

A Guide for Educators and Community Leaders  
Holiday 2016

*Believe*

IN THE MAGIC OF GIVING



# Believe

IN THE MAGIC OF GIVING

Celebrate our 9th year of believing in the magic of the holidays!  
This season, join Macy's and Make-A-Wish® to help make a difference.

## What is the Believe campaign?

Beginning on November 4th, your letter to Santa can help raise a million dollars for Make-A-Wish. For every letter dropped in the big red letterbox at any Macy's, sent online at [macys.com/believe](http://macys.com/believe), Macy's will donate \$1 to Make-A-Wish, up to 1 million dollars to help grant the wishes of children with life-threatening medical conditions.

## What is Make-A-Wish?

Make-A-Wish is a non-profit organization that grants the wishes of children with life-threatening medical conditions. A wish experience can be a pivotal point in the course of a child's treatment, making them feel better, and in some cases, even helping them get better.

## Get involved today.

You can make a difference. Write your letter to Santa and drop it off at your local Macy's store or send your letter online at [macys.com/believe](http://macys.com/believe). Ask your family and friends to write letters, too. Use this guide to spread the word in your community and help support Make-A-Wish this holiday season.



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Dear Educator and Community Leader,

Magic is in the air and we're filled with joy as we continue one of our very favorite traditions. We need your leadership to help spread the magic of the season by inspiring everyone you can to show they Believe by writing a letter to Santa Claus. In fact, we're looking for another million reasons to believe!

**What is the Believe campaign?** Beginning on November 4th, your letter to Santa can help raise a million dollars for Make-A-Wish®. For every letter dropped in the big red letterbox at any Macy's, sent online at [macys.com/believe](http://macys.com/believe), or written with the new Macy's Wish Writer™ stylus and app, **Macy's will donate \$1 to Make-A-Wish, up to 1 million dollars**, to help grant the wishes of children with life-threatening medical conditions.

**What is Make-A-Wish?** Make-A-Wish is a non-profit organization that grants the wishes of children with life-threatening medical conditions. A wish experience can be a pivotal point in the course of a child's treatment, making them feel better, and in some cases, even helping them get better.

**Be an inspiration.** As a community leader, you are in a unique position to really make a difference. Inspire your students, peers, family and friends to get involved by writing their letters, too. We hope the attached guide gives you the tools to spread the word and help support Make-A-Wish this holiday season.

**Be part of something magical.** Each year, the Believe campaign grows as it touches the lives of so many. We've received countless inspiring stories and touching letters from people of all ages since we began in 2008 and we cannot wait to see what 2016 will bring. I hope you are equally rewarded with the same wonderful experiences in helping to spread the word this year.

My warmest wishes for a truly magical holiday season.

Sincerely,



Terry Lundgren  
Chairman and Chief Executive Officer  
Macy's, Inc.



## Fact Sheet for Students

- Make-A-Wish has granted the wishes of more than 254,000 children with life-threatening medical conditions in the United States since 1980.
- Our 27,000 volunteers grant a wish in the United States every 37 minutes.
- 89 percent of doctors, nurses, social workers and child life specialists believe the wish experience positively influences wish kid's health.
- Last year, Make-A-Wish granted more than 14,200 wishes. That's the most ever granted in one year.
- Make-A-Wish was founded in 1980 when a caring group of people granted 7-year-old Chris' wish to be a police officer.
- Most wishes fall into one of four categories: I wish to be, I wish to meet, I wish to have and I wish to go.
- Our wish kids often get to their destinations thanks to donated frequent flier miles. Last year, wish kid travel required nearly 2.5 billion airline miles. You can donate your miles at [wish.org/miles](http://wish.org/miles)
- When wish kids are granted a wish, they get more than just a great experience for a day, two days, or a week. That experience improves the quality of life for them and their family.
- Make-A-Wish strives to exceed child and family expectations when granting a child's one true wish. The delivery of the wish is nearly as important as the wish itself and each experience is customized to make both the wish child and family feel extraordinarily special.

For more information about Make-A-Wish Greater Los Angeles, visit [la.wish.org](http://la.wish.org)

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## ★ Believe FAQ (frequently asked questions)

### Q. What is Make-A-Wish®?

A. Make-A-Wish is a non-profit organization that grants the wishes of children with life-threatening medical conditions. A wish experience can be a pivotal point in the course of a child's treatment, making them feel better, and in some cases, even helping them get better.

### Q. What happens to the letters? Do the letters really go to Santa?

A. With the help of our friends at Make-A-Wish, we'll count up the letters and bring them to the Post Office to mail to Santa (or, if you write yours on [macys.com/believe](http://macys.com/believe), we'll email them). For every letter received, Macy's will donate \$1 to Make-A-Wish, up to 1 million dollars!

### Q. Where can I submit my letter to Santa? Can I submit more than one?

A. Bring your letter to your local Macy's store and drop it off in the official R.H. Macy's Santa Mail Box or write your letter online at [macys.com/believe](http://macys.com/believe). Yes, we welcome any and all letters!

### Q. Is there an age limit to who can submit letters?

A. No. Santa likes to hear from believers of all ages.

### Q. Where can I find more information about Make-A-Wish?

A. Visit Make-A-Wish at [wish.org](http://wish.org) to find out more about the nation's largest wish-granting organization and see how you can help grant wishes.





## ★ Write to Santa and CHANGE A KID'S LIFE

Take a photo dropping off letters in front of the big red mailbox located in any Macy's throughout Los Angeles.

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Take photos! Tweet and post to Facebook using **#MacysBelieve**



Looking for more ways to engage your students with Make-A-Wish?  
Learn about the **Kids For Wish Kids Program** at  
<http://la.wish.org/ways-to-help/fundraising/kids-for-wish-kids>

For questions or information about  
**Macy's Believe** or the **Kids For Wish Kids**, contact:

**Taylor Kalman**  
Manager, External Events  
[tkalman@la.wish.org](mailto:tkalman@la.wish.org)  
(310) 788-9474 x105



CUT ALONG DOTTED LINE

PLACE  
STAMP  
HERE

# Santa Claus The North Pole



VIA AIRMAIL



Drop this letter to Santa in one of our big red Macy's Believe letterboxes,  
and we'll donate \$1 to Make-A-Wish®, up to \$1,000,000!

FOLD

FOLD

FOLD

FOLD

Blank lined area for writing the letter.

Dear Santa,

CUT ALONG DOTTED LINE



