



SPFK FUNDRAISING GUIDEBOOK

in support of

Make-A-Wish[®]
CANADA



ABOUT

Make-A-Wish® Canada



*I wish to go on a
baseball road trip*

Christopher, 17
vascular disorder



Together, we create life-changing wishes for children with critical illnesses.

As the first wish granting organization in the country, Make-A-Wish Canada celebrated 40 years of wish granting in 2023 and has granted over 38,500 wishes since 1983. We are grassroots and locally focused with thirteen regional chapters spanning coast to coast, working to grant wishes for children aged 3-17 in every community across Canada.

Make-A-Wish Canada's goal is to bring every eligible child's wish to life. In 2023, we granted over 1,000 life-changing wishes, with 187 right here in BC and Yukon.

Because of the pause created by the pandemic, there are thousands of wishes waiting to be granted in Canada, **with over 600 children on the waitlist right here in BC and Yukon.** Combine those who are waiting with all the new children being referred for wishes, and you will understand the urgency that Make-A-Wish Canada is facing. **We cannot grant these wishes without your help.**



WHY A WISH?



95%

of adult former wish kids felt more hopeful for their future after their wish.



100%

of medical providers said the wish experience improves a child's emotional well-being.



85%

of adult former wish kids of wish alumni said their wish helped them overcome feelings of hopelessness, depression and loneliness.



97%

of parents said their child's wish made their child feel more joyful.



PERSONALIZE YOUR FUNDRAISING PAGE

WHY PERSONALIZE?

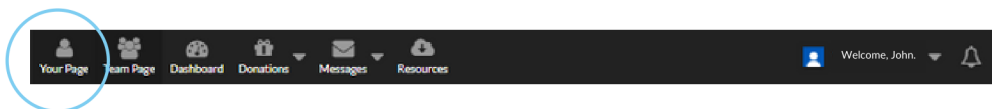
Personalizing your page (along with making the first donation) goes a long way to smashing your goals. In fact, **research shows those who donate and personalize their page go on to raise 75% more!**

STEP BY STEP DIRECTIONS

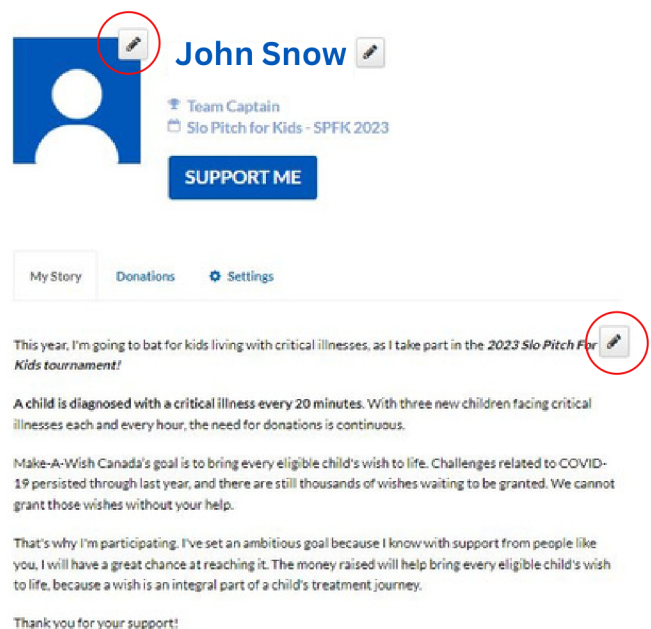
- Log in at www.makeawish.ca/spfk
- You will see the option to "LOGIN" at the top right of the page:



- Now you will have more options along the top banner.
- Click on "[Your Page](#)":



- Edit your custom fundraising page, by clicking on the **pencils**.
- Change your photo and write your story explaining why you've signed up for SPFK and tell folks why you need their help with collecting donations.





OFFLINE DONATIONS

WHAT IS AN OFFLINE DONATION?

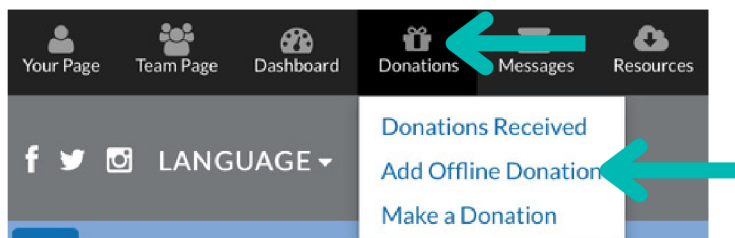
Offline Donations are gifts that you receive in the form of cash or check. You should always encourage folks to donate online using their credit cards to your fundraising page, as this is the least amount of admin work and they will receive their tax receipt right away. However, there are some instances when offline donations are necessary. Such as:

NON-RECEIPTABLE LUMP SUMS: Collected by you as part of your fundraising strategy from things like a silent auction or sale. These funds are to be a lump sum contribution and do not get issued any tax receipts.

TAX-RECEIPTABLE GIFTS: Given to you as a straight donation and the donor requires a tax receipt.

You can add offline donations to your fundraising page total so that your thermometer goes up!

Simply go to your profile, look for the option of "Donations" in the top banner, then select "Add Offline Donation". Add the donor information to this site, as well as the offline tracking sheet to be given to Make-A-Wish with all the cash and cheques.



NON-RECEIPTABLE LUMP SUMS:

You may add this to your page as an offline donation lump sum with the donor name of anonymous.

Cash or Cheque

- Please bring in all cash and cheques to the Make-A-Wish office.

Credit Card

- Please connect with your Make-A-Wish contact and make this payment over the phone.
- Do not use your credit card to make lump sum donations directly on your fundraising page yourself.

TAX-RECEIPTABLE:

- You may add these to your page as offline donations for each individual donor and gift.
- Please also track donor information on the following offline donation tracking form.
- When you bring in the tracking form and all cash/cheques to the Make-A-Wish office, staff will process and verify your offline donations to then send tax receipts to your donors.



RAFFLE FUNDRAISING

WHAT IS THE SPFK RAFFLE?

- In the month leading up to the Tournament, you will have the opportunity to sell raffle tickets that will count towards your teams fundraising totals.
- Jill from the SPFK committee will be your contact person for all things raffle tickets.
- The raffle draw will take place on the Wednesday following the Tournament.
- **NON-RECEIPTABLE:** Any money from purchasing a raffle ticket does NOT get issued a tax receipt.

WHAT TO DO WITH YOUR RAFFLE FUNDS

- Raffle ticket sales should be made in cash only.
- When you receive your raffle ticket booklets, be sure to collect stubs and cash in an envelope/ziplock to keep it all together. Your raffle ticket stubs should reflect how much money you have collected.
- Please provide all raffle ticket stubs and cash to Jill from the SPFK committee.
- You can bring this on tournament weekend, or arrange with Jill ahead of time.
- **Do not enter your raffle funds onto your fundraising page!** However, the amounts will be tracked and added to your team totals.



LOGO USE

WHAT IS THE PROPER LOGO?

- Please **ONLY** use our current logo and **NOT** the old logo with the under swoosh:



- The Make-A-Wish logo is a registered trademark; please do not alter the logo in any way.
- Your promotional materials should make it clear that you are not Make-A-Wish yourselves, through the use of our "in support of" logo.
- Be sure to leave adequate space around the logo so that it is not crowded by other visual elements.

WHERE TO GET THE LOGO?



- Please do not copy the logo from an online image search.
- Download the correct image from the SPFK [Resources](#) in your fundraising portal.
- If you have concerns or questions about the correct logo please reach out to your Make-A-Wish contact.

BLUE in support of logo:

in support of



WHITE in support of logo:

in support of





LANGUAGE TEMPLATES

A FEW IMPORTANT DETAILS

- When writing out the words '**Make-A-Wish**', please be sure to write the words in the same format each time, just as you see it here: Make-A-Wish (*always with capitalization and dashes*). Please don't combine the words 'Make-A-Wish' into a sentence to create a play on words.
- When referring to the children who are served by Make-A-Wish, say 'children with/facing critical illnesses'. Please do not say 'critically ill children', 'sick children/kids', or 'terminally ill/dying'.
- Make-A-Wish has a special relationship with Disney. We ask that Disney NOT be mentioned in relationship to a fundraiser.

MESSAGING SAMPLES

- I am proud to be supporting Make-A-Wish by participating in the SPFK Fundraising Tournament. When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Will you join me to help grant more wishes? Visit {LINK}, today!
- Help me raise funds in support of Make-A-Wish, and together we can transform lives, one wish at a time. #WishesAreWaiting
- Every 20 minutes, a child is diagnosed with a critical illness. Every one of these kids needs a wish to help give them strength and joy. Research shows that wishes can help children feel stronger, more energetic and more willing and able to battle their critical illnesses. Please support our fundraising efforts and help create hope for thousands of children with critical illnesses who are waiting for their wish.
- There are thousands of wishes waiting to be granted in Canada, with over 600 children on the waitlist right here in BC and Yukon. Combine those who are waiting with all the new children being referred for wishes, and you will understand the urgency that Make-A-Wish Canada is facing. Wishes need your help! #WishesAreWaiting



SOCIAL MEDIA GRAPHICS

SOCIAL POSTS:



- We have created some social media graphics for you to use!
- Download the high-res versions of these from the SPFK Resources in your fundraising portal.
- Please still feel free to create your own posts and designs if you want to!



[DONATE HERE!](#)

Make an Instagram Story and add your fundraising page link here!

TAG US:

INSTAGRAM: @makeawishbcykon
 FACEBOOK: @MakeAWishBCYK
 TWITTER: @MakeAWishBCYK



QR CODES

HOW TO MAKE A QR CODE:

- Go to an online free QR code generator website like: qrcode-monkey.com OR qr-code-generator.com
- Enter the website URL that you want your QR code to direct folks too - like your fundraising page!
- Some online QR code generators allow you to customize by adding images or colours:
 - Make-A-Wish Blue is #0057B8.
- Download your customized QR code.
- You can now insert your QR code image onto promotional material for your fundraising efforts.

WHEN TO USE QR CODES:

- You will want to use a QR code on things that are physically printed, like posters or flyers.
- You don't need to put a QR code into social media posts.

Scan to see what
a QR code can do!





THANK YOU FOR HELPING TO GRANT WISHES ONE SWING AT A TIME.

For over 16 years, the generous SPFK community has come together to play ball, have fun, and raise much-needed funds for Make-A-Wish. We are a community-organized softball tournament that has proudly raised more than \$1.2M to grant the heartfelt wishes of kids living with critical illnesses, impacting thousands of families and the communities they live in.

Thank you for your support - *it's for the kids!*

TOURNAMENT DETAILS

July 13 & 14, 2024

**Riverway Sports Complex
8605 Nelson Avenue, Burnaby BC**

SPFK **CONTACT INFO**

Email: spfkorg@gmail.com

Website: spfk.ca

Fundraising: makeawish.ca/spfk

MAKE-A-WISH **CONTACT INFO**

Email: monique.green@makeawish.ca

Office Address:

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Vancouver, BC
V6J 1Z6