

THE WHO, WHAT, WHEN, WHERE, WHY & HOW

Who?

The simple answer is: kids (although parents and teachers often help a little). The *Kids For Wish Kids*® program allows kids K-12 to help grant the wishes of kids with life-threatening medical conditions. Kids are responsible for the program; from brainstorming fundraising ideas, to developing a plan of action and then seeing their ideas come to life. Teachers and parents often serve as advisors, but ownership of the project belongs solely to the kids involved.

What?

The *Kids For Wish Kids* program engages kids of all ages, students, youth groups, clubs and organizations in the Make-A-Wish® 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 create ideas for fundraisers and then organize and manage their fundraisers from start to finish. Opportunities to fundraise for the *Kids For Wish Kids* program are endless! Examples include:

- Penny Wars
- Dress Down Days
- Read-A-Thon
- Bake Sales
- Car Wash
- Pie-In-The Face Contest

When?

Anytime! The options for when to hold a *Kids For Wish Kids* fundraiser are as endless as the school days. Often the “when” is answered by the “what.” Start by determining the right fundraising event and then determine when it is best held.

Presented by  **Associated Bank**

As Presenting Sponsor, Associated Bank is inspiring philanthropy by providing a monthly match to the *Kids For Wish Kids* program.



Where?

Make-A-Wish® Wisconsin is currently supported by dozens of *Kids For Wish Kids* fundraisers across the state.

Why?

The *Kids For Wish Kids* program 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 them from start to finish. Take these easy steps to help get the creative juices flowing:

- Read this toolkit. We have laid out step-by-step instructions on how to be successful with your *Kids For Wish Kids* fundraiser.
- Visit kidsforwishkids.com to read stories of kids, schools and youth organizations that have successfully executed *Kids For Wish Kids* fundraisers.

