALASKA AND WASHINGTON



## Thank you!

Thanks to the generous support of organizations like yours, thousands of local kids have received life-changing wishes since 1986.

Wishes provide hope, strength and joy when needed most. They have a remarkable effect on a child's well-being. In fact, Make-A-Wish has gathered extensive survey data which tells us that health—mental, emotional and physical—improves for children who receive a wish. A wish is not simply a “nicety”; it is an absolute “necessity.” Wishes matter. They make a difference for children and adults alike.

Make-A-Wish Alaska and Washington receives no ongoing government funding, and we rely on corporate fundraising to help us grant the cherished wishes of children with critical illnesses.

When you fundraise through Wishmakers at Work , you are making a powerful difference in the lives of sick children in Alaska and Washington.

THANK YOU for taking action to help make wishes come true!





## You make a difference for kids like Shaloma

Eleven-year-old Shaloma is spunky, energetic and athletic. There's hardly a time you'll find her sitting down.

That's why her mom grew increasingly concerned when she noticed Shaloma trading playtime in for any opportunity to rest on the couch. "I couldn't put my finger on it, but she just didn't seem herself," said Shaloma's mom, Jedi.

Jedi took Shaloma to the doctor a couple of times, but none of the diagnoses seemed right. "I felt like hour-by-hour she was fading away," said Jedi.

Finally, Shaloma and her family got the news that would change their lives forever. Shaloma had Burkitt lymphoma.

Shaloma started treatment right away. For six-and-a-half months, Shaloma's life as she knew it was put on hold as doctors pumped her body with chemotherapy. She'd spend at least a week in the hospital, followed by several days at home. Just when she started feeling well enough to play with her brothers and sister, it would be time to return to the hospital for the next round of treatment.

Shaloma was a little more than halfway through chemotherapy when she found a bright spot to help her through: Shaloma found out that she qualified for a wish.

"In the middle of treatment, you start feeling like it's never going to end," said Jedi. **"Being able to plan (for her wish) helped bring all of us back to reality that this was going to end, and that we'd all be able to live again outside of the hospital."**



Research shows children who have wishes granted build the physical and emotional strength they need to fight a critical illness. This improves their quality of life and produces better health outcomes.



## SHALOMA THOUGHT LONG AND HARD ABOUT WHAT SHE WANTED TO WISH FOR.

She likes to explore—especially big buildings—and she has always been a fan of fairytales. So when she found out that there are real castles in the world, she knew she wanted to go see one.

“I didn’t even care that we had to get up early to go to the airport, I was so excited!” Shaloma said of the day her wish came true.

Shaloma and her family traveled to Germany where they boarded horse-drawn carriages that took them to a beautiful castle. It had many big rooms; even a cave room with a secret door!

Most of all, Shaloma and her family were able to put cancer behind them and focus on their new way of life because a wish gives children renewed energy and strength, brings families closer together and unites communities.

“We went from being in the hospital and feeling super-isolated—everyone else was going on with their lives and we were focused on surviving—to having people go to extra mile and work so hard,” said Jedi. “I can’t even say how much that meant to us, that people really care.”



## Make an Impact!

Here’s how the money you raise can help:

### \$125

A special party to tell a wish child that their wish will come true.

### \$250

Provide accessories for a child’s wish for a new pet, including pre-paid veterinary care, food and other necessities.

### \$500

Cover the cost of passports for a family to experience a wish trip abroad.

### \$750

Provide spending money for a child’s shopping spree wish.

### \$1,000

Underwrite wish presentations for 20 wish children.

### \$5,000

Helps cover the cost of daily expenses for wish families (meals, souvenirs, activities).

### \$10,000

Partner your philanthropic giving with one child’s specific wish as an Adopt-A-Wish® sponsor.



# How to contribute

There are a variety of ways your company can financially support Make-A-Wish Alaska and Washington and help grant wishes. Developing your Wishmakers at Work campaign can be as simple as the options listed below, and you can customize each option to meet your company's needs.

## FUNDRAISERS AND EVENTS

When it comes to raising funds for Make-A-Wish, the only limit is your imagination. Office fundraisers are a great way to get employees involved and excited about the campaign. They are interactive and can also be a fun way to create friendly competitions between various work groups, which increases participation and donations!

## ONLINE WORKPLACE GIVING

If your company prefers to track employee donations electronically, one popular option is collecting workplace giving donations online through the Make-A-Wish fundraising platform, Wish Your Way.

## PAYROLL DEDUCTION

Payroll deduction allows employees to easily and conveniently specify a donation amount to be withheld from their paycheck. These voluntary donations can be a one-time gift, or contributions can be spread out over recurring pay periods.

## MATCHING GIFTS

Companies can do even more for Make-A-Wish kids by matching their employees' gifts. To find out if your company is eligible to match gifts, contact your Human Resources department.



# Make it easy! Make it fun!

Stuck for ideas? Here are six top fundraising ideas that are sure to deliver the dollars!



## LUNCH AND LEARN

Introduce your colleagues to Make-A-Wish prior to or during your fundraiser to help raise awareness about our mission.



## HAPPY HOUR CARTS

Push a drink cart around the office and make your coworkers 'dip for a sip.' Ask us about our Dipjar to make this easy and fun! No alcohol allowed in your office? Host a coffee cart instead!



## GET BAKING

Tempt your friends with delicious cookies and mouthwatering cakes. It may be the oldest trick in the book, but it's a great way to raise money and make new friends.



## TOURNAMENTS

Coordinate a golf, tennis, softball, basketball, bowling or pool tournament. Charge a registration fee. Make the games more interesting by forming teams within departments and have them compete.



## FITNESS FUN

Promote a healthy workplace and get everyone's hearts pumping. Divide into teams and keep track of each team's total steps over a set timeframe. All losing teams have to make a donation at the end of each week.



## GIVE UP AND YOU SHALL RECEIVE

Encourage employees to give up an indulgence (like donuts that always appear in the break room on Fridays), all for the sake of giving back! Employees make an initial donation and if they are caught breaking their commitment, their donation doubles. If they cave again? Yep, another donation to Make-A-Wish!

## WE'RE ALL EARS!

Have your own ideas or a great fundraising story to share? Contact Sarah Hammann at 206.623.5352 or [sarah@akwa.wish.org](mailto:sarah@akwa.wish.org).



# Campaign Text



Drop this text into emails, newsletters or in your company's intranet site to remind and encourage employees to participate in the Wishmakers At Work campaign.

## SAMPLE 1

<INSERT COMPANY NAME> will participate in the Wishmakers At Work campaign from <INSERT DATE> to <INSERT DATE>. Our goal is to raise <INSERT FUNDRAISING GOAL> to help grant the wishes of children with critical illnesses. Take part in the program and join the employee giving campaign today. For more information, contact <CONTACT INFO HERE>.

## SAMPLE 2

By participating in the Wishmakers At Work campaign, you can help children with critical illness replace fear with confidence, sadness with joy and anxiety with hope. For information on how to join, contact <CONTACT INFO HERE>.

## SAMPLE 3

Join Wishmakers At Work and share the power of a wish! To learn how, come to the kickoff event on <INSERT DATE AND LOCATION.>

## SAMPLE 4

With your help, Make-A-Wish will continue to impact the lives of courageous children and make their wishes come true! Join the Wishmakers At Work campaign today! For more information about how to help, contact <CONTACT INFO HERE>.

## SAMPLE 5

Your support of the Wishmakers At Work program will directly benefit children with critical illnesses in your community. Become a supporter and help make children's wishes a reality! For information on how to join, contact <CONTACT INFO HERE>.

## SAMPLE 6

*Did You Know?* Typically, children's wishes fall into four categories: To Be (e.g., zookeeper, a firefighters, a baker), To Meet (e.g., a favorite celebrity or athlete), To Have (e.g., a computer, a playhouse, a puppy), or To Go (e.g., to a theme park, Hawaii, or major sporting event).

## SAMPLE 7

*Did You Know?* A wish come true helps children feel stronger, more energetic, more willing and able to battle critical illnesses. For many, it marks a turning point in their fight against their illness.

# Campaign Checklist



Company representatives are encouraged to use this checklist as they are preparing their Wishmakers At Work campaign.

## THREE MONTHS BEFORE CAMPAIGN

- Develop a campaign committee.
- Select a committee chair.
- Develop a campaign timeline.

## ONE MONTH BEFORE CAMPAIGN

- Set your fundraising and participation goals.
- Customize your campaign using materials such as a flier and campaign text.

## CAMPAIGN LAUNCH

- Start and promote the campaign using your campaign calendar and promotional tools you have created.

## ONE MONTH AFTER END OF CAMPAIGN

- Thank employees who have participated.
- Report to Make-A-Wish Alaska and Washington and your employees on the success of the campaign.
- Host a wrap-up party.

# Donation Form



**COMPANY NAME** \_\_\_\_\_

## DONOR INFORMATION

Name (Last) \_\_\_\_\_ (First) \_\_\_\_\_ (Initial) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email Address \_\_\_\_\_

- Yes, I would like to be added to Make-A-Wish Alaska and Washington email list.
- Yes, I would like to be added to Make-A-Wish Alaska and Washington mailing list.

## GIFT INFORMATION

- A one-time donation in the amount of \$ \_\_\_\_\_
- I will pay via my company's Wish Your Way page.
- I have set up a payroll deduction with my company.
- My company will match my gift.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- Yes, I want to be acknowledged by Make-A-Wish Alaska and Washington.



# Wishes make it better.

*I wish to be  
a Coast Guard  
Rescue Swimmer*

**Andrew, 8**  
life-threatening  
neurologic disorder

U.S. Department of Homeland Security  
**United States Coast Guard**  
Aircrew Certificate

This certifies that  
**AS13 Andrew Bishop**  
having fulfilled established requirements is hereby  
designated as a Basic Aircrew Member  
for the AS13-601 Aircrew

## Wishmakers at Work

Together, we create life-changing wishes for children with critical illnesses.

**CAMPAIGN DATES:**

**CAMPAIGN GOAL:**

**Make-A-Wish®**  
ALASKA AND WASHINGTON

# Wishes make it better.

*I wish to have  
a pottery studio*

**Mila, 9**  
brain tumor

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ALASKA AND WASHINGTON



## Ready to get started?

Like to discuss any of these opportunities or other ways your business can partner with or support us? Please contact the team - we would love to talk to you about tailoring a partnership package to suit your needs.

**SARAH HAMMANN**

206.623.5352

[sarah@akwa.wish.org](mailto:sarah@akwa.wish.org)



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