

Make-A-Wish®

HEROES CHALLENGE

2024



PRESENTED BY

**WEST
EDMONTON
MALL**



PARTICIPANT PACKAGE

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HEROES CHALLENGE

Welcome Superheroes!

By participating in Heroes Challenge you become a hero not only to your wish kids team captain, but wish kids all over our community and country. You see, wishes don't happen by magic. It takes the efforts of volunteers, donors and event participants - like you - to ensure that enough funds are raised to grant them.

What's next?

With the rest of your superhero squad you need to raise \$10,000 - the symbolic value of a wish.

Event Details

Wednesday, May 1 at 10:00 AM join your team at Centre Stage (in front of The Bay).

All participants should be onsite by no later than 10:30AM. All participants must check in and sign a waiver.

11:00AM - Challenges Start

12:00PM to 1:30PM - Lunch provided at Ed's Bowling

Wrap Up Party -WEM Toyota - 3:00PM

Its an ice cream social! We'll be awarding winning team, top fundraising team, and spirit awards.

BRING

- All participants should wear comfortable running shoes and clothes they can move around in. We strongly encourage team t-shirts.
- Water bottle
- Cellphone to capture team photos with your wish kid team captain

WISH STORY WHY ARE YOU DOING THIS?

You are doing it for kids like... Carter, who has been living with cystic fibrosis all his life - but his wife being granted gave him something to work towards.

Fall 2022, during a football game, in front of thousands of people, the Edmonton Elks invited Carter and his family to the field and surprised him by announcing his wish was coming true. Carter's wish to attend various sports events in Toronto took place in November.

Carter was excited to have the opportunity to experience both a Maple Leafs and Raptors game, in-person. He was even invited to meet players and team employees who provided him with tips on how to pursue and advance in sports management.

"I will also remember all the players I got to meet and how nice and down to earth they were, and how crazy tall the players in the NBA are," Carter said. "It was amazing, the whole trip was truly a dream that I could never imagine."

Carter was also invited to visit the studio at TSN 1050 all-sports talk radio.

"It was surreal as watching TSN is the first thing I do in the morning, and the last thing I do at night," he said. "To stand there in the studio, and then sit in the chair and do the interview was incredible and honestly a part of sports management I had not considered before."



*I wish to have
a sports
experience in
Toronto!*

Carter, 17
cystic fibrosis



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**HEROES
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*Wish Granted 2022

Galaxyland

Spaceshot **Swing of the Century**

Teams will be scored on how many members ride; one point per member

Wall Games

Teams will be scored based on their overall performance of the game

G.I. Joe Laser Mission

4 team members only will participate
teams will be ranked by score

More Attractions

The Ship

Team treasure hunt aboard this iconic ship

Ed's Bowling

Each team member will bowl a frame - for a total game score

Birds of Paradise

2 team members will do a timed lap

Scavenger Hunt

Throughout the mall at other notable locations will be an icon decal - take a team photo with all of them

Store Partners

It's Sugar

Make-A-Wish lollipops are hidden throughout the store. You must find all of them (1 per team member & wish kid)

Build-A-Bear Workshop

As a team you will build a bear based on your wish kid - who will receive the bear at the end of the day

1ST RND

How hot can you handle in this hot wing challenge

LEGO

Each team member will compete in a timed building challenge game designed by LEGO

WEM Toyota

Stay tuned while they 'rev-up' and bring an exciting new challenge to the event!

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Fundraising \$10,000

You might have looked at that goal and asked "Why so much?!". The answer is on average cost of a wish is \$10,000+. With over 320 wishes in our community waiting, your efforts will ensure more wishes will be granted quickly.

Raising \$10,000 might seem a little overwhelming - we understand. We are going to provide you with as much fundraising support as possible to ensure you reach that minimum! First things first - break it down into smaller goals:

- \$10,000 broken up by team mate is \$1,000 each (10 gifts of \$100, or 20 gifts of \$50 etc.)
- \$10,000 is 100 gifts of \$100
- If your company sponsors half at \$5,000 then the team needs to raise \$500 each
- How many weeks until event day? Dive \$10,000 by that number of weeks and aim to hit that target as a team each week

How are you going to get there?

The following pages are tips and ideas on how to raise funds. There are activities you can do as a team and individually. You can also reach out to the staff at Make-A-Wish and we are happy to brainstorm with you!

Social Media

We all know the power of social media - UTILIZE it! All of your channels, including LinkedIn. We have some graphics you can download on the participant tool page online. Below is some sample messaging:

I am taking on Heroes Challenge with my Super Squad on May 1 - I need your help to grant wishes! Our team needs to raise \$10,000 - essentially enough funds to grant a wish. When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. I am supporting Make-A-Wish to make more wishes possible. If you can, please help by donating today. Every dollar matters. #HeroesChallengeYEG #Wishesarewaiting <link to your fundraising page>

If you need help contact kathryn.mclean@makeawish.ca
Kathryn McLean 780-665-0178

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HEROES CHALLENGE



BE A HERO
Take on the challenge & grant a wish!

WAYS TO FUNDRAISE 10K!

SOCIAL MEDIA:

You're doing something very cool, so why not share with your friends and ask for their support along the way? Use the hashtag #HeroesChallenge

CUSTOMIZE YOUR ELECTRONIC SIGNATURE:

Add your fundraising page link to the bottom of your signature.

FRIEND FUNDRAISING:

Ask friends and family to donate to your fundraising efforts via our event website. Tell your friends and family why Make-A-Wish is important to you and ask them to help you reach your goal.

HOST A CASUAL DAY OR JEANS DAY AT YOUR OFFICE:

Your colleagues can dress down if they contribute \$5 to the cause.

CORPORATE MATCH:

Get your company on board by engaging management. Your workplace already have a match program in place, or your management team may be inspired by your efforts and decide to contribute.

THE WORKPLACE:

Get your manager committed to the cause and give your team some incentives by convincing management to do something silly if your team reaches a certain goal. Perhaps your boss will dress like a superhero for a whole day if your team raises \$5,000!

SWEAR JAR/ WORD JAR:

Have a specified jar handy if your office tends to have a naughty mouth, or just ban a certain word in the office that you can do without.

MAKE A WISH FOUNDATION STAR SALES:

Wish stars can be sold to for \$2 or more and displayed in a public space. Get in touch for more information.

SNACK ATTACK:

We all know everyone gets the 2 pm munchies. Fill a basket full of goodies and go around the office selling those yummy items people can't say no to. Think of it as a travelling vending machine!

FOOD, GLORIOUS FOOD:

Bake sales, potluck lunches, pizza day, or a Mexican fiesta - get creative!

SPARE CHANGE:

Have a donation box in the lunch room and at the front of the desk to collect extra change. It's old school, but it works!

MAKE A WISH FOUNDATION STAR SALES:

To play you pay \$10 and the winning team gets to leave early the following Friday.

AUCTIONS/DRAWS:

Gift certificates, parking spaces, day off, concert tickets and 50/50 draws are a great way to get your colleagues involved.

PUB NIGHT:

Find a local pub willing to support your fundraising efforts. Lots of pubs have programs in place where you can host a fundraiser, and a portion of ticket sales go to the charity of choice.

DID YOU KNOW?

Each donation made through our website is eligible for a tax receipt



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MORE WAYS TO FUNDRAISE 10K!

\$1000

Have your team of 10 sign up online, customize their fundraising page and encourage them to make a \$100 self-donation.

\$1000

Host a pub night fundraiser - many local pubs will donate a portion of proceeds back to a fundraising group.

\$1000

Encourage team members to each send 20 email asks to their contacts to donate.

\$1000

Get your company involved - encourage a dress down day, company match or something silly - like a president pie-in-the-face at the \$5,000 mark.

\$1000

Host a summer barbeque, car wash or garage sale with your team.

\$1000

Challenge your team to give up a daily habit and instead donate it to the fundraising campaign. A little change can go a long way!

\$1000

Text your network the link to donate! Did you know that almost 20% of donations devices?

\$1000

Share your wish child's details on your personal and professional social media channels with a link to your fundraising page.

\$1000

Follow up with all of your supporters! Let them know how the day went. If you did not hit your fundraising goal appeal for a post event donation.