



MAKE-A-WISH®

Making Wishes Count

Sponsorship with the Make-A-Wish Foundation of America

Darrien, 7

I wish to be a police officer

Red and blue lights flashed and sirens blared in pursuit of a speeding vehicle that had just blown past a stop sign. When the errant driver finally pulled over, he was greeted by two proud police officers – one tall and one very short. The shorter one was 7-year-old Officer Darrien, and his wish to be a police officer was coming true.

For Darrien's full story visit wish.org



The Make-A-Wish Foundation

The Make-A-Wish Foundation is on a mission: to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. The Make-A-Wish Foundation® is the largest wish-granting organization in the United States. To date, our organization has granted more than 174,000 wishes; granting a wish every 40 minutes. In 2008, our caring volunteers granted the wishes of more than 13,400 children – the most ever in our 28-year history.

*We are pleased that your company is interested in supporting our work. When your company joins us through a corporate alliance, your employees and customers have the opportunity to **share the power of a wish**®. Wish experiences not only fulfill a heartfelt desire, but bring joy to children, families and often entire communities.*

To the Make-A-Wish Foundation, “corporate philanthropy” is more than a business catchphrase. We recognize the real value of corporate support – corporate sponsors play significant roles in granting the wishes of our courageous wish kids. By creating successful corporate sponsorships, we are better able to grow our mission and reach more children every year, making their wishes come true.

Thank you for considering the Make-A-Wish Foundation as your nonprofit alliance. We take pride in having one of the most innovative, well-regarded and *joyful* brands in America.

Warmest wishes,

Kathy Forshey
VP of Marketing and Corporate Alliances



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The Value of Wishful Thinking: Sponsorship Benefits

The Make-A-Wish Foundation's strength lies in the numbers: The Foundation serves every community in the United States, Guam and Puerto Rico through 65 chapters. We rely on more than 25,000 enthusiastic volunteers to deliver the organization's mission. Volunteers serve chapters in a variety of capacities, including wish granting, office administrative support, special-event planning and coordination, fundraising, language translation and much more. With such a diverse and well-supported volunteer program, **corporate sponsors have outstanding employee engagement opportunities.**

60 "strongest and most trusted" brands in the country

American Brands Council

Gold Cause Marketing Halo Award

2009 program with Macy's

High Standing Better Business Bureaus

Wise Giving Alliance's Standards for Charity Accountability

"Best Charities for Kids" 2005

Good Housekeeping Magazine



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Becoming a Make-A-Wish Foundation Sponsor

Through corporate marketing sponsorships, the Make-A-Wish Foundation works hand-in-hand with companies to develop mutually beneficial programs that increase sales and brand awareness. Our successful approach to sponsorship marketing can improve employee morale, increase customer satisfaction and boost incremental revenue for our sponsors and their brands.

In 2007, Cone, a leader in consumer research, acknowledged that 83 percent of Americans believe companies should support a cause. In addition, research shows that 87 percent of Americans are likely to switch from one brand to another brand that is about the same in price and quality, if the other brand is associated with a good cause.

The Make-A-Wish Foundation offers opportunities for corporate sponsors to support the mission. The opportunities allow both general and tailored support of the Make-A-Wish Foundation; sponsors can activate these strategies with a single approach or a more comprehensive, multi-layered approach.

Custom Programs focus on creating an individual, customized Make-A-Wish® campaign for one corporate sponsor. Programs are based on the goals and activation capacity of that particular sponsor.

Turn-key Programs involve a corporation using one of our existing tools to generate consumer support. These programs usually take the shape of our star icon or donation-at-transaction campaign. We also offer two seasonal programs,



Becoming a Make-A-Wish Foundation Sponsor – contd.

Destination Joy® and **Season of WishesSM** provide sponsorship opportunities to interested organizations for seasonal activation and support. Whether the focus is to drive frequent flier mile donations in the summer or provide resources to help make more wishes come true during the holiday-giving season, corporate sponsors can engage where it makes sense for their business goals and objectives.

To maximize corporate support and provide distinct assets to our sponsors, we offer participation **benefits at varying levels** through four alliance tiers. Each tier provides assets and benefits based on the level of giving and activation by our corporate alliance sponsors.

At the Make-A-Wish Foundation, we believe in developing alliances that are tailored and work for your brand and ours. As a way to maximize corporate support and provide unique assets to our sponsors, we offer participation benefits at varying levels. As your commitment and activation grow, we offer added assets and benefits associated with our brand. Our recommended alliance entry level is \$250,000 annually, providing you with an attainable goal that can be achieved through comprehensive activation strategies, including initiatives such as consumer giving, sponsorship, employee giving and budget-relieving in-kind donations.

The Make-A-Wish Foundation values its corporate sponsors and is proud of the successful, collaborative work we do with them. But don't take our word for it – our corporate sponsorship successes speak for themselves.



Case Study: Cold Stone Creamery

In conjunction with the Make-A-Wish Foundation of America, Cold Stone Creamery developed the *World's Largest Ice Cream Social*, which debuted in 2002. During the three-hour event held the same day at locations nationwide, Cold Stone Creamery exchanges free ice cream creations for donations that benefit the Foundation. Franchisees supported the event via employee activation strategies, in-store marketing and exposure through national and local print, broadcast and radio media outlets. Cold Stone's Web site experienced an 87-percent increase in traffic, and the promotion generated more than 210 million media impressions through TV, radio and print in 2002. The *Ice Cream Social* annually is one of Cold Stone Creamery's most successful public relations campaigns.



Also, Cold Stone Creamery has seen an average increase of 1.8 percent in same-store sales during the month of the *Ice Cream Social* promotion as compared year to year.

"Our partnership with the Make-A-Wish Foundation has been a tremendous way to create goodwill in our communities and connect franchisees with local children with life-threatening medical conditions. The Foundation's undeniably worthy cause combined with a strong national presence and superior reputation make it the charity of choice for Cold Stone Creamery."

-Daniel Beem, president of Cold Stone Creamery



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Case Study: Procter & Gamble Bounty Brand

Procter & Gamble's Bounty® paper towels aligned with the Make-A-Wish Foundation in 2006 to celebrate Bounty's 40th birthday. Bounty donated \$100,000 to each of three charities: the Make-A-Wish Foundation, American Cancer Society® and the National Breast Cancer Foundation®.

In addition, a \$200,000 donation was divided among the charities based on consumers' online votes for which charity they preferred. As part of the promotion, Bounty also encouraged consumers to send themed e-cards during a four-month period to support their favorite charity.

When the votes were counted, the **Make-A-Wish Foundation received 43 percent of all votes**, followed by the other two charities with approximately 28 percent each.

"When deciding how to celebrate our 40th birthday, [the Make-A-Wish alignment] made perfect sense to give back to others as a way to say 'thanks' to our consumers who have supported Bounty for 40 years."

-Brad Schwan, Bounty brand manager



Cards That Count



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