



All In For



Wednesday, March 13th, 2013

Deerfoot Inn & Casino, Calgary, Alberta





“On this path littered with ups and downs, The Children’s Wish Foundation of Canada has given us a breath of fresh air. The Foundation offered us the chance to live an adventure that, although it cannot change the ultimate progression of events, has made life’s journey a little easier to walk.”

– Mother of Anne-Frederique

WISHES CAN COME TRUE

The Children’s Wish Foundation of Canada is a national, grassroots organization dedicated to providing once-in-a-lifetime experiences to children diagnosed with high-risk, life-threatening illnesses. After 29 years, and more than 19,000 wishes fulfilled, we have made more dreams come true for deserving Canadian children than all other wish-granting agencies combined!

What began in 1983 at the kitchen table of an inspired and committed volunteer has blossomed into a national organization with chapters in every province. From humble beginnings granting fewer than 20 wishes a year, the Foundation has built the capacity to fulfill upwards of 1,000 wishes annually—approximately three wishes each day!

Children’s Wish owes this success to the hundreds of thousands of Canadians who have generously contributed their time, talents and funds over the years to help us make wishes come true.

In their battle against life-threatening illnesses, wish children and their families face many uncertainties. Their lives become filled with hospital visits, harsh treatment regimes, and worry. The magic of a wish provides an escape from the day-to-day challenges of illness and creates precious moments for children and their families to share the happiness of a special experience. Your support brings joyful certainty into the lives of deserving children in making their dreams come true. Go All In to help create the magic of a wish!

Join us on March 13th, 2013 in the Chrome Room at the Deerfoot Inn & Casino for an exciting new event supporting the Alberta & NWT Chapter of the Children’s Wish Foundation.





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THE POWER OF A WISH

Wishes are about dignity, about dreams come true, about quality of life in situations where life is, by virtue of its finite terms, so much more precious.

For a child whose wish is about to be granted, the pain and discomfort of the illness, and often harsh treatment regimes, somehow become more bearable. For many, the excitement of planning and anticipating their dream has a dramatic effect on their healing. These courageous youngsters often experience a renewed sense of energy and hope as they see a different kind of light at the end of the tunnel.

Wishes are also about moms and dads, brothers and sisters. They are about families and precious moments spent together planning, enjoying and reflecting on the special magic of a wish. It's temporary relief and much needed distraction from the endless procession of doctors' visits, tests, reports, treatments and hospital stays.

While more and more children today survive high-risk, life-threatening illnesses, wishes are also about the lasting memories a family will treasure for a lifetime.

NEVER SAY "NEVER"

The Children's Wish Foundation is extremely proud of the fact that we have never denied an eligible child a wish, and that we have been able to fulfill some of the most complex wishes imaginable!

Once a child is referred to us and medical approval has been determined, the child is asked to make a most important decision. In the wide realm of possibilities, what would bring them the greatest happiness? They can choose literally any wish imaginable, without regard to cost or logistics, as long as it won't jeopardize their health or safety. Whatever the wish, the Foundation is committed to using its talents, time and energy to ensure each and every wish child realizes his/her dream.

"We received an unforgettable gift for which we are so grateful. It allowed Donovan to think beyond what was happening in his body and his life and provided a wonderful distraction from the hospital, sick time and the routine of therapy and medication that dictates his daily life. Thank you, Children's Wish Foundation, for giving our son a sense of hope."

– Mother of Donovan





All In For Children's Wish

"How can I possibly express my gratitude for not just granting the wish, but for facilitating the opportunity for my children to fall in love with the world and life again?"

– Mother of Lucas

GETTING INVOLVED

Our Legacy is a call to action. Although we have never denied an eligible child their wish, there are still many more deserving children who have yet to experience the joy of a wish and all the magic that it brings. With your help we can reach out to the ever increasing numbers of children with life-threatening illnesses to make dreams come true.

Event Sponsorship

The poker tournament provides a variety of sponsorship opportunities to suit a broad range of budgets and desired outcomes. Recognition is available to all those who partner with the All In For Children's Wish Poker Tournament. The importance of sponsorship cannot be overstated; it ultimately serves as the event's backbone and will be a key driver for wish fulfillment in the future.

Ticket Purchase

Poker tournament registration is available individually or in quantity. The cost is \$300 per person. Tables seat 10 people.

Gift in Kind

To help keep costs low, and thereby ensure maximum investment in mission fulfillment, Children's Wish welcomes gifts of product and service.





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SPONSORSHIP AND PARTICIPATION LEVELS

	Premium Sponsorship	Event Sponsorship		Tickets
	Title	Magic Maker	Dream Weaver	Table
Media Profile				
Name and/or logo on select print and broadcast media	X	X		
Name and/or logo on all press releases	X			
Logo posted on website	X	X	X	
Company profile posted to website	X			
Name and/or logo on all promotional materials	X			
On-Site & Venue Signage				
Sponsor board listing	X	X	X	
Print program listing	X	X	X	
Company profile in print program	X			
Prominent stage & registration signage	X	X	X	
Verbal recognition during program	X			
Introduction of company representative during program	X			
Table signage	X	X	X	X
Event				
Complimentary seats	10	4	2	
Wish Granting				
Number of sponsored wishes	1			
Contribution	\$10,000	\$5,000	\$2,500	\$3,000

Each sponsors' gift will be applied directly to wish granting. Given that the average cost per wish is \$10,000, Magic Makers and Dream Weavers will share wish sponsorship with another individual or organization.





FACTS AND FIGURES

Official Name of Charity: The Children's Wish Foundation of Canada

Year of Incorporation: 1983

Chapter: Alberta & NWT

Registered Charity Number: 12403 8878 RR0001

Mission: The Children's Wish Foundation of Canada works with the community to provide children with high-risk, life-threatening illnesses the opportunity to realize their most heartfelt wish.

Vision: Every child enjoys the best quality of life possible, including the experience of laughter, shared joy and memories with important people in their lives.

Wish Criteria: Any child between the ages of three and 17 residing in Canada who has been diagnosed with a high-risk, life-threatening illness qualifies for a wish. This illness must be verified by the child's treating physician.

Wishes Granted (Dec 2012): More than 19,000 Nationally More than 1,600 AB & NWT

Wish Costs: Wishes vary in expense by virtue of their variety and complexity. Wishes can range in cost from a few hundred dollars to well over ten thousand dollars, with the average cost of a wish falling around \$10,000.

Contact Information:

271 - 339 50 AVE SW, Calgary, AB T2G 2B3

Tel: 587 880 3256

Fax: 403 265 1704

Email: laurie.bienert@childrenswish.ca

www.childrenswish.ca

