

*I wish to go to  
New Zealand for a  
Lord of the Rings tour*

**Brennig, 13**  
brain tumor



# Wishmakers At Work

## YOUR ORGANIZATION'S FUNDRAISING GUIDE

Thanks to the generous support of organizations like yours, Make-A-Wish® has granted more than **300,000 wishes** in the U.S. and its territories since 1980.

Wishes give children renewed energy and strength, bring families closer together and unite communities. Wishes even have proven physical and emotional benefits that can give children with critical illnesses a higher chance of survival.

By fundraising in support of Make-A-Wish, you have the unique ability to transform a child and family's life during some of their most difficult trials. Every dollar you raise is crucial to our mission of granting the wish of every eligible child.

*Thank you for acting on your belief in the power of a wish!*

Make-A-Wish®

*I wish to be  
a professional  
skateboarder*

**Angel, 6**  
blood disorder



## Partnering at the Right Time, With the Right Company

At Make-A-Wish, we believe that a wish plays a vital role in a child's treatment, serves as encouragement on a family's journey and provides a source of inspiration for millions of people.

### MAKE-A-WISH AT A GLANCE:

- ☆ More than **35,000 volunteers** in the U.S.
- ☆ Largest wish-granting organization
- ☆ More than **300,000 wishes** granted since 1980
- ☆ More than **15,400 wishes** granted in 2017
- ☆ Grants a wish every **34 minutes**
- ☆ Active in the community nationwide
- ☆ A Top 10 charity

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

Consumers want to engage with companies who take social responsibility seriously.



**63% of Americans are hopeful businesses will take the lead to drive social and environmental change**



**70% of Americans believe companies have an obligation to take actions to improve issues**



**78% want companies to address important social justice issues**



**87% of consumers will purchase a product because a company advocated for an issue they cared about**



*I wish to be  
a singer*

**Lucy, 6**  
genetic disorder

## Why Support Make-A-Wish?

Every hour of every day, three children are diagnosed with a critical illness.

Make-A-Wish addresses the emotional burden children face after receiving such a diagnosis. Their treatments often require long periods away from school, friends and family. These kids face isolation and fear in addition to painful procedures.

**A wish gives a child an experience that makes the impossible possible.**

Recent medical research shows that wishes **give children an edge in their fight against critical illnesses**. In one study\*, medical professionals found that **wishes increase hope among young patients, which can improve their physical and emotional health**.

### WE'RE INVESTED IN YOU

As an internationally respected children's charity, Make-A-Wish is proud to enhance the reputation of our corporate sponsors.



**Top 3**

Ranking as a top health nonprofit brand in the U.S. that stands for values important to consumers\*\*



**Top 25%**

Ranking for brand equity among all commercial brands\*\*



**4B+**

Traditional and online media impressions earned in 2017

\*\*2017 Harris Poll EquiTrend® Study, U.S.

\*Shoshani, A. Mifano, K. Czamanski-Cohen, J. (2015). The effects of the Make a Wish intervention on psychiatric symptoms and health-related quality of life of children with cancer: a randomized controlled trial. *Quality of Life Research*, 25(5), 1209-1218. doi 10.1007/s11136-015-1148-7

*I wish to have  
a quinceañera*

Jennifer, 15  
blood disorder



## Partnership Opportunities: How You Can Help

Decide on what you're doing. It doesn't have to be extravagant, just make it fun for yourself and everyone who takes part.



### Adopt-A-Wish®

Partnering your philanthropic gift with a specific child's wish provides the ultimate giving connection.



### Cause-Related Marketing

Receive recognition by partnering with one of America's strongest charitable brands.



### Event Sponsorship

Highlight your commitment to community and create in-person opportunities for your team or top clients to meet wish families and supporters.



### Host a Corporate Mileage Drive

Foster teamwork and help provide airline miles by sponsoring a mileage drive campaign at your office.



### Workplace Giving

Donate regularly through automatic payroll deductions.



### Matching Gifts

Watch your gifts grow exponentially when you take advantage of matching gifts.

# Make It Happen! Your checklist for Success

We want to design the right opportunity for you. One that helps to meet your goals and objectives. These are our most popular partnership opportunities:

- Make a plan.** To make your event run smoothly, there are some practicalities to think about. Where and when will it happen? Who will be involved? What costs will you aim to raise? Who can you ask for support?
- Make it official.** Contact Make-A-Wish so we know about your planned activity. Complete a Corporate Fundraising Agreement Form for approval. Once approved, you're good to go. Don't forget to read the Make-A-Wish Fundraising Terms & Conditions to help you stay on track.
- Make it known.** The more people you tell, the more money you can raise. Use the Make-A-Wish supporter logo on your promotional materials so everyone knows you're raising money to make life-changing wishes come true! Before you circulate them, please send all materials to Make-A-Wish for approval, allowing up to 10 days for turnaround.
- Make it safe, legal and reassuring.** Please take a look at our Fundraising Terms & Conditions and make sure you're up to speed with such things as food hygiene laws, insurance liability, activities such as a raffle that you may need a license or permit for and obtaining prior permissions for fundraising in public places. Don't forget, we're to help so please get in touch with Make-A-Wish if you have questions.
- Make it count.** Contact Make-A-Wish to submit the money you've generously raised. This will make sure it's put to work straight away to help make life-changing wishes come true.

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*Thank you for believing in the power of a wish!*

We will send you an acknowledgement once your funds have been received.  
For more information on payments, receipts and tax-deductible items, please visit [texgulf.wish.org](http://texgulf.wish.org).  
If you have any more questions about your fundraising event, please contact us.

[texgulf.wish.org](http://texgulf.wish.org)

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**Transform lives, one wish at a time.**

Make-A-Wish