

# In-Kind Tool Kit

Make-A-Wish® Illinois





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## Why We Need Your Help

- ◆ In-kind gifts are **donations or discounts** of goods or services instead of cash gifts. Many people want to help but can't give cash. By securing an in-kind gift on the foundations behalf it helps keep our cash cost for each wish lower.
- ◆ In-kind donations increase the quality of the wish by allowing us to provide more on each wish than we can spend in cash.
- ◆ In-kind donations help the foundation maintain Wish cost from year to year since at least 40% of the average cost of each Wish comes from in-kind donations.
- ◆ In-kind ensures that we are able to grant a Wish to every child that is qualified.
- ◆ In-kind donations enable vendors to be directly involved in helping grant a Wish. Most businesses expect to be asked for donations and have set requirements for how much they give annually. Donating to a Wish gives everyone a very direct sense of involvement in the child's Wish.

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## Finding the Courage

Asking for items in-kind can be intimidating so if you find that you are doubting yourself remember these points:

- ◆ The community wants to be a part of a wish and they appreciate being included. By asking a local business, community group or school to get involved you are sharing the power of a wish. More often than not, in-kind donor thanks us for allowing them to be a part of the experience. Additionally, once you do engage the community it means so much to family that the community wanted to help.
- ◆ Corporations allocate a certain amount of money annually for philanthropic giving so don't assume by asking them for a donation you are putting them out. Businesses plan on organizations like ours to ask for donations.
- ◆ Make-A-Wish has a very recognizable brand and people want to be a part of what we do.
- ◆ Wish Granters have found that when making an "ask" they typically have a 90% success rate.
- ◆ Don't be afraid to make the "ask". The worst that can happen is that they say no or at the very least they offer us a discount.
- ◆ Don't let a few "no's" discourage you and don't assume it will happen again.

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## Specific In-Kind Expectations



The Foundations overall goal for in-kind is to ensure that at least every wish has some type of in-kind. As Wish granters we ask that you:

- ◆ Aim to get at least one in-kind donation per wish. The different sections in this tool kit will give you tangible tips on how to obtain this goal.
- ◆ Work with your Wish Experience Manager to make sure you are using MAW In-Kind [National Partnerships](#) when applicable.
- ◆ Take full advantage of [gift cards and toys](#) that the Make-A-Wish office already has.
- ◆ If you are sharing your families story and/or photo with a potential in-kind donor please confirm that the family has marked the “PR Okay” box on the *Liability Release and Authorization RE: Medical Information and Publicity* form. It is also recommended that you ask for verbal permission, from your Wish Family, to share general information about their child when seeking donations.

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## Who To Ask

Use the following as a guide as to whom you should be asking for in-kind:



Who to Ask	Why
Wish Staff	<ul style="list-style-type: none"> <li>• Prior to the wish being determined remember to contact your Wish Experience Manager for idea's and tips for securing in-kind for enhancements items.</li> <li>• Often times the wish staff can offer great suggestions based on our previous wish experience so don't be afraid to ask for help!</li> </ul>
Local Businesses & Big Boxes Stores (Not on our <a href="#">National Partnerships List</a> )	<ul style="list-style-type: none"> <li>• Local businesses want to give back to their community and they won't send you to their corporate office. It is also usually easier to get in touch with a Store Manager/decision maker.</li> <li>• Big Box stores will sometimes send you to their corporate offices which would take you out of the IL territory. However, some of these stores have individual budgets for philanthropic giving so it doesn't hurt to ask. Proven success has been found at stores like Target, Wal-Mart and Best Buy.</li> </ul>
Family, Friends, Co-Workers & Place of Employment	<ul style="list-style-type: none"> <li>• People are always looking to help in other ways then just giving cash.</li> <li>• Many people are inspired by what we do and are always asking to hear our stories. By asking them to help you are giving them an opportunity to be a part of what we do.</li> <li>• By asking family, friends, co-workers and your place of employment for help you can cultivate new connections that can help make things happen for your wish child.</li> </ul> <p>*Should your family or friends want to participate give them suggestions of what you need for the wish and ask them to purchase the items. Make sure they save the receipt so you can turn that in with the in-kind donation form. (Keep in mind cash gifts need to come directly to the foundation and can't be earmarked for a specific wish.)</p>
Use gift cards & toys already donated to the MAW office	<ul style="list-style-type: none"> <li>• Contact your Wish Experience Manager to take advantage of the gifts and toys that have already been donated to MAW. These are great for icebreakers, goody bags, luggage, etc.</li> </ul>
Make a personal donation	<ul style="list-style-type: none"> <li>• As wish granters, we know that you sometimes like to add the bells and whistles at your own expense. Please know that this is not required but if you do choose to contribute something towards the wish remember to fill out the in-kind form. Every donation counts...even yours!</li> </ul>



## Who Not To Ask

### Companies outside of Illinois & National/Local Partners

- Please do not reach out to any corporation if they are outside the Illinois territory. If you are working with a local business here in Illinois who redirects you to their corporate office, and the corporate office is outside the Illinois territory, please contact your Wish Experience Manager. We will need to get permission from the Make-A-Wish chapter in that area.
- Also avoid any corporation on our [National/Local Partnerships List](#), even if they have a local store in our territory. Due to partnerships that already exist, thanks to our Local and National Office, we ask that you refrain from reaching out to these corporations. However, please let your Wish Experience Manager know if you think they could help fulfill a wish request and we can reach out on your behalf.

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### Local Sports Teams

- Chicago being the sports city that is, many of our Wish Kids wish to meet one of our sports teams or a specific player. Luckily, we have great relationships with all six of the different sports team here in Chicago who help us fulfill the dreams of many of our wish children.

Bulls	White Sox	Cubs
Bears	Blackhawks	Fire

- All of our local sports team contacts have asked that **ALL** requests be filtered through the Make-A-Wish office, including tickets to a game or consignment items. Should you have a wish child who would like to meet a team/player as their wish, who wants tickets to a game as an enhancement or a consignment piece for a room redo please contact your Wish Coordinator, so we can investigate the possibility of fulfilling your request.

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## How To Make The Ask

### 5 Basic Steps for Success

#### 1. Plan

- ◆ Review this Tool Kit – Knowing what the [in-kind percentage targets](#) are for your wish type, what items you can help obtain verses what staff can help obtain and reviewing what the volunteer [in-kind experts](#) have to say is critical to success.
- ◆ Give yourself time – Many businesses need time to respond to donation requests.
- ◆ Develop a list of items – Once you know exactly what you need it makes the “ask” much easier to make.
- ◆ Identify vendors – Make sure you have read the [Who to Ask](#) and [Who NOT to Ask](#) sections. Also make sure you working with your Wish Coordinator to see what [other in-kind resources](#) might exist (e.g gift cards, toys, National Partners).

#### 2. Prepare

- ◆ Identify the decision-maker – It’s important to contact the right person when asking for an in-kind donation. The store manager is usually the best person.
- ◆ Make sure you dress the part – Wearing a Make-A-Wish T-shirt or polo will make you stand out.

#### 3. Introduce Your Self

- ◆ Once you have identified the decision-maker call or meet in-person.
- ◆ Let them know you are a volunteer with Make-A-Wish. Explain our mission while showing your enthusiasm for what we do but remember to keep it brief.
- ◆ If your child is okay with PR and the family has given you the okay, make it personal by sharing the story of your Wish Child for whom the donation is being solicited (using first names only). If you have a photo of your Wish Child feel free to share that as well.
- ◆ If the child lives in the company’s community you should mention it but don’t give a specific address.

#### 4. Make A Specific Request

- ◆ Always be professional and courteous.
- ◆ If they ask you to mail in your request you can download an example request letter from WishNet by clicking [here](#). You can also download our letterhead on WishNet by clicking [here](#). (An example of the request letter can also be found in the [Appendix](#) of this tool kit.)
- ◆ Always make sure you are asking for a specific item or service, rather than accepting anything they offer. Let the donor know your specific needs and time frame so everybody is clear.

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- ◆ Once you have stated what you are asking for, stop talking and give the contact time to think over your request.
  - ◆ Try not to take it personal if your calls or visits are not responded to quickly...be persistent and don't burn any bridges. If a vendor tells you no, you can ask when a better time to request a donation might be and return at that time.
  - ◆ Bring a pre-printed letter on MAW stationary so the vendor has all the information regarding the donation. You can download an example request letter from WishNet by clicking [here](#). You can also download our letterhead on WishNet by clicking [here](#). (An example of the request letter can also be found in the [Appendix](#) of this tool kit.)
  - ◆ If the contact person indicates that a donation is not feasible, ask for the employee discount.
  - ◆ When your request is approved, please make sure to get all the donation details, including vendor contact information and amount of the donation, upfront to minimize follow-up.
  - ◆ Feel free to invite the business to be a part of the wish day (if applicable for the wish type). This can help ensure continued giving and more importantly it will give them the opportunity to share the power of a wish first hand.

## 5. Thank

- ◆ Regardless of the answer always thank the person for his/her time.
- ◆ If s/he agreed to make the donation, get the details about when and how the donation will be made.
- ◆ Send a thank you note. Make-A-Wish will send an acknowledgement letter for tax purposes to the donor but we recommend that you send a personalized thank you note. You can download an example thank you note on WishNet by clicking [here](#). You can also download our letterhead on WishNet by clicking [here](#). (An example of the thank you letter can also be found in the [Appendix](#) of this tool kit.)
- ◆ As a special touch, include a photo of the child on their wish with your thank you card. Some websites, like Shutterfly and Snapfish, can help you create a card that includes a photo.

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## In-Kind Suggestions by Wish Type

To ensure that you can obtain an in-kind gift for each wish please use these targeted items (by wish type, alphabetically sorted) as a guide when determining what items you will try to obtain in-kind. As a best practice, money should never be spent until in-kind efforts have been exhausted and don't forget that discounts count as in-kind gifts as well. Also, we don't expect that Wish Granters and Wish Type Experts can control the in-kind for the entire Wish, which is why the items that the Wish Staff can help obtain is included.

Wish Types	What Wish Granters Can Help Obtain	What Wish Type Experts Can Help Obtain	What Wish Staff Can Help Obtain
<b>Animal</b>	<ul style="list-style-type: none"> <li>Wish Boosts (e.g. toys/trinkets)</li> </ul>	<ul style="list-style-type: none"> <li>Vet Services</li> <li>Pet (through breeder)</li> <li>Food, etc. for wish day party</li> </ul>	<ul style="list-style-type: none"> <li>Animal – Partnership with Petland and Petco</li> <li>Supplies Partnership with Petland and Petco</li> <li>Food Partnership with Petland and Petco</li> </ul>
<b>Car Customization/Restoration</b>	<ul style="list-style-type: none"> <li>Wish Boosts (e.g. toys/trinkets)</li> </ul>	<ul style="list-style-type: none"> <li>Mechanic</li> <li>Auto Body Store</li> <li>Food, etc. for wish day party</li> </ul>	
<b>Celebrity</b>	<ul style="list-style-type: none"> <li>Wish Boosts (e.g. toys/trinkets, hand held games for the plane, coloring books, sunglasses, autograph book)</li> <li>Luggage (if needed)</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Airfare – Frequent Flier Miles and Partnership with Southwest</li> <li>Limo – Partnership with Windy City Limousine</li> <li>Accommodations – Assisting MAW Chapter's connections)</li> <li>Rental Car – Partnership with Avis</li> <li>Activities – Assisting MAW Chapters connections</li> </ul>
<b>Computer</b>	<ul style="list-style-type: none"> <li>Wish Boosts (e.g. toys/trinkets)</li> <li>Food, etc. for wish day party</li> </ul>	<ul style="list-style-type: none"> <li>Computer/Software/Printer</li> <li>Desk/Chair</li> <li>Accessories (e.g mouse pad, desk lamp)</li> </ul>	<ul style="list-style-type: none"> <li>Computer – Partnership with Hatch, Best Buy and Howard</li> </ul>
<b>Cruises</b>	<ul style="list-style-type: none"> <li>Wish Boosts (e.g. toys/trinkets, hand held games for the plane, coloring books, sunglasses, beach towel, swimsuit)</li> <li>Luggage (if needed)</li> </ul>		<ul style="list-style-type: none"> <li>Cabins – Partnership with Royal Caribbean &amp; Norwegian</li> <li>Airfare – Frequent Flier Miles</li> <li>Limo – Partnership with</li> </ul>



			Windy City Limousine
<b>Disney World / Disneyland</b>	<ul style="list-style-type: none"> <li>Wish Boosts (e.g. toys/trinkets, hand held games for the plane, coloring books, sunglasses, autograph book, beach towel, swimsuit)</li> <li>Disney pajamas</li> <li>Luggage (if needed)</li> </ul>		<ul style="list-style-type: none"> <li>Airfare – Frequent Flier Miles</li> <li>Limo – Partnership with Windy City Limousine</li> <li>Accommodations – Partnership with GKTW</li> <li>Park Passes – Partnership with Disney World</li> <li>Rental Car – Partnership with National Rental</li> </ul>
<b>Domestic / International Travel</b>	<ul style="list-style-type: none"> <li>Wish Boosts(e.g. toys/trinkets, hand held games for the plane, playing cards, travel books, sunglasses, magazines)</li> <li>Luggage (if needed)</li> </ul>		<ul style="list-style-type: none"> <li>Airfare – Frequent Flier Miles</li> <li>Limo – Partnership with Windy City Limousine</li> <li>Accommodations – Assisting MAW Chapter’s connections</li> <li>Rental Car – Partnership with Avis</li> <li>Activities – Assisting MAW Chapters connections</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>Wish Boosts(e.g. school supplies, backpack, school branded clothing)</li> <li>Food, etc. for wish day party</li> </ul>		<ul style="list-style-type: none"> <li>Discount/Scholarship through Institution</li> </ul>
<b>Electronics</b>	<ul style="list-style-type: none"> <li>Wish Boosts (e.g. toys/trinkets)</li> <li>Food, etc. for wish day party</li> </ul>	<ul style="list-style-type: none"> <li>Electronic Items</li> </ul>	
<b>Hawaii</b>	<ul style="list-style-type: none"> <li>Wish Boosts (e.g. toys/trinkets, hand held games for the plane, playing cards, travel books, sunglasses, magazines)</li> <li>Luggage (if needed)</li> </ul>		<ul style="list-style-type: none"> <li>Airfare - Frequent Flier Miles</li> <li>Limo - Partnership with Windy City Limousine</li> <li>Accommodations - Assisting MAW Chapter’s connections</li> <li>Rental Car - Partnership with Avis</li> <li>Activities – Assisting MAW Chapters connections</li> </ul>
<b>Hot Tub</b>	<ul style="list-style-type: none"> <li>Wish Boosts (e.g. toys/trinkets, Hot Tub Toys)</li> <li>Food, etc. for wish day party</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping</li> </ul>	<ul style="list-style-type: none"> <li>Hot Tubs – Partnership with Marquis Spas</li> </ul>
<b>Medical</b>	<ul style="list-style-type: none"> <li>Wish Boosts (e.g.</li> </ul>	<ul style="list-style-type: none"> <li>Medical</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>



<b>Bed/Chair/ Wheelchair</b>	<ul style="list-style-type: none"> <li>toys/trinkets)</li> <li>• Food, etc. for wish day party</li> </ul>	Bed/Chair/Wheelchair	
<b>Motor Vehicle Customization</b>	<ul style="list-style-type: none"> <li>• Wish Boosts (e.g. toys/trinkets, camera)</li> <li>• Food, etc. for wish day party</li> </ul>	<ul style="list-style-type: none"> <li>• Auto body/mechanic services</li> <li>• Materials/parts as appropriate</li> </ul>	
<b>Motorized Vehicle</b>	<ul style="list-style-type: none"> <li>• Wish Boosts (e.g. gift card, car trinkets like air fresheners, etc.)</li> <li>• Food, etc. for wish day party</li> </ul>	<ul style="list-style-type: none"> <li>• The RMV itself</li> <li>• Safety upgrades</li> <li>• Safety equipment and classes</li> </ul>	
<b>Musical Instrument/Music</b>	<ul style="list-style-type: none"> <li>• Wish Boosts (e.g. toys/trinkets)</li> <li>• Food, etc. for wish day party</li> </ul>	<ul style="list-style-type: none"> <li>• Instrument</li> </ul>	
<b>Party (and I wish to Be)</b>	<ul style="list-style-type: none"> <li>• Wish Boosts (e.g. toys/trinkets)</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Venue</li> <li>• Food/Cake</li> <li>• Entertainment</li> <li>• Decorations</li> <li>• Party Outfit</li> <li>• Hair/Mani/Pedi for day of</li> </ul>	<ul style="list-style-type: none"> <li>• Limo – Partnership with Windy City Limousine</li> </ul>
<b>Play Set / Playhouse</b>	<ul style="list-style-type: none"> <li>• Wish Boosts (e.g. toys/trinkets)</li> <li>• Food, etc. for wish day party</li> </ul>	<ul style="list-style-type: none"> <li>• Playset/Playhouse</li> <li>• Landscaping</li> </ul>	<ul style="list-style-type: none"> <li>• Playset – Partnership with Cedar Works, Backyard Adventures &amp; Rainbow Play Sets</li> <li>• Playhouse – Discount with Home Place Structures</li> </ul>
<b>Room Redo</b>	<ul style="list-style-type: none"> <li>• Wish Boosts (e.g. toys/trinkets)</li> <li>• Food, etc. for wish day party</li> </ul>	<ul style="list-style-type: none"> <li>• Furniture/Décor</li> <li>• Carpeting/Flooring</li> <li>• Paint Jobs</li> <li>• Electronic items</li> </ul>	<ul style="list-style-type: none"> <li>• Paint – Glidden Paint</li> </ul>
<b>Shopping Spree</b>	<ul style="list-style-type: none"> <li>• Wish Boosts (e.g. toys/trinkets)</li> </ul>	<ul style="list-style-type: none"> <li>• Gift Cards</li> <li>• Discounts at Stores</li> <li>• Red Carpet</li> <li>• Personal Shoppers</li> <li>• Mani/Pedi for day of</li> <li>• Wish Day Meal</li> </ul>	<ul style="list-style-type: none"> <li>• Limo – Partnership with Windy City Limousine</li> <li>• Some limitations but can request support from a variety of stores from the <a href="#">following list</a></li> </ul>



<b>Swimming Pool</b>	<ul style="list-style-type: none"><li>• Wish Boosts (e.g. toys/trinkets, pool toys)</li><li>• Food, etc. for wish day party</li></ul>	Landscaping and electric needs	Swimming Pool
<b>Trailer/Camper</b>	<ul style="list-style-type: none"><li>• Wish Boosts (e.g. gift card, car trinkets like air fresheners, etc.)</li><li>• Food, etc. for wish day party</li></ul>	<ul style="list-style-type: none"><li>• The trailer/camper itself</li><li>• Safety upgrades</li><li>• Safety equipment and classes</li><li>• Hitches (if needed)</li></ul>	

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## What In-Kind Resources Already Exist

### National & Local Partnerships

If you feel that any of these corporations could help fulfill a wish request please contact your Wish Experience Architect so they can make the appropriate ask on your behalf.

National Partnerships	
Abercrombie & Fitch	Macy's
Allegiant Airlines	Maggiano's Little Italy
Apple Store	Mall of America
Atlantis Resort	Marquis Spas
Avis Rent-A-Car System	Monograms Travel
Best Western Hotels	Nickelodeon
Blue Bunny	Norwegian Cruise Line
Brooks Brothers	Party City
Build-A-Bear Workshop	PETCO
Calvin Klein	Petland
Claire's Stores	Royal Caribbean Cruises, Ltd.
Dave & Buster's	Southwest Airlines
Delta Airlines	Things Remembered
Disney Store	Toys R Us
eSpecial Needs	United Airlines
Game Stop	Universal Studios Hollywood
Hilton Hotels	US Airway
Hyatt Hotels	Walt Disney Company
JumpStart Trampoline	

Local Partnerships	
American Girl Place	John Hancock Observatory
Applebee's	John G. Shedd Aquarium
Blue Man Group	Legoland Discovery Center
Brookfield Zoo	Metra
Fairfield Inn – Chicago	Midway Airport
Great Escape	O'Hare International Airport
Hampton Inn & Suites – Chicago	Panera
Hop on Hop off Trolley	Peninsula Hotel - Chicago
Hyatt Hotels & Resorts	Willis Tower Skydeck
Intercontinental Hotel - Chicago	Windy City Limousines
John Deere	

Partnerships safe to Contact	
California Pizza Kitchen	SugarWish
Papa John's Pizza (Central & Southern IL)	TopGolf
Portillo's: Hot Dogs, Beef, Burgers, Salads	



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### **Gift Cards / Toy Closet**

- ◆ Each year the Make-A-Wish office receives toy and gift card donations from individuals, corporations and schools.
- ◆ These toys and gift cards are available for your use at any time, pending availability.

	<b>Gift Cards</b>	<b>Toys</b>
<b>Pick Up Procedure</b>	Wish Experience Manager can mail to your home or work.	You must come to the Make-A-Wish Office to pick up toys. If you need to come after normal business hours please make arrangements with your Wish Experience Manager.
<b>Examples</b>	Walmart, Target, I-Tunes, Toys R Us, Disney, Walgreens, etc.	Wide variety of toys for both girls and boys. Ages 3 months to 14 years old. Both large and small toys.

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## What Volunteer In-Kind Experts Say

### Best Practices

We asked some of our most experienced wish granters as well as some of our new wish granters who have been successful at securing in-kind to share some of their best practices. Below you will find some of their Do's and Don'ts to help you in your own in-kind journey.

Do's	Don'ts
Do let the decision maker know you are a volunteer and let them see your enthusiasm for our mission and your wish children.	Don't be afraid to make the "ask". You have to put yourself out there if you are going to obtain in-kind and the worst case scenario is that they say no. If they can't fulfill your entire request they will at least do a little something or offer a discount.
Do use your personal/social networks and connections. Once you start asking around you will be amazed at how many of your own friends and family know someone, who knows someone who can help make something happen for your Wish Child.	Don't forget to ask your Wish Experience Manager for help. They are there to help guide you so never feel that you are in this alone.
Do make sure you have the following with you: <ul style="list-style-type: none"><li>• Your request in a letter on MAW letterhead</li><li>• Your MAW volunteer ID</li><li>• Wear your MAW T-shirt or dress business professional</li></ul>	Don't be long winded when making your ask. You want to be brief, compelling and to the point.
Do share your wish child's info and photo with the potential donor (if the child is okay with PR and the family has given you the okay). The more tangible you can make it the better.	Don't let a NO discourage you and don't assume it will happen again.
Do make the "ask" within the child's community, the more personal you can make it the better.	Don't ask the same people time and time again. Give space when possible unless they have indicated otherwise.
Do make sure you ask for a discount if they say no to the item being fully donated. Let them know what you need and what your budget is and they may be able to meet you in the middle.	Don't be intimidated if the first person you talk to can't help you. Ask who the decision maker is and come back when you know they will be around. When possible try to connect with the decision maker in person.
Do invite the business to be a part of the wish day (if applicable for the wish type). This can help ensure continued giving and more importantly it will give them the opportunity to share the power of a wish first hand.	Don't forget to thank your in-kind donors. A great special touch is to include a thank you card that has a photo of the child on their wish. (Websites like Shutterfly and Snapfish offer these options.)

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## **Overcoming Common Challenges**

- ◆ **Finding the right person** – Sometimes it can be tricky identifying who makes the decisions when it comes to donations. It's best to ask up front who the decision maker is when it comes to donations rather than continuing to share your compelling story with the wrong audience. Also, make sure that when you do find the right person you are approaching them at non-peak times. The last thing you want to do is bother a store manager during their busy time. Ask when a slower time might be so you know when to stop in or make the call. It's also not a bad idea to schedule an appointment if possible.
- ◆ **Timing** – Sometimes companies have already given their allotted donations for the year. If so, don't be afraid to ask when their giving will begin again because it still might fit within the wish planning timeframe or it can be a resource for your next wish.
- ◆ **Waiting for call backs** – Sometime businesses will say they want to help but it can be difficult to get a call back or confirmation from them after the initial "ask". Don't assume their busy schedule means they don't want to help. We have found that most of these businesses are truly busy and being persistent pays off. You may feel like a pest but remember they offered to help from the beginning. Many wish granters have also found that communication improves if you ask for an email address and provide them with a timeframe and deadline upfront.

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## **Real Examples from Fellow Wish Granters**

Wish Child: John

I wish to have a basketball court in my backyard.

My Wish Partner and I were working with a 17 year old boy whose wish was to have a full basketball court in his backyard. This Wish required that we work with several vendors, starting with the basketball court installers. After contacting 4 vendors, meeting with them and comparing their courts and their pricing, we narrowed down the list of court vendors to one. Next we needed a concrete vendor to provide the necessary concrete to be poured for the foundation of the court. This was a key component of the wish, as concrete can be very expensive and the cost of it would dictate how large of a basketball court we could afford. Because the court installer did not know of any local concrete pourers, my Wish Partner simply googled "concrete pourers" in the boy's town and called the company that was listed. It was a smaller family-owned local business. She also faxed a letter to the owner explaining what MAW does and that we were working on granting the Wish of a boy in his community. The letter stated we were in need of concrete for the job and that we would be grateful if he would be willing to partner with us on the project at a price that would fit in our budget. At first we were nervous, as we made several phone calls to the owner without any response. But, after a couple of weeks, my partner was able to reach the owner who was INCREDIBLY kind and apologetic for being so hard to reach. In a less than 2 minutes, the owner committed to providing all of the necessary concrete at NO COST!!!! The market value was **\$20,000!** We were thrilled, as this would then allow us to afford the full size court that our Wish Child really dreamed of and all it really took was a letter, a few phone calls and some persistence.

-Wish Granters Kim Grispo and Kelly Wallace

Wish Child: Amarion

I wish to go on a shopping spree.

We had a shopping spree wish for Amarion in January 2011 and in addition to the \$1500 provided by MAW, we were able to secure an additional **\$1500** in added value to this wish. First we worked with our Wish Coordinator to see if MAW had partnerships with any National companies that would enhance Amarion's wish and sure enough, we got a quick \$900 extra from Toy's R Us and Gamestop. Andy and I then split up a bunch of different locations where Amarion expressed interest in shopping and we just asked them if they would donate a gift certificate or product to enhance his wish. We received in-kind donations from Best Buy, Target, Walmart, Dick's Sporting Goods and Dave and Busters totaling over \$600 worth of gifts. When you're working with Make-a-Wish, it's easy to get things donated by many different companies. Just stop in or call them on the phone, ask for a manager, explain what kind of wish you're granting and what you're looking for and I would say 90% of the time, you'll get something donated to help your wish child. There is no need to be apprehensive or scared. It's really simple.

-Wish Granters Richard Oleff & Andrew Peterson

Wish Child: Kristy

I wish to go on a shopping spree.

Kristy is a 15 year old girl whose wish was to go on a shopping spree in downtown Chicago. She had several stores she wanted to see including: Barnes and Noble, Coach, Macy's, Apple, Louis Vuitton, Nordstrom and lunch at Rosebud on Rush. Since the city was over an hour away from Kristy, we needed to ask for all of the in-kind over the phone. We started out by dividing up the list between two of us and began calling. When making the calls, I would first introduce myself and ask to be directed to the person who handles donations. For all but one store, I was able to reach the correct person within one or two calls. All the stores really seemed to respond once they knew it was for Make-A-Wish. Our wish child was wasn't sure what she wanted at each store, so I told them that she loved the items at their store and was coming to visit and if there was anything they could do to make her wish extra special. After that, the donations came pouring in. Barnes and Noble put out a special table of "Kristy's picks" and provided 40% off one book and 10% off the rest, plus anything her family wanted at the store cafe. Coach gave her a free purse donated by the store manager in addition to a \$35 gift card to Starbucks. For Macy's I called my Wish Coordinator because I knew it was a national partner. He was able to connect us with the right person and they were able to do a free make-up application, a goody bag filled with make-up, a \$10 gift card and 10% off her full order. Rosebud on Rush donated the entire meal including gratuity for 7 people. Louis Vuitton gave her a tour of the store with cider served in Champagne glass, a free *Louis Vuitton Speedy 25 Bag* engraved with her initials and a Louis Vuitton Scarf donated by one of the employees. Nordstrom provided her with a free personal fashion advisor and a \$500 Nordstrom gift card, complimentary dinner in the café, and a special table setup with gifts and candy for Kristy, her brother and sister. The total in-kind was more than **\$2420** (on top of the amount MAW provided) but this amount did not include the free meals from Rosebud, Barnes and Noble and Nordstrom or the amount in the goody bag from Macy's or the gifts from Nordstrom's. Just by asking not only did we get tons of in-kind, but the stores really made Kristy feel special, making her a wish truly an unforgettable experience!

-Wish Granters Heidi Hoppe, Martha Rodriguez and Michelle Hidalgo

Wish Child: Isatu

I wish to be a famous singer for the day.

Isatu is an 8 year old little girl and anyone who knows her can see that she is destined for big things. More than anything Isa loves to sing and dance and when she told us that her wish was to be "Beyonce for a day," we knew we had our work cut out for us. In order to create an event fit for a rock star, we quickly got to work on trying to find a venue with a stage and weekend availability in the middle of December's "Holiday Party Season." Initially we relied on a contact that I had from the House of Blues in Chicago who told me that she would have to get in touch with corporate for approval. Unfortunately despite numerous phone calls and emails, I never heard back from them. Our only option at that point was to go down the list and start "cold calling" other locations. Since the next closest venue to the House of Blues location was LaSalle Power Company, they were my next on my list to

target. Luckily, I called and was immediately forwarded to their events manager who mentioned that she would have to talk to the owners and get back to me. I told her that if it would help, I would follow-up our call with an email describing the event and what they could help with that she could send to the owners as a reference. Two days later, not only did we have a venue, but they offered to put Isa's name on the marquee outside the building and booked their audio/visual person to help make sure that everything ran smoothly. It has been my experience that it is easier to partner with smaller, locally- owned businesses for in-kind donations, as they do not have to get approval through corporate offices. Also, don't be afraid to ask...it is amazing how many people truly want to help make a wish come true! Now that we had a secured date, we were able to start adding on the extra bells and whistles. I started by sending another email describing Isa, her wish, and what we needed in order to execute the plan to my friends, family, and coworkers asking for their help. I also solicited their ideas to add to the wish day based on any additional contacts or resources they had. From that outreach I was able to book a recording session at a professional recording studio, a choreography session at a dance school for Isa and her "back up dancers" and a videographer all for free. I found that the more that I shared Isa's story, the more people I had volunteering to help out in any way that they could.

-Wish Granters Bridget Horgan & Megan Bartsch

Wish Child: Matthew

I wish to have a room redo/arcade room.

My partner and I were working with an 11 year old boy who wanted an arcade room. We approached the wish by educating ourselves on what Matthew wanted and where to find it. In the initial visit, we listened closely to what he wanted, what he liked, what the family was envisioning, looked at our space to work with and built our plan from there. Room redo wishes require so many different items and we knew the furniture and the arcade games would eat up most of the budget so we knew in order to make his vision come true we would have to start asking for in-kind by simply making the "ask"! For example, Matthew wanted a flag so I simply did a search for flag manufacturers, went online and found the "contact" tab, sent them a note explaining who I was and what we needed and they responded with a yes within 24 hours. The next thing we wanted to tackle was the room clutter. This too was pretty easy, I was having coffee with my in-laws and filling them in on what I had been up to lately and told them about the wish. I told them our latest problem was organizing the clutter. This resulted in my father-in-law saying "I know this guy" and he offered to call him. Both my father-in-law and his contact, Coleman Home Solutions, were happy to help. For the paint and painting crew I just asked friends and they offered to chip in and paint for free! Next was labor for carpeting. Our original labor crew fell through so Tammy posted on FaceBook: "Working on a wish and I need someone to install carpeting for us!" A mutual friend of ours called and said "I know a guy" and Tammy called him and asked! For the carpet and supplies we thought we would try the big box stores. Many big box stores will give a gift card towards a purchase. Home Depot gave us a \$25 gift certificate towards a purchase which and we learned non-profits are eligible for one per month. Menard's was a great choice to get supplies as well because they provided us with a percentage off the purchase. It wasn't straight across the board, and did vary on each item, but if you tell them what you need they will go item by item and give you their best price. It was also determined that a neon light would be perfect for the room so I Googled neon light companies in the Chicagoland area and started emailing companies with who I was and what I was doing. We received a number of responses with very high prices and one responded that she was touched by what we were doing, wanted to be part of it and would make it for cost. Last, every arcade room needs arcade games. We didn't know much about them so I Googled and started looking for local distributors. I contacted the one in the area and again explained what I was doing. I sent it to the generic "contact us" address and it was forwarded to the VP of Sales. At first he thought I was looking for a donation of a game but I quickly assured him we were paying customers and he offered to waive delivery and set up fees. In the end, we received **\$6,684** worth of in-kind towards his wish! Moral of the story – you just need to ask!

-Wish Granters Tammy Milligan and Melinda Kintz

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## Reporting In-Kind

### In-Kind Forms

- ◆ The final steps to obtaining in-kind are to follow-up and submit in-kind donation forms and any thank you notes that haven't gone out yet. We ask that these be sent in no later than two weeks after the completion of the wish.
- ◆ It is essential that you send in an in-kind donation form to Make-A-Wish for everyone who gave to help the wish happen. We need to track the donation in our system and send a letter to the donor for tax purposes. You can download the in-kind form on WishNet by clicking [here](#). (An example of the in-kind form can also be found in the [Appendix](#) of this tool kit.)
- ◆ A donation form is required even if it is you that donated to the wish, so please remember to complete in-kind donation forms for all in-kind received for a wish.
- ◆ For donations over \$100 please obtain a sales receipt, invoice or written documentation from the donor that states the in-kind value and send with your in-kind form. This is a standard accounting practice that is necessary in order for us to record and acknowledge the donor for their gift.
- ◆ Finally, don't forget to send thank you notes to everyone who donated to the wish. You can download an example thank you note on WishNet by clicking [here](#). You can also download our letterhead on WishNet by clicking [here](#). (An example of the thank you letter can also be found in the [Appendix](#) of this tool kit.)

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### Sharing Your Resources

- ◆ If you think the donor would be a good source for others, please make sure you check the appropriate box on the in-kind form or let your Wish Experience Manager know so that we can add it to our In-Kind Resource Guide.
- ◆ If you have a personal or corporate connection and you think they would like to be included in our In-Kind Resource Guide please contact Rose LeVally, Wish Manager, by clicking [here](#).

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### Staff Contact for In-Kind Questions

- ◆ Anytime you have an in-kind question, need help getting started or you need something for you in-kind donor that you are not sure how to obtain always contact your Wish Experience Manager that has been assigned to your wish.
- ◆ If you have a general questions or observation about the In-Kind Tool Kit feel free to contact Rose LeVally, Wish Manager, by clicking [here](#).

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## Appendix

### Example Request Letter

**Make-A-Wish®  
Illinois**  
640 N. LaSalle Drive, Suite 280  
Chicago, Illinois 60654-3754  
312.602.9474 main  
312.943.9813 fax  
800.978.9474 toll-free  
illinois.wish.org



July 17, 2013

To Whom It May Concern:

The mission of the Make-A-Wish Foundation of Illinois is to fulfill the favorite wishes of children and teens between the ages of 2 ½ and 18 who are battling a life-threatening medical condition. It is our goal to ensure that every child that is eligible for our program is given the opportunity to have his/her favorite wish fulfilled.

Our wish child, Tiara, has wished for a shopping spree at North Riverside Mall. Tiara is a 15 year old girl from Chicago battling Hodgkin's Lymphoma. Tiara's wish is to go on shopping spree and she is hoping to be able to get clothes, shoes, accessories, and maybe some new bedding during her shopping spree. We will be at North Riverside mall on Saturday, July 9<sup>th</sup> and would appreciate any help you could give us to make the day extra-special for Tiara. We will be arriving at the mall around 12:00 or 12:30. Some of Tiara's favorite stores include Ashley Stewart, Deb, Champs, and Foot Locker. I know that you have worked with our organization in the past and we greatly appreciate your past support and would appreciate anything that you could do for Tiara.

I would welcome the opportunity to talk with someone from North Riverside more about Tiara's wish and how you can help us make it come true! Make-A-Wish finds that through the help of potential donors such as you, we are able to continue helping children while keeping our operating costs low. Please call me at 312-602-9448 if you have any questions. I am also attaching a copy of our tax -exempt letter in case that is needed.

Best Wishes,

Renee Davis  
Wish Granter

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## Example Thank You Letter

**Make-A-Wish®  
Illinois**  
640 N. LaSalle Drive, Suite 280  
Chicago, Illinois 60654-3754  
312.602.9474 main  
312.943.9813 fax  
800.978.9474 toll-free  
illinois.wish.org



July 17, 2013

Dear <Name>,

From all of us at the Make-A-Wish Foundation of Illinois, we would like to once again thank you for all your generosity in assisting us in making Quinn's wish to have his Premiere Party come true! Thank you for generously donating the CDs for Quinn's guests. It was a great event and all of his friends were delighted to leave with a copy of his Premiere CD. It is through the help of donors such as you, that we are able to continue helping children while keeping our operating costs low.

Once again, thank you for everything!

Best Wishes,

Renee Davis  
Wish Granter

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## Example In-Kind Form

# In-Kind Donation Form

## Make-A-Wish® Illinois

640 North LaSalle Street, Suite 280, Chicago, IL 60654

DONOR INFORMATION			
Donor:			
Address:			
City:	State:	Zip:	
Contact:	Title:		
Phone #:	Email:		

IN-KIND INFORMATION	
Item Received:	Received by:
Date of Contribution:	Value of Item:
Description of Contribution:	
For Wish Child:	Wish ID #:
(or) Event:	



### Is the Donor okay with us sharing their information with other Volunteer Wish Granters?

- Yes, they would like to help again.
- No, we prefer our information to only be kept internally at Make-A-Wish.

### What type of In-Kind contribution is being made? Please check one....

- Goods  Services  Use of Facility (E.G. Airline tickets and hotel rooms)

If this is a facility In-Kind, are you the owner of this facility?  Yes  No

### How was the value of the contribution established? Please check one....

- Donor Invoice  Appraisal  Sales Receipt  Donor Stated Value

Other:

**Note to Wish-Granters:** Please complete an in-kind form for each in-kind donation you receive for a wish child. Donations include items or services given free of charge or at a discounted price. Mail or fax this form to the MAWF office. The donor will be entered into the Make-A-Wish database, sent a quarterly newsletter and sent an official acknowledgment letter\* for tax purposes. For donations over \$100 please obtain a sales receipt, invoice or written documentation from the donor that states the in-kind value and send with your in-kind form. This is a standard accounting practice that is necessary in order for us to record and acknowledge the donor for their gift.

\*A personal thank-you note must also be sent to the donor by the person who receives the donation.

Office use only:  Entered into Raiser's Edge  Acknowledgment sent  
 Entered into Wish Module Wish Manager \_\_\_\_\_

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