



## KIDS FOR WISH KIDS



Kids For Wish Kids® (K4WK) is a unique program which empowers children to help other children. Kids are encouraged to start a K4WK club at their school to create and implement their own fundraising projects. Teachers and parents often serve as advisors, but the project belongs solely to the kids. Through participation in K4WK, children develop leadership, math, organization, and teamwork skills. Examples of Kids For Wish Kids® projects include: jog-a-thons, coin drives, dress down days, wristband sales and more! The Kids For Wish Kids® program

helps to increase awareness of the Make-A-Wish Foundation's mission and involves more people in helping to grant wishes to children with life-threatening medical conditions.

If you are interested in organizing a Kids For Wish Kids® program at your school, please fill out the attached Kids For Wish Kids® Activity Form and return to the Make-A-Wish Foundation® of San Diego. We will review your proposal and contact you to approve your project and provide you with more information about the next step.

## **KIDS FOR WISH KIDS FUND-RAISING RULES**

Thank you for helping us make wishes come true. In planning and conducting your fund-raiser, please adhere to the following rules:

- We do not allow door-to-door or telephone solicitation.
- Please use care when using the Make-A-Wish name and logo. Note that “Make-A-Wish” is spelled with a capital “A” and with hyphens (not “Make a Wish”). Also, please do not alter our “swirl and star” logo by customizing it to your specific event (e.g., do not change the logo to read “Make-A-Cake” if your school is conducting a cake walk). Taking care in these matters helps us protect our brand!
- Our mission is to grant the wishes of children with life-threatening medical conditions. Please do not refer to the children that we serve as “terminally ill” or “dying,” as these labels can instill a sense of defeat and can be counterproductive as our wish kids fight to overcome their illnesses. Many of these children are able to beat their illnesses, and we believe in the importance of keeping a positive mindset.
- Please keep careful track of the money that you raise, and send the money directly to the Make-A-Wish Foundation® of San Diego within one month after the end of your fund-raiser.
- If you are going to advertise your fund-raising event outside of the school community, please coordinate this with the Make-A-Wish Foundation® of San Diego office.

Please contact Tiana Lopez if you have any questions, 858-707-9474.

# Kids For Wish Kids<sup>®</sup> Activity Form



1. Name of School/Group \_\_\_\_\_
2. Sponsoring Club or Grade Level \_\_\_\_\_
3. School Address \_\_\_\_\_
4. Student Contact Name \_\_\_\_\_ phone \_\_\_\_\_
5. Student e-mail address \_\_\_\_\_
6. Teacher/Advisor Name \_\_\_\_\_ phone \_\_\_\_\_
7. Teacher/Advisor e-mail address \_\_\_\_\_
8. Parent/Advisor Name \_\_\_\_\_ phone \_\_\_\_\_
9. Name of Event \_\_\_\_\_
10. Date(s) of Event \_\_\_\_\_
11. Location of the Event: \_\_\_\_\_
12. Please describe your event and your fundraising goal: \_\_\_\_\_  
\_\_\_\_\_
13. Would you like a Make-A-Wish representative to help in any way? If so, please describe  
\_\_\_\_\_
14. Will you be using the Kids For Wish Kids Logo in publicizing your event? Yes ( ) No ( ) If yes, how?  
\_\_\_\_\_

*We are delighted that you are doing a project for the Make-A-Wish Foundation<sup>®</sup> of San Diego. Please complete this activity form and return it to us as soon as possible. Once you have completed all your projects, please mail us your donation within 30 days so that we may promptly recognize your gift. **Please note that ALL print and marketing material needs to be submitted to your Make-A-Wish representative for approval.** Thank you for helping to make wishes come true!!!*

SIGNATURE	TITLE	DATE
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**Please return this completed form to:**

Tiana Lopez  
Make-A-Wish Foundation<sup>®</sup> of San Diego  
2440 Hotel Circle North, Suite 200  
San Diego, CA 92108

PHONE: (858) 707-9470 x.111  
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*This program is supported by:*