



Dining for Wishes is a charitable campaign and fundraiser for the Make-A-Wish Foundation® of Illinois. During the week of June 6<sup>th</sup>-12<sup>th</sup>, Illinois restaurants will join together to raise funds to grant wishes for two children living in Illinois with life-threatening medical conditions.

### **How will Dining for Wishes work?**

We are providing flexible options for participating restaurants. Restaurants may choose a different time-frame better suited to their organization.

Options for participation include:

- ★ giving patrons the opportunity to write in a donation to Make-A-Wish on their bill;
- ★ donating a designated portion of proceeds for the week and/or the proceeds from a particular menu item;
- ★ hosting a Make-A-Wish night or special event (pre fixe menu, brunch etc.);
- ★ matching customers' donation or even donating a set amount

The campaign is customizable to each restaurant and its capacity to participate.

### **How does my restaurant benefit?**

Restaurants that chose to participate in Dining for Wishes will be highlighted with a hyperlink on our website ([www.wishes.org](http://www.wishes.org)); on our Facebook page; on Twitter; and included in e-blasts to all Chicago-land Make-A-Wish constituents. We are happy to share videos with you that can be shown to staff to motivate and inspire them. Make-A-Wish will also provide you with all of the marketing materials.

**For more information, please contact Katie McCallum at 312-602-9429 or via email at [mccallum@wishes.org](mailto:mccallum@wishes.org).**





Dining for Wishes is a week-long campaign in which restaurants throughout Chicago-land will join together and help make wishes come true for local children battling life-threatening medical conditions.

## Frequently Asked Questions

- 1. What is Dining for Wishes?**
  - 2. How will Dining for Wishes work?**
  - 3. Is there a minimum donation to participate?**
  - 4. How does my restaurant benefit from Dining for Wishes?**
  - 5. How do we promote Dining for Wishes to our customers?**
  - 6. How do I sign up?**
  - 7. What happens after I register my organization?**
  - 8. What if my organization would like to support the Make-A-Wish Foundation but this program does not fit with our business model?**
  - 9. Can a restaurant raise funds at a different time?**
  - 10. Are donations to Dining for Wishes tax deductible?**
  - 11. I have collected donations and am ready to send in the funds? How should I do this?**
  - 12. Who should I contact if I still have questions about Dining for Wishes or the Make-A-Wish Foundation?**
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- 1. What is Dining for Wishes?**

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  - 2. How will Dining for Wishes work?**

We are providing flexible options for participating restaurants. Restaurants may choose a different time-frame better suited to their organization. Options for participation include:

    - giving patrons the opportunity to write-in a donation to Make-A-Wish on their bill;

- donating a designated portion of proceeds for the week and/or the proceeds from a particular menu item;
- hosting a Make-A-Wish night or special event (pre fixe menu, brunch etc.);
- matching customers' donation or even donating a set amount

The campaign is customizable to each restaurant and its capacity to participate.

**3. Is there a minimum donation to participate?**

No, but restaurants are encouraged to set a minimum they will donate, or offer to match customers donations.

**4. How does my restaurant benefit from Dining for Wishes?**

Restaurants that chose to participate in Dining for Wishes will be highlighted with a hyperlink on our website ([www.wishes.org](http://www.wishes.org)); on our Facebook page; on Twitter; and included in e-blasts to all Chicago-land Make-A-Wish constituents. We are happy to share videos with you that can be shown to staff to motivate and inspire them. Make-A-Wish will also provide you with all of the marketing materials.

**5. How do we promote Dining for Wishes to our customers?**

In addition to using your website, email list, and in-store signage, Make-A-Wish will provide you with requested materials such as banners, table tents, and/or bill inserts, balloons, and stickers. We will tailor the marketing materials to fit your campaign activities and your restaurant. Table tents and bill inserts will feature a local wish that diners' donation will help to grant.

**6. How do I sign up?**

Complete the Dining for Wishes Registration form and fax or mail it to:  
 Attn: Katie McCallum  
 Make-A-Wish Foundation on Illinois  
 640 N LaSalle Dr, Suite 280  
 Chicago IL 60654  
 Fax: 312-943-9813

**7. What happens after I register my organization?**

Make-A-Wish will reach out to you to confirm your participation and the materials requested.

**8. What if my organization would like to support the Make-A-Wish Foundation but this program does not fit with our business model?**

Make-A-Wish is happy to work with restaurants to tailor the Dining for Wishes program to different business models. Restaurants can participate by donating a portion of proceeds, having a signature Make-A-Wish menu item, or hosting other special events. Please contact us for more information on how you can help support Make-A-Wish and the children we serve.

**9. Can a restaurant raise funds at a different time?**

Yes, Make-A-Wish is happy to work with restaurants any time of the year. This is a call to action for restaurants to come together and support Make-A-Wish

**10. Are donations to Dining for Wishes tax deductible?**

Contributions are deductible to the fullest extent allowed by law. The Federal Employer Tax ID number for the Make-A-Wish Foundation of Illinois is 36-3422138. If a restaurant donates to Make-A-Wish, we will

send a receipt for tax purposes to the individual or organization identified on the check. If cash is collected, donations should be collected by the Dining for Wishes Coordinator and turned into one single cashier's check/money order and mailed into the Make-A-Wish office.

**11. I have collected donations and am ready to send in the funds? How should I do this?**

There is a Donation Form that should be completed and sent in along with the funds (please do not mail cash) so that we can appropriately recognize your organization's fundraising efforts to make wishes come true.

**12. Who should I contact if I still have questions about Dining for Wishes or the Make-A-Wish Foundation?**

Please contact Katie McCallum at 312.602.9429 or via email at [mccallum@wishes.org](mailto:mccallum@wishes.org).



Restaurants across Chicago-land will come together the week of June 6<sup>th</sup>-12<sup>th</sup> to help grant the wishes of two local children battling life-threatening medical conditions. Thank you in advance for your support!

**Restaurant Registration Form**

Thank you for your interest in participating in the Dining for Wishes program to benefit the Make-A-Wish Foundation® of Illinois and two amazing local children who will see their wishes come true thanks to your generosity.

Please complete the registration information below and mail or fax back to Make-A-Wish.

**Restaurant Name:** \_\_\_\_\_

**Primary Contact:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**We will participate June 6-12:** \_\_\_\_\_ **Other timeframe:** \_\_\_\_\_

**Participation Options:** (please check all that apply)

\_\_\_\_\_ Restaurant patrons have the option to write-in a donation to Make-A-Wish on the receipt of their purchase

\_\_\_\_\_ Restaurant will match customers' donations. Up to what amount? \_\_\_\_\_

\_\_\_\_\_ Restaurant will identify a menu item(s) that will benefit Make-A-Wish.

If so, what portion of proceeds will come to Make-A-Wish? \_\_\_\_\_

What menu item(s)? \_\_\_\_\_

\_\_\_\_\_ Restaurant will host a special Make-A-Wish Day

Please describe: \_\_\_\_\_

\_\_\_\_\_ Other (i.e., sell stars) Please describe: \_\_\_\_\_

What materials are requested from Make-A-Wish? (Please indicate the quantity)

\_\_\_\_\_ Bill inserts

\_\_\_\_\_ Make-A-Wish Banners

\_\_\_\_\_ Table tents

\_\_\_\_\_ Make-A-Wish Balloons

\_\_\_\_\_ Make-A-Wish Stories

\_\_\_\_\_ Other, please describe:  
\_\_\_\_\_

**Please mail or fax this from to: Attn: Dining for Wishes, Make-A-Wish Foundation of Illinois  
640 N. LaSalle Drive, Suite 280, Chicago, IL 60654; Fax: 312.943.9813**



*Restaurants across Chicago-land will come together the week of June 6<sup>th</sup>-12<sup>th</sup> to help grant the wishes of local children battling life-threatening medical conditions. Restaurants may chose to feature one of the two wishes below.*

Chance is an energetic 5-year-old boy from Chicago. He is constantly on the go and enjoys making the people around him laugh. He loves to read books, play computer games, and watch movies with his friends and family. Chance's favorite foods include cupcakes, ice cream, and **pancakes!**

In November of 2009 Chance was diagnosed with Burkitt's lymphoma, a type of cancer that affects the lymphatic system. Even while undergoing chemotherapy treatments, he remained full of energy and enthusiasm. During Chance's chemotherapy treatments, he was unable to eat for a few weeks. While in the hospital Chance was captivated by the *Food Network's* cooking shows, which helped get him through the weeks of not eating.

When Wish Granters met with Chance to ask about his wish, he immediately said he wanted to meet his favorite Food Network star, Tyler Florence! Chance and his family all traveled to California to meet Tyler at his restaurant, El Paseo. While at the restaurant, Chance had the opportunity to make a first-class breakfast that included bacon, and his favorite, pancakes with Tyler. At the end of the day, Tyler him a signed copy of his book on cooking with family and also an unpublished manuscript of his children's book set to be released next year....on pancakes!!!!

This spring, Chance's wish came true thanks to the generosity of Make-A-Wish's donors and sponsors. Thank you for helping to make wishes like Chance's become a reality!





Haley understands the power of food. This outgoing 11-year-old from Bloomington keeps her own “Chef’s Journal” and even has some original recipes. When she’s not busy in the kitchen, Haley also enjoys listening to the Jonas Brothers and Hannah Montana and playing computer games.

Haley was diagnosed with osteosarcoma, a form of bone cancer, in 2007. Osteosarcoma often requires chemotherapy or surgery. Although the chemotherapy has slowed Haley down a bit, she has not let her diagnosis keep her from journaling or creating her own recipes.

When Haley was given an opportunity to dream big, she whipped up a wish to travel to Paris and be a chef’s assistant for a day! She wanted to travel to a place where food becomes art. The first four days were spent touring all the wonders of Paris. On Thursday morning, Haley and her family visited a French chocolate maker, Jacques Genin, and his workshop, as well as Chef Audrey’s pastry shop. In both places, Haley learned how to make their gourmet specialties, and sampled them as well!

The highlight of Haley’s trip was definitely the last day, when she met the French Chef Martial Enguehard. He took her to several markets to pick out fresh ingredients for the meal they made together. After cooking all of the food, they sat down to eat the meal. By the time they were done eating, they had spent about six hours with Chef Martial! He gave Haley her very own signed cookbook! Haley’s mom said, “It was truly an amazing experience and the PERFECT way to end our trip to Paris!”

Thanks to the generosity of Make-A-Wish’s donors and sponsors, Haley’s wish was made a reality earlier this year. Thank you for helping to make wishes like Haley’s come true!





*We grant the wishes of children with life-threatening medical conditions to enrich their lives with hope, strength and joy.*

## Facts At-A-Glance

**The First Wish:** On April 29, 1980, a 7-year old boy named Chris Greicius realized his lifelong dream to become a police officer. Many of those responsible for fulfilling Chris' wish wanted to do the same for other children with life-threatening illnesses. This led to the formation of the Foundation.

**National History:** Founded in 1980 and headquartered in Phoenix, Arizona, Make-A-Wish is the largest wish-granting organization in the world with 65 chapters in the U.S. and its territories and many international affiliates. By dedicating their efforts, resources, talents and hearts to fulfilling the wishes of special children, the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 185,000 wishes in the United States since inception.

**Illinois Chapter History:** This year the Make-A-Wish Foundation of Illinois celebrates 25 years of wishes after having been founded in 1985 by a group of local volunteers. The chapter currently serves children in all counties of Illinois.

**Eligibility:** Children between 2½ and 18 who have a life-threatening medical condition and have not already had a wish granted are eligible for a wish through the Make-A-Wish Foundation.

**Referrals:** A physician, social worker, or other health care professional may refer a child. A child's parents or legal guardians may make referrals directly. A child may also refer him- or herself. All children must be referred before their 18<sup>th</sup> birthday.

**How Wishes Are Granted:** After the Foundation receives a referral, a team of two trained Wish Granting volunteers will visit with the child to learn of his or her wish. The volunteers will get acquainted with the family and guide them through the wish process. Make-A-Wish has never turned down a wish for an eligible child.

**Number of Wishes:** The Illinois chapter has turned dreams into reality for more than 10,000 children. In fiscal year 2010, the Foundation fulfilled 755 wishes, the most ever in chapter history. In fiscal year 2011, its goal is to provide wishes for 765 Illinois children.

**Support:** Financial support for the Make-A-Wish Foundation of Illinois comes from individual, corporate and Foundation donors. In addition, more than 1,500 volunteers and 40 staff are an integral part of the Foundation's success.

**Cost of A Wish:** The average total cost of a wish is approximately \$8,500. This is supported by in-kind donations of products and services of close to \$3,500 per wish, making the average cash expenditure approximately \$5,000 per wish. There is no cost to the family in fulfilling a child's wish. Every expense, every phone call, every travel arrangement is taken care of.

**Operating Cost:** The Foundation's total expense for Fiscal Year 2010 (September 2009 – August 2010) was \$9.96 million. Expenses include the value of in-kind donations. Our program service expense ratio in fiscal year 2010 was 82 percent. This ratio exceeds the standards set by both the Make-A-Wish Foundation of America and the Better Business Bureau.