



**Dear DECA Student,**

**On behalf of the Make-A-Wish Foundation® of Georgia and Alabama and the children we serve, we would like to thank you for choosing our organization for your Fall Community Service Project!**

**Since 1980, the Make-A-Wish Foundation has given *hope, strength, and joy* to children with life-threatening medical conditions through our Wish Granting program. Fulfilling a child's wish provides a joyful and meaningful experience that benefits both the child and the family and we are so excited that you will be helping us grant *more* wishes this fall.**

**Our Foundation started with the single wish of a 7-year-old boy named Christopher Greicius. Christopher was being treated for leukemia and his greatest wish was to be a police officer. Thanks to Christopher's mother and generous individuals in his hometown, Christopher was sworn in as the first honorary DPS patrolman in Arizona and was equipped with badge and uniform. As an officer, Christopher wrote tickets, patrolled the area, and had a truly fulfilling experience. Christopher's wish led to the birth of the Make-A-Wish Foundation.**

**In this packet, you'll find more information about Make-A-Wish, the work we do, and the wish stories of children like those you'll be helping this fall. You will also find fun ideas to help you meet your goal! Please feel free to contact us at any time with questions, concerns, or more ways to get involved.**

*Best Wishes,*

**Cara Barfield**

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# Make-A-Wish® Information

**Mission:** The Make-A-Wish Foundation of Georgia and Alabama grants the wishes of children with life-threatening medical conditions, to enrich the human experience with *hope, strength, and joy*.

**Referrals:** A physician, social worker, or health care professional may refer a child. A child's parents or legal guardian may make referrals directly. A child may also refer him or herself.

**Eligibility:** Children between the ages of 2½ and 18 who have life-threatening medical conditions and have not already received a wish from this or another wish granting organization. Factors like background, belief, income, and other demographics are not taken into consideration when determining whether a child is eligible for a wish. Every child that qualifies receives a wish from the foundation.

**Wish Possibilities:** There are four types of wishes. I wish to be... I wish to have... I wish to go... I wish to meet...

Wishes granted include Disney World, meeting the President, shopping sprees, getting a computer, visiting the Bahamas, meeting Dale Earnhart Jr., having a party, and many more! The Wish experience provides hope, encouragement, and a carefree experience to children and families whose lives revolve around hospital and doctor visits, difficult treatments, worry, and ongoing medical challenges.

**Average Cost of a Wish:** The average cost of a wish is \$7000. Wishes are absolutely free to the wish child and his/her immediate family. Funding for wishes comes from individual contributions, corporate sponsorships, planned gifts, in-kind donations of goods and services, and people like you!



# Making Wishes Come True!

Below are several examples of what the money raised through your contributions could be used for.

## \$300

- Tickets to Central Florida Theme Parks
- Four tickets to a concert to meet a singer/band
- Limousine transportation to/from their wish (airport for travel, stores for a shopping spree)

## \$500

- Two airline tickets to fly to Florida
- Puppy
- Internet Service for one year & software gift card

## \$750

- Souvenirs for a large family on a wish trip
- Shopping spree for a 2 to 5 yr old child
- One year of chemicals for a pool

## \$1000

- Helicopter ride in Hawaii to see volcanoes
- Shopping spree for a 6 to 9 yr old child
- New bedroom set as part of a room re-do

## \$1500

- 1 week at a hotel for a family of four
- Out-of-town shopping spree for a 15 to 18 yr old child
- Meals for a family of four on a 5 day wish trip

## \$2000

- A computer and monitor
- A big screen TV
- Computer desk & chair

## \$7000


- Adopt-A-Wish® (Sponsor a specific child's entire wish experience)

## Project Ideas

**Have a Dance Marathon.** You will need to reserve your school's gymnasium and ask a local DJ to donate his or her services. Have students obtain pledges from relatives and friends and ask local businesses to make cash donations or donate food or gifts to use as door prizes for dancers. Think of fun activities to keep dancers busy, i.e. the hokey pokey, the limbo, etc. Determine a time frame for the marathon; we suggest six hours.

**Have a Teacher Dress Down Day.** Get permission from your principal and put flyers in the teachers' mailboxes to let them know that a certain day will be an official teacher dress down day. For \$1 or more, teachers can dress down to support Make-A-Wish. One local school hosts a dress down day for teachers every Friday of the school year.





**Have a Make-A-Wish Fun Run.** Students from all schools in your school district can participate in this event! All joggers and walkers are asked to make a small donation to participate. One school district recently asked for \$3 from elementary students, \$4 from middle school students and \$5 from their high school students. They also sold Fun Run T-shirts. Their one mile Fun Run raised \$4,500 in one afternoon.

**Have a Hat Day.** Students give a \$1.00 donation to wear a hat all day at school. You may even want to give a prize to the student wearing the funniest hat.

**Have a Teacher Talent Show.** One local high school got many of their teachers to perform in a talent show at their school. They charged \$5 admission fee to students, which was donated to Make-A-Wish.

**Have a Prom Fashion Show.** Two local high schools recently held prom fashion shows for Make-A-Wish. They each borrowed dresses and tuxedos from local retailers for the big event, sold advertisements for their program booklets, and solicited local businesses for prizes to be raffled off at a Chinese auction during the event. They also charged a \$3 admission fee to the event. One of the schools raised more than \$4,500 for Make-A-Wish.

**Host a Movie Night.** Your school can rent a current movie and invite students and their parents for a fun-filled night. Sell tickets and popcorn.

**Have a Band or Choral Concert.** Collect donations at your next holiday or fall concert. This is great for high school and middle school band and choral groups. You can charge a small admission fee or pass around a can to collect donations.


**Host a Spaghetti Dinner or a Pancake Breakfast.** You can work with a local restaurant or ask a group of parents to help with the cooking. Invite students and residents in the community. Charge a small admission fee.


**Sell T-shirts.** One local school developed a cool T-shirt design and sold them to students and parents at their school's basketball games. They raised \$3,400!

**Host a bachelor auction.** Ask members of your high school to be bachelors in your auction. Guys from the sports teams are usually willing to participate. Then ask local businesses to donate gift certificates to be used on a date i.e. dinner for two, movie tickets for two, sporting event tickets for two, etc. Charge admission to the auction and start the bidding. This is event is a lot of fun.

**Have a Bake Sale.** Students bring in a baked good from home. The bake sale can be held in the school cafeteria or at a local shopping center, but be sure to ask permission first.

**Organize a Student/Teacher Basketball or Volleyball Game.** Students and teachers compete against each other in basketball, volleyball or any other sporting event you devise. Funds are raised through an admission fee and sale of refreshments.





**Hold a Dress Down Day.** Students with a dress code in their school can contribute a small fee to wear casual clothes to school for the day. Teachers can participate in Dress Down Days too!

**Sell Candy, Pizzas, Hoagies, Donuts, Bagels or Fruit.** Schools often work with local establishments that supply candy, pizzas, hoagies, donuts, bagels, etc. to raise funds for a charity. The students take orders from friends and relatives, and collect the donations when delivering the products.

**Create an Art Gallery.** Students draw or paint artwork. Parents are welcome to purchase the artwork during an Open House or at an Evening of Art event.

**Have a Teacher Baby Picture Contest.** Teachers each bring in one of their baby pictures. Pictures are displayed and students try to guess Who's Who. The student naming the most teachers wins a prize.


## Fund Raising Guidelines

Thank you for helping us make wishes come true! In planning and holding your fundraiser, please remember the following:

1. We do not allow door-to-door or telephone solicitation.
2. Please use care when using the Make-A-Wish Foundation name and logo. Note that "Make-A-Wish" is spelled with a capital "A" with hyphens. Also, please do not alter our logo or name by customizing it to your to your specific event. Taking care in these matters helps us protect our brand!
3. The first time the name "the Make-A-Wish Foundation of Georgia and Alabama" is used, the ® must be used, also.
4. Keep careful track of the money you raise.
5. Before distributing any promotional materials or press releases, each item must be reviewed and receive approval from the Make-A-Wish office.
6. If you would like any more information about the Make-A-Wish Foundation or if you would like any collateral materials about the Make-A-Wish Foundation to distribute at your fundraiser, please contact Cara Barfield at [cbarfield@ga-al.wish.org](mailto:cbarfield@ga-al.wish.org)

## Language to Use

Please refrain from using the terms "terminally ill," "dying" or "last wish" when referring to our children. The expression we use is "children with life-threatening medical conditions." Our



organization exists to serve these kids and their families and we are always careful to use language which is sensitive to them. The majority of the children for whom we have fulfilled wishes are survivors – we like to think that perhaps their wish has had a positive impact on their well-being. Your fundraiser will provide an ill child with hope and something exciting and positive to look forward to during a time that is often overwhelmed with worry and uncertainty.

## Language to use in Advertising

The Better Business Bureau has established guidelines as to how you must indicate your fundraiser is benefiting Make-A-Wish. Please refer to the following chart:

### What is going to Make-A-Wish

If all the money collected is going to Make-A-Wish...

If all the money minus your expenses on the event is going to Make-A-Wish Foundation...

If a specific dollar amount in the purchase of a product is going to Make-A-Wish you must state the dollar amount...

If a percentage of the proceeds are going to benefit Make-A-Wish, you must state the percentage...

### The Language to Use

"All proceeds benefit the Make-A-Wish Foundation® of Georgia and Alabama."

"Net proceeds to benefit Make-A-Wish Foundation® of Georgia and Alabama."

"Example: For every car we sell on Sunday, \$100 will go to the Make-A-Wish Foundation® of Georgia and Alabama."

"Example: 25% percent of the proceeds to benefit the Make-A-Wish Foundation® of Georgia and Alabama."

## Who You'll Be Helping

**This fall you'll be raising money to grant wish stories like the ones below!**

Matthew Goes to Auburn





Matthew is an eighteen-year-old that loves Star Wars, video games, and rock music. He was unfortunately diagnosed with Langerhans cell histiocytosis. Langerhans cell histiocytosis involves abnormal cells deriving from bone marrow and capable of migrating from skin to lymph nodes. When Matthew was visited by volunteers from the Make-A-Wish Foundation®, he knew exactly what his true wish would be- to receive a portion of his tuition paid to Auburn University! At Matthew's wish party he had the opportunity to tour the Auburn Bell tower and meet the Aubie, the universities mascot. Both of these experiences are not open for just anyone-- Thanks to Make-A-Wish Foundation® of Georgia and Alabama, Matthew got his wish and is now enjoying all that Auburn has to offer!

### Jacobi's Magical Disney World Wish

Jacobi is a cheerful and happy seven-year-old who enjoys watching the LA Lakers, listening to the Jonas Brothers, and watching videos. Although Jacobi was diagnosed with Sickle Cell Anemia, which has caused pain throughout his body, he has not let it hinder his hopes to experience magic. When the Make-A-Wish Foundation® of Georgia and Alabama sat down and spoke with Jacobi, his enthusiasm about Disney World was apparent, and his wish was granted!



Jacobi's wish to go to Disney World was a place where he met all the Disney characters, rode the rides, and visited all the attractions. They visited all the parks, which included - the Magic Kingdom, Epcot, Universal Studios, Island of Adventure, and Sea World! Jacobi was able to witness and partake in an experience that was magical and wonderful. His wish was outside the realm of illness and pain; it was about being surrounded by an unconditional amount of happiness and love. That's when Jacobi realized that not everything is about being sick, that life can be wonderful!



## Brittany Takes a Mountain Retreat!



Brittany is a sixteen-year-old girl who loves nature, especially in autumn, pancakes, the color purple, and the Gaither Vocal Band. She was unfortunately diagnosed with mitochondrial disease, a progressive set of disorders caused by mitochondrial DNA mutations. In Brittany, it has led to increasing muscle weakness, neurological problems, seizures, and the occasional use of a wheelchair. Although this condition has presented some fundamental difficulties in her life, Brittany has not let that break her adventurous spirit. When she was visited by volunteers from the Make-A-Wish Foundation<sup>®</sup>, Brittany expressed her love for nature and a wish to observe the changing colors of the leaves in a peaceful place. In response to her desires, the Make-A-Wish Foundation<sup>®</sup> of Georgia and Alabama put together an amazing respite for Brittany and her family by sending them to a cabin in the Blue Ridge Mountains in Northern Georgia! While she was there, Brittany spent five days cooking and eating homemade meals with her family and taking in all of the beautiful autumn scenery – especially the leaves. This trip was a wonderful way to provide some relaxation for Brittany and her family and hopefully give them some endurance as they continue to face such difficulties.