



### **Where Does Your Donation Go?**

Since its inception in 1997, Kids Wish Network has been devoted to improving the well-being and quality of life for sick children nationwide. Each year, thousands of children across the country benefit from our unique programs. In keeping with our mission, we believe in celebrating life and encouraging our wish kids and their families to remain hopeful. Our efforts are made possible through the generosity of caring individuals, corporations and foundations across the United States.

One of the important things our donors want to know is that their contributions are used to benefit our mission. That is why, through the assistance of the Wal-Mart Foundation, Kids Wish Network established its [Guardian Angel Fund](#). All donations directed to this special restricted fund directly support program services, ensuring that 100% of your contribution benefits the children we serve. To our knowledge, Kids Wish Network is the only wish granting organization that offers donors the ability to direct 100% of their contribution to program services. All contributions received through our website are directed to the Guardian Angel Fund.

Unlike other national organizations, Kids Wish Network works through one central office. We find that today's technology allows us to eliminate the need for costly chapters and duplication of expenses. However, like all charities, we have operating expenses; to help meet these costs and continue our programs, we often use professional fundraisers to conduct telephone and direct mail campaigns.

Our professional fundraisers have three specific and important objectives:

- They seek to find children in need of our wish granting services.
- They strive to inform people of Kids Wish Network and our important services.
- They are challenged to acquire new donors and secure the funds needed to meet our mission.

Contracts with fundraising agencies vary; some guarantee as much as 40% of gross revenues while others operate on an hourly rate. In any case, only reputable, licensed firms are used. While these costs are higher than we would like, they are necessary to ensure that a national organization reaches the individuals that most need our services.