

# WISHMAKERS AT WORK<sup>®</sup>

Make-A-Wish<sup>®</sup>  
MID-ATLANTIC

*Help us make every local wish come true. Local companies and organizations are invited to join Make-A-Wish<sup>®</sup> Mid-Atlantic and share the power of a wish<sup>®</sup>.*

## What

*Wishmakers at Work* is a company-led fundraising initiative to engage employees, instill company pride and tangibly demonstrate your commitment to community engagement and philanthropy.

## Who

Local companies of all sizes throughout Washington DC, Maryland and Northern VA are welcome to participate. An individual, group of co-workers, divisional department or small steering committee can lead the effort.

## Where

Your office or any convenient space that motivates your team. Local restaurants and sporting venues are also popular options.

## When

Fundraising events can take place over a day, week, month or throughout the year—whatever you decide! We recommend integrating into already-existing company initiatives like quarterly meetings, retreats or holiday parties. Choose the time that will attract the most involvement from your employees and consider making *Wishmakers at Work* an annual event for your team(s) to rally around.

## Why

Right now, in your community, there are kids waiting for life-changing wishes that require local support. Wishes are an important part of a child's treatment journey and have proven physical and emotional benefits that can give children with critical illnesses a higher chance of survival. When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope.

**By partnering with Make-A-Wish Mid-Atlantic to make wishes come true, your company can:**

- Celebrate its commitment to corporate social responsibility while helping kids in your community
- Give staff a tangible way to participate in workplace giving
- Provide fun and productive opportunities for team bonding
- Foster company pride and a tradition of giving back
- Inspire employees and publicly promote your partnership with Make-A-Wish Mid Atlantic

## How

Get creative! The sky's the limit when it comes to fundraising events or team challenges. For inspiration, take a look at our *Wishmakers at Work* ideas.

**92% of Americans who are employed full/part-time say they would be more committed to their employer if their employer was to support Make-A-Wish. The Harris Poll Survey, May 2019**

**90% of global consumers are likely to switch brands to one associated with a good cause, given similar price and quality. 2017 Cone Communications/Echo Global CSR Study**

## SUCCESSFUL FUNDRAISING IDEAS

### KICK-OFF EVENT

Bring your company together for an all-staff meeting or happy hour to kick off your *Wishmakers at Work* initiatives and get employees excited. Work with the Make-A-Wish Mid-Atlantic team to build a motivational PowerPoint presentation and include an inspiring wish video.

You can invite a Make-A-Wish guest speaker or have a company leader present. Consider incentivizing employees with giveaways and incorporating themed decorations.

### COMPANY MATCH CHALLENGE

A company match is a great way to get your employees involved! Consider matching all employee contributions to stretch donations even further.



#### WISH YOUR WAY PAGES

Employees may use our online platform with customizable fundraising pages to activate their networks and raise funds towards the company's goal. Offers personalization, individual goal setting, shareable links and tracking.



#### WALK FOR WISHES<sup>®</sup>

You can walk, run or play for wishes at our annual *Walk For Wishes* event on the National Mall! Start a company team and enjoy an active day that supports local wishes.



#### SALES EVENTS

Sell food, employee gear, customized t-shirts or Make-A-Wish products (such as lanyards, stars or wristbands) before, during or after work.



#### JEANS DAY

Employees contribute to wear casual clothes to work for a day and can wear Make-A-Wish stickers to show support. Consider charging more to make it a dress down week or month.



#### MIRACLE MINUTE

Challenge employees to empty their pockets—to see how much each department can raise in just one minute. Set a timer and invite staff to grant local wishes. Ask volunteers to collect the donations.



#### RE-FOCUS AN EXISTING ACTIVITY

Turn your summer picnic or holiday party into a "Wish Come True for a Child" by collecting a small donation at the door. You can also add a raffle or a silent auction to raise more money.



#### SPORTING EVENT OR TOURNAMENT

Inspire a little competition by having departments participate in golf, softball or basketball tournaments. You can charge admission in addition to team registration fees. Ask clients and vendors to join. Also think about organizing a raffle or silent auction to increase revenue and add excitement to the event.



#### SNACK BREAK

Host a bake sale. Hold an ice cream social. Challenge foodies to a cooking competition with taste testers and judges.



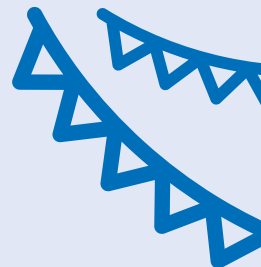
#### WISH WALLS

Sell paper Make-A-Wish stars for \$1, \$2, \$5 or more and fill a wall.



## CELEBRATE YOUR SUCCESS

Recognize top teams or individuals and be sure to celebrate your success. If your company is sponsoring a table at our *Evening of Wishes<sup>®</sup>* gala, consider sending your top performer! And be sure to promote your fundraising success and partnership with Make-A-Wish Mid-Atlantic on LinkedIn and social media.





Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Fundraising goal:**

- \$1,000       \$2,500       \$5,000       \$7,500       \$10,000
- \$15,000       \$25,000       Other \_\_\_\_\_

- Single event, date: \_\_\_\_\_
- Multiple events, spanning the following dates/months: \_\_\_\_\_

Types of fundraising events planned: \_\_\_\_\_

**Wishmakers at Work Program Terms:**

- Individuals, businesses, groups and organizations may participate in the program.
- Companies who raise a minimum of \$10,000 have the option of being symbolically matched to the next eligible wish child on the chapter's wish list and will be notified of the wish child's first name, age, medical condition and type of wish they are symbolically adopting, once funds and Adopt-A-Wish paperwork is received.
- All communication with wish families must be initialized through the Make-A-Wish offices.
- Should you like to promote your support, Make-A-Wish Mid-Atlantic must approve all uses of its name and logo in advance of production, printing or distribution.
- In order to avoid inadvertently jeopardizing existing relationships between Make-A-Wish and its donors, sponsor agrees to receive approval from Make-A-Wish Mid-Atlantic before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Wishmakers at Work.
- Sponsor commits to Make-A-Wish Mid Atlantic that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Wishmakers at Work; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Wishmakers at Work; (c) Wishmaker activities will result in no cost or expense to Make-A-Wish whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold Make-A-Wish harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Wishmakers at Work.
- Funds can be remitted to Make-A-Wish Mid-Atlantic via check, credit card, cash or electronic funds transfer.
- If there are multiple checks and cash included in the donation, please keep all together and contact Make-A-Wish Mid-Atlantic to make arrangements.
- Donations made directly from the company are 100% tax deductible to the company.
- By participating, Make-A-Wish may publicly recognize your company or organization in printed or electronic communications and/or social media, unless a written request to remain anonymous is included with the receipt of this Wishmakers at Work agreement form.
- Individuals donating toward the Wishmakers at Work fundraiser(s) by using Wish Your Way pages or by filling out individual donation forms will each receive personal receipts for their tax-deductible donations.

I have read and agree to the sponsorship terms and conditions.

Authorized Signature: \_\_\_\_\_

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

**RETURN COMPLETED FORMS VIA FAX, MAIL OR E-MAIL TO:**

Make-A-Wish Mid-Atlantic Attn: Development Team

6555 Rock Spring Drive, Suite 280 | Bethesda, MD 20817 Fax: 301.656.2857 | Email: development@midatlantic.wish.org