NCAA Division II Wishkit
Partnership Resource Guide for Granting Life-Changing Wishes
Table of Contents

**BACKGROUND**
- Our Partnership ........................................................................................................ 2
- COVID-19 Impact ...................................................................................................... 3
- The Make-A-Wish® and NCAA Division II Program ............................................. 4

**FUNDRAISING**
- Steps to Success ....................................................................................................... 6
- Virtual Fundraising 101 ........................................................................................... 7
- Fundraising Ideas ....................................................................................................... 8
- Week of Wishes™ ..................................................................................................... 9

**TOOLS & TIPS**
- Student-Athlete Engagement Checklist ................................................................. 12
- Make-A-Wish Trademark Guidelines ....................................................................... 14
- Marketing and Social Media Tips ............................................................................ 16
- Sample Event Timeline ............................................................................................ 17
- Frequently Asked Questions .................................................................................... 19
Welcome!

As an NCAA Division II member, you have a tremendous and life-changing impact on wish kids across the country. Since 2003, you have partnered with Make-A-Wish as a national sponsor to help raise millions of dollars and grant hundreds of wishes for children with critical illnesses. Wishes are a game-changer for these kids and their biggest fans – the families who love them.

The NCAA Division II Wishkit is specially designed to provide you – our invaluable champions – an easy-to-use fundraising toolkit to help get you and your school involved in the wish-granting process with tips and ideas to help plan your amazing event and answers to your frequently asked questions.

About Make-A-Wish

Headquartered in Phoenix, Make-A-Wish is the world’s leading children’s wish-granting organization, serving kids in every community in the U.S. and worldwide. Together with generous donors, staff, volunteers and supporters – students like you – we have been able to grant an astounding 330,000 wishes since our inception in 1980.

For 40 years, Make-A-Wish has brought transformational wishes to more than 330,000 children and families. But we’re not done yet.

Make-A-Wish is on a quest to bring every eligible child’s wish to life. Research shows that children who have wishes granted can build the physical and emotional strength they need to fight harder against – and sometimes even overcome – an illness. With your continued support championing wish kids, we can reach our vision.

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

Our Vision:
To grant the wish of every eligible child.
COVID-19 Impact

In the midst of this worldwide health crisis, a family in your community also hears the devastating news that their child has been diagnosed with a critical illness. Hospital stays, doctor’s visits and treatments means their life will never be the same. With COVID-19, new health worries are present, bringing added isolation and vulnerability for wish kids and their families.

While fighting their illness, children are now anxiously counting the days until their wish will be granted. Their families are counting too. Furthermore, to protect the health of wish kids and their families, Make-A-Wish has paused wish-granting that involves travel and gatherings until further notice. That means that right now, there are thousands of wish kids whose wishes have been postponed because of COVID-19 — and that number grows every day as this crisis continues.

With your crucial and ongoing partnership, Make-A-Wish remains committed to bringing hope to wish kids and families when they need it most. Your support helps us:

- Bring experiences of hope and joy to waiting wish kids who are isolated and vulnerable. There are many kinds of wishes – such as wishes to have a computer, a puppy or a swing set – that can be safely granted right now.

- Prepare now to ensure even more types of wishes are granted — when it is safe.

- Innovate rapidly to grant wishes in new ways now — and into the future.

Make-A-Wish brings wish kids renewed hope. Suddenly, they enter a world of possibilities — where the exciting anticipation of a wish-come-true helps them believe in better days ahead. A wish replaces fear with confidence, sadness with joy and anxiety with hope.

Now more than ever, this hope is essential. Make-A-Wish is committed to ensuring that no child waits even one unnecessary day to experience the hope and joy that a wish brings.
Score Big for Wishes

Whether you fundraise at your school or team up* with another school – you are sure to score big for wish kids.

So here is how it works! Your NCAA Division II SAAC representative is encouraged to engage with your local Make-A-Wish chapter as well as hold at least one external fundraiser to benefit the chapter. If you raise $10,000 – which is actually close to the average cost of a wish – in the 2020-2021 school year, you are eligible to host a wish reveal/celebration! Those institutions who reach the $10,000 goal will be notified by NCAA and Make-A-Wish to coordinate the wish reveal/celebration within that school year.

*Note, only institutions may combine funds, and schools must be located within the same chapter territory. Unsure? Check with your local institution.

The average cost of a wish is about $11,000
Ways to Engage

From a week of wishes and digital fundraising to volunteer opportunities, there are a number of ways to engage in the Make-A-Wish mission and help grant wishes.

**NCAA Division II’s Week of Wishes**

All Division II institutions are invited to help Make-A-Wish by raising funds and awareness during a weeklong celebration that engages not only students but also family, friends and fans. **Check out the Week of Wishes section for details!**

**Wish Reveals/Wish Celebrations**

If your school qualifies for a wish reveal/wish celebration – reaching $10,000 or more – you are eligible to host. Contact your local chapter to determine if a wish kid in your area has an upcoming wish that your team might be able to participate in.

**Workout for Wishes**

Workout for Wishes is a fun digital fundraising campaign completely tailored to NCAA DII and student-athletes. This campaign is voluntary for institutions and is not meant to replace any other fundraising efforts you may have planned, but to supplement them. You will get with your team or group on campus, pick a day to do a designated Workout for Wishes, and tailor your workout for your wish kid’s journey. Make-A-Wish will provide all the resources you need to make this campaign a success. **For more information on Workout for Wishes, please see the Workout for Wishes Toolkit.**

**Engagement Opportunities**

Building relationships with your local chapters enables you and your institution to experience the mission firsthand. At Make-A-Wish, we rely heavily on the more than 34,000 volunteers who help make wishes possible for children with critical illnesses. Involvement varies by chapter, but some opportunities include event volunteerism, wish granting, office support and more.

**Online Fundraising**

Want to engage supporters online? Now, supporting Make-A-Wish just got easier! Did you know, NCAA DII has a custom fundraising site for student athletes, institutions and supporters. Funds raised across NCAA DII will now be tracked by student, institution and conference. Start your own fundraising page to help grant wishes today. **Visit ncaadii.wish.org to learn more.**
Fundraising

Steps to Success

**Step 1: Choose Your Fundraiser**
Your toolkit contains fundraising ideas to help you get started. Choose what activities you would like to use or come up with your own unique ideas.

**Step 2: Share Your Plans with Your Institution’s Leadership and Your Local Chapter**
Getting leadership and the local Make-A-Wish chapter involved will greatly increase the success of your fundraising events. The more involvement within the community you have, the more people will be willing to donate and help your cause.

**Step 3: Set a Goal**
Set a goal for your school fundraising efforts. Invite your peers, friends and family to donate to help reach your goal.

**Step 4: Promote and Recruit Your Peers**
One key to a successful fundraiser is making sure people know about it. Spread the word via flyers and social media. Recruit your peers and encourage them to get involved by supporting your fundraising efforts. Tell everyone you know to spread the word about your events and why you are raising money for Make-A-Wish.

**Step 5: Have Fun!**
Host an incredible event, raise funds and smile – you are helping create life-changing wishes!

* Student-athletes should check with their campus athletics compliance officer for final approval and compliance with NCAA rules and regulations before committing to any fundraising project. For further clarification on any fundraising projects listed on the next page, please contact the NCAA National Office.
Virtual Fundraising 101

Virtual fundraising can be a great, socially distant alternative to many of the in-person fundraisers you would typically be hosting on campus and at athletic games. In the Fundraising Ideas Wishkit you will find some pre-approved options to help make virtual fundraising a success. Whether you’re learning remotely or attending classes in-person, there are many ways the NCAA DII community can come together this year to help make life-changing wishes come true for kids with critical illnesses. Below, you will find a basic overview of our recommended virtual fundraising tools and concepts for NCAA DII.

**Online Fundraising**
Your fully customized online giving site, [NCAADII.WISH.ORG](https://ncaadii.wish.org) enables you to raise money for your school through a fundraiser of your choice. It’s free, easy to use and there are no fundraising minimums. Through this site, users can access helpful resources through your participant center to track, progress, send emails and post on social media to encourage donations.

**Streaming**
Livestreaming is a fun way to connect virtually while raising funds for Make-A-Wish. You can use various streaming platforms to broadcast gaming/eSports sessions, a talent show, a concert, physical challenges or whatever else you think of! To learn more, visit wish.org/streamFTWtoolkit. Be sure to let your Make-A-Wish staff partner know your streaming plans so they can support you!

**Virtual Week of Wishes**
A week of focus around Make-A-Wish can help unite your community during these challenging times as everyone comes together to help make wishes come true for kids with critical illnesses. Check out the Week of Wishes section for details!

**Social Media**
Use Facebook, Instagram, Twitter, etc. to spread the word about your Make-A-Wish fundraiser! You can also use these platforms to livestream. Be sure to include the link to your Wish Your Way™ page in your bio and whenever you stream or post. Check out page 10 of this toolkit for more social media tips!
Fundraising

Pre-Approved Fundraisers Guaranteed to Score Big

There is more than one way to support Make-A-Wish. Here’s a list of ideas to get your creative thoughts going. We have the full list with descriptions available at https://ncaadii.wish.org/. Also, check out the Marketing and Social Media Tips in this packet.

The CDC guidelines encourage event organizers to follow state and local regulations on gatherings. Meeting planners should continually monitor the COVID-19 outbreak and make adjustments to the event plan as needed.

Questions?

Reach out to your NCAA Division II representative or contact Amanda Benzine at the NCAA National Office at abenzine@ncaa.org or 317.917.6694. Or contact Devon Herlihy at the Make-A-Wish National Office at 602.775.5520.
Week of Wishes

Transform your school community with a fun and uplifting Week of Wishes – whether it’s virtual or in-person

Take the lead on brainstorming fundraising ideas, create action plans and manage everything from start to finish. Taking ownership helps you and your fellow students and community see how your hard work and enthusiasm can transform the lives of kids in your community. And you’ll also reinforce the value of community engagement, volunteerism, leadership skills, entrepreneurship, money management, school spirit and teamwork. If it’s safe, you can incorporate in-person or in-school components for your Virtual Week of Wishes. Many schools/groups have different activities planned for each day of the week, while others plan just a few activities throughout the week. It’s all up to you and everything is totally customizable!

2021 Week of Wishes will be from Feb 15 to 22.
Getting Started

You can create your own unique ways to raise funds during Week of Wishes or combine your efforts with existing school sporting events. Many schools have different activities planned for each day of the week, while others plan one or two fundraisers to take place during the week. It’s totally customizable.

Sample Wish Week Ideas and Daily Challenges

Here are some ideas to get you started, but also check out the Pre-Approved Fundraising List at ncaadii.wish.org for more ideas! In addition to the fundraising activities you choose, you can consider daily challenges to help motivate everyone to spread the word about your efforts and encourage family and friends to donate through Wish Your Way. Sample daily challenges are listed below – feel free to get creative and have fun coming up with your own daily activity schedule!

### IDEA ONE:

- **MONDAY**: Wear Your Spirit Day
- **TUESDAY**: Paper Star Sales
- **WEDNESDAY**: Golf Tournament
- **THURSDAY**: T-shirt sale
- **FRIDAY**: Chains of Wishes

### IDEA TWO:

- **MONDAY**: Photo contest
- **TUESDAY**: Workout challenge
- **WEDNESDAY**: Make-A-Wish Bracelet Sales
- **THURSDAY**: Spirit Day and Movie Characters
- **FRIDAY**: One Wish, One Night – Game Night
IDEA THREE: VIRTUAL FOCUS

MAKE-A-WISH MONDAY
Sharing challenge! Post your online fundraising link via your official social media pages. Then, encourage peers to post/repost and challenge (tag) five friends and family to share or donate online.

TEXT TUESDAY
Encourage everyone to text the link to 5 family and friends and ask them to donate to help make wishes come true.

WISH WEDNESDAY
Share your “why”. Encourage everyone to create and share short videos of what supporting Make-A-Wish means to them. The best “why” wins!

TALK THURSDAY
Challenge everyone to connect with friends and family from all over by calling to tell them about Make-A-Wish and how they can help by donating online.

FEEL GOOD FRIDAY
It’s time to have some fun! Have a social media takeover. Go live! Wear Make-A-Wish blue and/or spirit day attire. Announce winners from each daily competition. Share some of the “why” videos and thank your supporters. Announce your fundraising total. Celebrate your success and the wishes you’ll help grant!

Pro Tips
Create a unique Wish Week hashtag (like #TigersGrantWishes) to track sharing and advertise your efforts. Encourage everyone to put the online fundraising link in their social media bios.

- Invite other teams to get in on the fun by planning a Virtual Wish Week event of their choice!
- Consider livestreaming on social media during your Virtual Wish Week!
- Create incentives based on sharing the fundraising link and posting spirit day photos. Can active posters be entered to win a gift card to their favorite restaurant? Can you name a Wish Week Champion based on participation?
- Incorporate fun spirit days into your Virtual Wish Week – your Make-A-Wish staff partner has a list of ideas they can share with you!
- Follow your local Make-A-Wish chapter on social media and share inspirational posts, pictures and videos on your school accounts. Be sure to include your school’s online fundraising link when you post!

Contact your local chapter to learn more about Week of Wishes.
Tools & Tips
Student-Athlete Engagement Checklist

Before you get started, please review the following checklist and information to ensure the success of your fundraising event!

- **Contact your institution’s campus SAAC advisor and athletics compliance administrator** to learn more about this year’s program with Make-A-Wish and to determine your institution’s goals and level of involvement this year.

- **Review the Program Toolkit** to learn about ways you can participate at your local Make-A-Wish chapter, such as involvement in a wish party, assisting with office duties, etc., in addition to collaborating with the chapter for ideas for hosting a fundraiser.

- **Select an event from the pre-approved fundraiser list in the NCAA Division II Program Toolkit.** If you wish to come up with an original fundraising idea, contact Devon Herlihy from the Make-A-Wish National Office at 602.775.5520 or dherlihy@wish.org with a clear description of the event for Make-A-Wish and NCAA review and approval.

- **Utilize updated program insert throughout the year** to encourage donations through sporting events and other initiatives.

If you need the PDF of the program insert, please reach out to your local chapter or SAAC representative.

- **Contact your local Make-A-Wish chapter to request support of your fundraiser and to discuss tips and best practices to ensure success.** Additionally, please feel free to discuss your institution’s desires to become more involved locally throughout the school year and ways that can be achieved. For questions on who your local chapter contact is, please reach out to Devon Herlihy from the Make-A-Wish National Office.

- **Review selected project** with campus or athletics compliance officer for approval.

- **Conduct fundraising campaign.**

- **Collect funds.** Convert all cash to a check made payable to Make-A-Wish America, and submit check within 30 days of fundraiser. You can also submit funds via the online portal at ncaadii.wish.org.
Tools & Tips

Student-Athlete Engagement (CONT.)

Collection Deadline: July 31, 2021

You can submit through the online portal at ncaadii.wish.org or by calling Make-A-Wish at 1.866.880.1382. Be sure to indicate your institution’s name along with your check. In order to be counted toward school totals for the year, please ensure all forms and funds are sent by July 31, 2021.

Send all funds directly to the following address:
Make-A-Wish America
1702 E. Highland Ave., Suite 400
Phoenix, AZ 85016
Tools & Tips

Make-A-Wish Trademark Guidelines

Thank you for helping raise awareness about the important mission of Make-A-Wish by using the trademarks, including name and logo, in a way that is consistent with the organization’s branding standards provided below:

Please note that “Make-A-Wish” is spelled with a capital “A” and has hyphens between the words “Make” and “Wish.”

**Correct:** Make-A-Wish  
**Incorrect:** Make a Wish

- The logo may not be altered in font, configuration or color.
- The superscripted ® symbol must appear next to the first reference of Make-A-Wish.
- Do not use Make-A-Wish as a “verb” in a sentence.
- Do not use the Make-A-Wish logo in a sentence.
- Avoid making Make-A-Wish possessive:
  - **Correct:** The Make-A-Wish mission
  - **Incorrect:** Make-A-Wish’s mission
- The name and logo should never be altered for a specific event (e.g., Bake-A-Wish).
- There are three appropriate colors that may be used to display the logo: Black / White / Pantone® 293 Blue.
- Please don’t copy and paste the logo from the internet. To obtain a high-resolution logo, contact a representative from your local chapter or Devon Herlihy at Make-A-Wish America (dherlihy@wish.org).
Priority Guidelines

Focus on the positive! When talking about Make-A-Wish, please do not use the words “terminally ill” or “dying,” as many wish kids do not have a terminal condition. These labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses.

Publicity Guidelines

If you plan on using the Make-A-Wish logo in publicly distributed materials, please send them to your local Make-A-Wish chapter prior to distribution.

When in Doubt – Reach Out!

If you have any questions regarding branding rules, trademarks or logo usage, please contact your local chapter representative or Devon Herlihy at dherlihy@wish.org.
Tools & Tips

Student-Athlete Engagement Checklist

Score big for Make-A-Wish by using some of these tips to get awareness and recognition out about your institution's fundraiser.

**Marketing**

- Create banners, posters and fliers and post around campus
- Create QR codes using the link to your NCAA DII online giving page and add it to posters, flyers, etc. to make donating easy
- Promote your fundraiser during large school and sporting events via signage, booths and PA announcements*
- Use a URL shortener like Bitly to create a custom short link to your online fundraising page
- Add the online fundraising link to your school/group website and your social media bio section
- Send the link out via text, email and social media
- Engage fundraisers through a digital or print newsletter or paper on campus
- Use the “stories” features on social media to highlight your efforts and encourage followers to donate
- Posting a “story” or going “live”? Be sure to include text with your online fundraising link or “pin” the link during live broadcasts

*Check with your SAAC advisor and athletics compliance administrator regarding rules.

**Social Media**

Promote your fundraiser on social media. Use hashtags to track the fundraiser to see what the community perceives about your event and encourage others to come and participate.

Facebook: /makeawish
Instagram: @Makeawishamerica
Pinterest: /makeawishfdn
Twitter: @MakeAWish
YouTube: /MakeAWishFoundation
#D2Wish
Tools & Tips

Sample Fundraising Event Timeline

Follow this easy-to-follow event checklist to ensure your fundraising event is a total success!

4 Months Out

- Contact local chapter and see how you can help the chapter and vice versa.
- Bring chapter discussion before all SAAC members to brainstorm and vote on fundraising ideas for the year

3 Months Out

- Contact chapter and SAAC advisor about your fundraising plans
- Set goals, dates and budget and share details with the chapter
- Name the event
- Secure a location or venue
- Develop promotion plans
- Delegate tasks to SAAC members
- Communicate with outside sources or external donors, such as restaurant managers/owners. Contact local chapter to see what relationships may already exist

2 Months Out

- Solicit donors and donations
- Implement marketing and advertising plan
- Touch base with chapter regarding progress

1 Month Out

- Confirm logistics
- Schedule volunteers
- Promote the event
- Touch base with chapter regarding progress
Tools & Tips

Sample Fundraising Event Timeline (CONT.)

Month of the Event
- Prepare for event
- Ensure all plans are implemented
- Take care of last-minute issues

Day of Event
- Take photos
- Collect funds
- Celebrate and have fun!

Post-Event
- Email photos to chapter contact and Amanda Benzine at the NCAA National Office at abenzine@ncaa.org
- Evaluate the event
- Send thank-you notes or establish a public thank you to all who participated
- Send funds to Make-A-Wish America indicating your institution’s name and the event date

WISH KID BREANNA

Granted at 2018 DII Festival
Tools & Tips
Frequently Asked Questions

WHAT TYPES OF FUNDRAISERS CAN WE PLAN?
The NCAA and Make-A-Wish National Office have created a mutually agreed upon list of pre-approved fundraisers that can be implemented at any time, with no additional necessary support or outreach required to the NCAA or Make-A-Wish. We still encourage each institution to involve the local chapter for support purposes, and to continue to develop that local relationship.

Additionally, if your institution would like to participate in a fundraising activity that is not found on the pre-approved list, you can do that too! In that case, simply contact your local Make-A-Wish chapter, as well as Amanda Benzine from the NCAA at 317.917.6694 or abenzine@ncaa.org with the fundraising idea and submit your request for approval. Once approved, you may move forward with planning your event. A list of pre-approved fundraisers has been included in your toolkit.

ARE THERE ANY RESTRICTIONS ON TYPES OF FUNDRAISING?
Yes. Because we are a children’s charity, Make-A-Wish expressly prohibits fundraising events where the proceeds from the sale of alcohol and/or tobacco products would benefit Make-A-Wish. Additionally, we must abide by state, local and federal laws that provide restrictions on other forms of fundraising. These include, but are not limited to, any telephone or door-to-door solicitations, and the hosting of raffles (as these are not considered to be a charitable activity by the IRS).

CAN MAKE-A-WISH CHAPTERS SHARE A LIST OF DONORS FOR OUR EVENT?
No. Make-A-Wish protects the privacy of our donors and does not sell or release donor information outside the organization.

WHAT DO WE DO WITH THE FUNDS WE RAISE ONCE THEY ARE COLLECTED?
Online donations can be submitted through ncaadii.wish.org. But if you receive any cash/check contributions, they should be given to pre-designated individuals from your school or organization. These designated individuals should secure and monitor the cash/checks in a safe or locked box. After your fundraiser, check donations should be mailed directly to Make-A-Wish. The total campaign cash donations should be combined in a single check for forwarding to Make-A-Wish. For accounting and security purposes, Make-A-Wish prefers to receive a check instead of coins or cash. Please deposit cash/coins and send the funds to your local Make-A-Wish office in the form of a check. Net proceeds from your fundraiser should be submitted within 30 days of the conclusion of the campaign.
Tools & Tips

Frequently Asked Questions (CONT.)

IS IT POSSIBLE FOR OUR CONFERENCE TO POOL OUR FUNDS TOGETHER TO COLLECTIVELY SPONSOR A WISH?
Unfortunately, that is not possible. Because each chapter is its own entity, with individual sponsorship requirements, it is not possible to raise funds across chapter territory lines for the benefit of one chapter.

However, select small institutions within the same chapter lines can be allowed to pool funds to meet the $10,000 goal set by the Make-A-Wish and NCAA Division II partnership. This requires prior approval from the Make-A-Wish National Office and NCAA Division II Make-A-Wish liaison.

ARE THERE OTHER WAYS TO ENGAGE WITH LOCAL WISH KIDS THAT DON’T INVOLVE WISH SPONSORSHIP?
Definitely. Utilize your local chapter resource to determine what opportunities might be available for your team or institution. Ways to engage might include helping the chapter to provide a wish enhancement, volunteering for chapter events, such as their Walk for Wishes® or fundraising galas or even exploring a summer internship!

WHEN IS THE BEST TIME TO PLAN A FUNDRAISING EVENT?
Any time is a great time to plan a fundraising event for Make-A-Wish! We suggest that once student-athletes return to campus in the fall, your representative reaches out to the local Make-A-Wish chapter to introduce themselves and begin discussions on what timeframe works best for you to activate a successful campaign.

We recommend planning your events at least three months in advance. Make-A-Wish requires that requests for wish kid involvement be submitted to your local chapter at least eight weeks in advance.

CAN WE HOST MORE THAN ONE FUNDRAISER EACH YEAR?
Absolutely! Student-athletes are encouraged to fundraise whenever an opportunity becomes available – whether that is once a year, once a semester or once a month! The more funds raised each year, the more wishes we can grant for children with critical illnesses.
Tools & Tips

Frequently Asked Questions (CONT.)

WHO DO I CONTACT TO PLAN A FUNDRAISING EVENT?
Each chapter has a designated representative who will serve as your institution’s main point of contact. We will provide an updated chapter contact list to the NCAA at the start of the school year. If you encounter any challenges in reaching your main point of contact, you can also reach out to Amanda Benzine from the NCAA at 317.917.6694 or abenzine@ncaa.org, or Devon Herlihy from the Make-A-Wish National Office at 602.775.5520 or dherlihy@wish.org to help make the introduction.

CAN A WISH KID ATTEND OUR EVENT?
Not every wish kid or family wants publicity and Make-A-Wish is very respectful of their privacy. Once the fundraiser has been approved by all parties, contact your local Make-A-Wish chapter and ask whether this is possible. The chapter can look for a family that is “publicity eligible,” but please accept the chapter’s decision if a wish kid cannot be found for your event. Also, please note that COVID-19 precautions may make it more challenging for a wish kid or family to attend your event.

CAN MAKE-A-WISH SECURE SPONSORSHIPS FOR OUR EVENT?
No. Make-A-Wish is responsible for procuring sponsorship, in-kind goods and services for existing internal fundraisers and for wish-granting purposes only. However, you are welcome to secure sponsorships on your own. We ask that you please contact Make-A-Wish before reaching out to any sponsors for your event or promotion. This will help us ensure there is no duplication of efforts that may be currently under way. Make-A-Wish has a “DO NOT CONTACT” list of businesses that we would like to share with you before you begin your outreach. Please make sure to keep track of businesses that you plan to contact and their responses, so you can update Make-A-Wish throughout your plans and at the end of your event.

A LOCAL BUSINESS WANTS TO SUPPORT OUR FUNDRAISING EVENT, BUT THEY NEED THE MAKE-A-WISH TAX IDENTIFICATION NUMBER. WHERE CAN I FIND THAT?
A W-9, which includes the tax identification number for Make-A-Wish, can be provided upon request. The IRS does not allow the waiver of sales tax for items used for events that are not produced by Make-A-Wish. Businesses may request a copy of the Make-A-Wish tax determination letter that identifies Make-A-Wish as being qualified for tax-exempt status under section 501 (c)(3) of the Internal Revenue Code. Businesses may include this letter with their tax filings to prove the charities they support are legitimate.
Thank You, NCAA Division II, for your time and dedication to our partnership!

*Here’s to an exciting year!*
Together, we transform lives, one wish at a time.