

MAKE-A-WISH.

願望成真基金™ Hong Kong



願望童 — 銘惠
Wish Child - Ming-wai

幫助患重病兒童達成願望
To grant wishes to children with
life-threatening medical conditions

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Overview: The Who, What, Where, When, Why & How

Who? The simple answer is: kids (although parents and teachers often help a little). *Kids For Wish Kids* allows kids to help grant the wishes of kids with life-threatening medical conditions. You are responsible for the program; from brainstorming fundraising ideas, developing a plan of action and then seeing your idea come to life. Teachers and parents often serve as advisors, but ownership of the project belongs solely to you and the other kids involved.

What? *Kids For Wish Kids* is a program that engages kids of all ages, students, youth groups, clubs and organizations in the Make-A-Wish® Hong Kong mission. The program provides ideas for kids and teens to raise funds to help grant the wishes of children with life-threatening medical conditions in their community. Kids and teens of all ages create ideas for fundraisers and then organize and manage their fundraisers from start to finish. The opportunities to fundraise for the *Kids For Wish Kids* program are endless! Examples include:

- Charity Sale
- Donations instead of birthday presents
- Variety Show
- Red Packet Donation
- Second Hand Sale
- Dress Blue Day

Where? Make-A-Wish® Hong Kong is launching a local *Kids for Wish Kids* campaign. Our goal is to have more than 10 schools/NGOs involved in a year.

When? Anytime! The options for when to hold a *Kids For Wish Kids* fundraiser are open and based on your schedule. Often the “when” is answered by the “what.” Start by determining the right fundraising event and then determine when it is best held.

Why? *Kids For Wish Kids* is a program that enables youth to help make wishes come true for kids with life-threatening illnesses. In addition to granting wishes, kids can expect to walk away with a better understanding of:

- Value of community service
- Volunteerism
- Leadership skills
- Money management
- School spirit
- Teamwork
- Entrepreneurship

How? Kids and teens of all ages create ideas for fundraisers and then organize and manage their fundraisers from start to finish. Take these easy steps to help get your creative juices flowing:

- Read this toolkit. We have laid out the step by step instructions on how to be successful.
- Visit our website www.makeawish.org.hk to read stories of kids, schools and youth organizations that have successfully executed the *Kids For Wish Kids* fundraisers.

Checklist: Steps to Success

- Read the Toolkit** – Before committing to a *Kids For Wish Kids* event, take a moment to read through all of these materials. They have been designed to provide you with an overview of the information you will need to be successful and will give you an idea of what to expect from the program.
- Submit the Proposal Form** – Please complete and send us the proposal form on P.9. In return, a Make-A-Wish® Hong Kong staff member will contact you via phone or email to answer any questions.
- Choose an Activity** – Choose from the list or come up with your own creative concept. Most events fall under one of these broad categories:
 - Fundraising Activity: examples include school dances, talent shows, and charitable sports games. Generally funds are raised through a fee that is charged to participate.
 - Marathon: anything can be a marathon—skipping rope, dancing, walking, even reading. Funds are raised through individual participants who solicit sponsors to donate a fixed amount for each hour they perform the task.
 - Tournaments: all-day sports tournaments (e.g. football, basketball, baseball, etc.) are fun for participants and their families. Funds are raised through entry fees and general donations from the crowd.
 - Sales: bake sales, garage sales, star sales, bracelet sales, car wash, flower sales...the possibilities are endless. Sales are also an effective way to raise more money at an event (i.e., selling concessions at a sports tournament).
- Create a Budget** – Please refer to the budget form on P.10 for your reference
- Plan Your Activity** – Create a detailed to-do list. Recruit some people to help you and distribute the tasks. Consider these questions to help you think through the details of the event:
 - What resources and facilities will you need for your fundraiser?
 - What might you be able to get donated?
 - How many people will you need to run your fundraiser effectively and what adult assistance will you need?
 - What opportunities are available to promote your fundraiser, within your school, group and/or community?
 - What assistance will you need from Make-A-Wish® Hong Kong to help make your fundraiser a success?
 - Where and when will your fundraiser take place?
- Promote the Activity** – Balance your time between planning logistics and spreading the word.
 - Create fliers and other promotional materials.
 - Promote the event throughout your school and community. Remember—a personal “ask” is always most effective, so ask friends and family, and ask them to ask their friends and family to participate.
 - Utilize social media to get the word out.

☐ **Host an Amazing Activity** – Your hard work has paid off and event day is here. These tips will help event day run smoothly:

- For large activities, utilize volunteers to spread the workload.
- Photograph the festivities. Photos may come in handy when planning or promoting next year's event.
- Say “thank you” often! Thank your volunteers, the donors, and any parents who are involved.

☐ **Post-Event Wrap Up** – You did it! Thank you! Just a few more things to do...

- Complete the post-event submission form and return it to the Make-A-Wish® Hong Kong office with all funds collected within 30 days of the completion of your event.
- Publicize the event results in your school newspaper, community newspaper, on social media sites, etc.
- Send thank you notes to donors and volunteers.

Your Make-A-Wish® Hong Kong Support Team

We are so excited to partner with you to ensure that your *Kids for Wish Kids* experience is rewarding. The Make-A-Wish® Hong Kong staff is here to help throughout your planning. Below is an example of some of the support and resources that we can offer:

- Fundraising project ideas and tools for all ages
- Publicity tools and support, including an event posting on our website
- Make-A-Wish® Hong Kong videos and wish stories to share
- Make-A-Wish® Hong Kong products for purchase
- A Make-A-Wish® Hong Kong speaker to talk about our organization and wish granting.

FREQUENTLY ASKED QUESTIONS

1. How much money goes directly to grant wishes?

Each fundraising event varies in its fundraising efficiency. Typically, more than 90% of the funds raised are used to grant the wishes of local children with life-threatening medical conditions.

2. How does Make-A-Wish® Hong Kong grant wishes?

Any child between the ages of 3 and 18 years who has a life-threatening medical condition and has not received a wish from another wish-granting organization qualifies. The child's primary doctor determines whether or not a child has a life-threatening medical condition. Once qualified, Make-A-Wish® Hong Kong volunteers visit the child to determine his or her wish. Then, Make-A-Wish® Hong Kong works with local schools, volunteers and donors to raise funds to help fulfill the wish of the child.

3. How do we collect the money?

We encourage kids to creatively design a bucket or other collection container(s). However, we can also provide donation boxes with our logos on. At the end of the program, the school or organization should send back the donation boxes to us.

4. We don't have time to collect and count the money.

Although we encourage a student/parent group to collect and count the money, you are still welcome to join us if you don't have time to collect and count the money. The donation collection can be arranged separately.

Supporters who give cheques and credit card donations in the amount of \$100.00 or more will receive a written tax acknowledgement from.

5. What do I do with the cash from the fundraising event?

All cash/money raised on the day of the event should be collected and given to one pre-designated individual from the school or organization. This designated individual should secure and monitor the cash in a safe or locked box until the money can be counted and deposited.

6. A local business wants to support our fundraising event, but they need Make-A-Wish® Hong Kong's tax/registration information.

Tax information and business registration information, identifying Make-A-Wish® Hong Kong as a legal non-profit organization can be provided upon request. Businesses include this information with their tax filings to prove the charities they support are legitimate.

7. Will Make-A-Wish® Hong Kong solicit individuals who make donations?

The donors from the event will be included in Make-A-Wish's mailing list, unless otherwise instructed. Donors may receive Make-A-Wish® Hong Kong newsletters, annual mailing appeals, and invitations to special events.

As a matter of international policy, Make-A-Wish® Hong Kong does not engage in telephone fundraising or door-to-door solicitation.

8. Can Make-A-Wish® Hong Kong secure sponsorship for our event?

No. Make-A-Wish® Hong Kong is responsible for procuring sponsorship, in-kind goods and services for its existing fundraisers and for wish-granting purposes.

Your Support: Kids Make a Difference

This year, Make-A-Wish® Hong Kong is working on fulfilling the wishes of more than 100 kids who are battling life-threatening medical conditions. Wishes give these kids something to look forward to, a chance to be a kid again and hope and strength for the future. Thank you for supporting this important mission through your participation in the *Kids For Wish Kids* program.

Qualifications for a Wish

Any child over the age of 3 and under the age of 18, diagnosed with a life-threatening medical condition, may qualify for a wish regardless of the family's race, gender, creed, socio-economic or cultural background.

Wishes

Wishes are not intended to be a "last wish," but an endorsement of life and a gift of hope. The wish requests we receive are as unique as the children who make them. The majority of wishes fall into five categories:

I wish to go. . . I wish to be. . . I wish to meet. . . I wish to have. . . I wish to give. . .

Wish Impact

A wish come true helps children feel stronger, more energetic, more willing and able to battle their life-threatening medical conditions. For many, it marks a turning point in their fight against their illnesses.

A wish improves a child's state of mind, replacing fear with happiness and helping them to feel like normal kids again.

Support with Confidence

Make-A-Wish® Hong Kong International has been recognized for nine-consecutive years as a 4-star charity, by Charity Navigator, for efficiently managing and growing its finances in the most fiscally responsible way. Only 1% of charities rated by Charity Navigator received at least 9 consecutive 4-star evaluations, indicating that Make-A-Wish® Hong Kong International differentiates from its peers and demonstrates to the public it is worthy of their trust.

Financial support for Make-A-Wish® Hong Kong comes from individual, corporate and foundation donors. Additionally, more than 100 individuals volunteer their time and talents. Make-A-Wish® Hong Kong consistently dedicates 90% or more of funds received to granting wishes.

Brand Guidelines: Using the Make-A-Wish® Hong Kong Name & Logo

Like any other corporation – Coca-Cola, McDonald's, etc. – Make-A-Wish® Hong Kong has a registered name and logo, and adheres to rules for the proper usage of that name and logo in marketing and publicity efforts.

A **brand** is the set of expectations, memories, stories and relationships that, taken together, shape a consumer's impression of a product or service.

Make-A-Wish's **brand** is shaped by our mission statement:

We grant wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Thank you for helping us raise awareness about the important mission of Make-A-Wish® Hong Kong by using the name and logo in a way that is consistent with our branding standards.

Key Brand Elements

- Please note that “Make-A-Wish” is spelled with a capital “A” and hyphens between the words.

Correct: Make-A-Wish® Hong Kong

Incorrect: Make a Wish Hong Kong

- The Make-A-Wish® Hong Kong logo should never be altered. There are three appropriate colors that may be used to display the logo: Black / White / Pantone 293 Blue.
 - The logo may not be altered in font, color, configuration or position. The registration symbol (®) must appear next to the logo.
- Contact us to obtain a high resolution copy of the logo. Please don't copy and paste the logo from the internet.
- Focus on the positive! Our mission is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Never use words like “terminally ill” or “dying” as these labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses.

If you have any questions regarding these branding guidelines, please contact us.

Kids For Wish Kids Proposal Form

Ref no.: _____
Official Use Only

Thank you for interest in Kids For Wish Kids!

Please fill in the form and send it back to us via fax: 31011 9588 or email to cecilia@makeawish.org.hk

Contact

Organizer			
Contact person		Position	
Phone		Fax	
Address			
Email			

Details of the Activity

Name of the Activity	
Nature of Fundraising e.g. Charity Sale, Walkathon,...	
Proposed Date(s) of the activity	
Location	
Target Group	
Target fund raised	HKD\$
Other beneficiaries besides Make-A-Wish® Hong Kong	

Materials: Please arrange delivery within five days prior the activity.

Items	Quantity at stock	Quantity you need
Leaflet	Unlimited	
Banner	2	
Mobile Donation Box - H8 x W9 x D3.25	11	
Small Donation Box with extended panel	4	
Medium Donation Box - W7 x D4.5 x H5 (inch)	7	
Big Donation Box H10 x W9 x D4.75 inch	3	

Kids For Wish Kids Budget Form

BUDGET FOR [Name of event]

Estimated Actual

Total income
Total expenses
TOTAL RAISED FOR Make-A-Wish® Hong Kong

INCOME **Estimated Actual** **Estimated Actual**

Event proceeds			Sponsorship		
Entry fees			Major sponsors		
Ticket sales			Minor sponsors		
Other income			Other sponsors		
Totals			Totals		

Extra sales			Donations		
Auction			Donations		
Raffle					
Sales of photographs					
Sales of merchandise					
Totals			Totals		

EXPENSES **Estimated Actual** **Estimated Actual**

Site			Decoration		
Equipment hire			Balloons		
PA, audio visual			Banners and signs		
Permits, licences			Flowers		
Venue hire			Lighting		
Site staff			Table centres		
Tables & chairs					
Totals			Totals		

Refreshments		
Casuals		
Cutlery		
Drinks		
Food		
Linens		
Plates, glasses etc		
Totals		

Prizes		
Auction items		
Goodie bags		
Ribbons, trophies		
Thank you gifts		
Certificates		
Totals		

Promotion		
Advertising		
Distribution		
Graphic design		
Paper/stationery		
Photocopying		
Photography		
Postage		
Printing		
Website		
Totals		

Program		
Car parking		
Accommodation		
Marshalls/staff		
Other production costs		
Performers		
Speakers/MC		
T shirts/clothing		
Team signs/numbers		
Travel/transport		
Totals		

Miscellaneous		
Couriers		
Fuel		
Insurance		
Phone calls		
St Johns		
Volunteer expenses		
Totals		

Other Expenses		
Dry cleaning/laundry		
Totals		

Kids For Wish Kids Wrap-Up Form

Ref no.: _____
Official Use Only

Please return this form & funds raised within 20 days of the completion of your fundraiser.

Contact

Organizer			
Contact person		Position	
Phone		Fax	
Address			
Email			

Details of the Activity

Fund raised	HKD\$
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Feedback

	Disagree	Moderate	Agree
You received the necessary support from Make-A-Wish® Hong Kong Staff			
Materials we provided were useful			
The kids enjoy taking part in the activity			
Leadership skills of the kids has been enhanced			
The kids have learnt money management			
The kids have learnt teamwork			
You would like to participate in the Kids for Wish Kids program again next year or in the near future			

What can we provide/do to increase the smooth running of the activity?

**Thank you! We can grant more wishes to children
with life-threatening medical conditions with your kind support!**