



Fundraising Ideas

Your creativity is one of the most valuable resources in developing a successful fundraiser. The more interesting, unique and interactive your fundraiser is, the more likely people will participate in it and contribute.

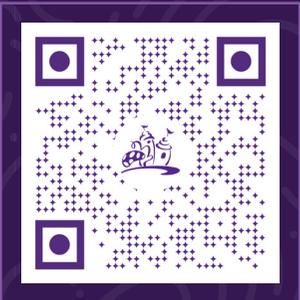
To jumpstart your brainstorming, below are some popular fundraisers:

- **Marathons of all kinds:** walk-a-thons, bike-a-thons, dance-a-thons, bowl-a-thons. Favorite sports or hobbies provide participants with a great opportunity to test their endurance while collecting pledges for specified lengths of time, repetitions or skills.
- **Sales and Games:** Bake Sale, Barbecue Contest, Rummage Sale, Baby and Kids clothing Resale, Yard Sale/Parking Lot, Board Game Tournaments, Book Club Fundraisers, Brown Bag Lunch Day, Premium Parking Space, Jewelry/Candle Parties.
- **Sports Competitions:** golf tournaments, 5-K fun runs, softball tournaments, tug-of-war contests, etc.
- **Cooking Competitions:** cook-offs/bake-offs to determine best chili, ribs, brownies, pie, cookies, etc.
- **Paper Icon Sales:** suggested donations are \$1, \$5, or \$10. Display in a visible location.
- **Change for Children:** collect change at a register or from a fountain. Creates awareness for GKTW as well.
- **Workplace Giving:** GKTW is a member of America's Charities but can participate in other campaigns. In most instances, employees can "write in" GKTW on pledge forms.
- **Holiday Costume or Decorating Contest**
- **Employer Matching Gifts:** ask at work if your company donates money to match your volunteer hours or donations.
- **Dress Down Days:** offer employees the opportunity to wear casual clothing in exchange for a donation to GKTW.
- **Car Wash or Pet Bath**
- **Wish List Item Drive:** select an item or items from the GKTW Wish List and ask donors to provide these gifts (toys, fabric for pillow cases, candy, etc.)
- **Charity Night at a Local Restaurant:** donate a portion of sales or ask diners to round up their bill to an even amount with excess benefiting GKTW.
- **Employee Barbecue/Picnic Family Fun Day:** solicit vendors to donate food items and door prizes. All meal and ticket sales go to GKTW.
- **Potluck breakfast, lunch or dinner**
- **Theme Nights**
- **Auctions:** live, silent, or eBay. Art Auctions.
- **Celebrity/Sports Star Autograph Signing Party**

GET SOCIAL

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Help us FULFILL Wishes



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Give Kids The World *Village* MAKING DREAMS COME TRUE

Give Kids The World Village is a nonprofit resort for critically ill children and their families.

The most powerful gift you can give is hope.

More than 30,000 children in the U.S. are diagnosed with a critical illness each year; and half of those who are eligible for a wish choose to visit Orlando and its world-famous theme parks. Give Kids The World Village is the nonprofit that fulfills all of these wishes – providing every child and his/her family with a magical week-long, cost-free dream vacation in an 89-acre, whimsical resort unlike any place on earth.

Every wish family receives an all-inclusive experience featuring transportation; accommodations; donated theme park tickets; all meals and snacks; nightly entertainment; and unlimited fun at the Village, a storybook destination all its own...featuring an array of accessible rides and attractions. Since 1986, the Village has welcomed nearly 200,000 wish families from around the world to laugh together, play together, and create unforgettable memories away from hospital stays and medical treatments.

The power of a wish is immeasurable, delivering joy, optimism and enduring hope to families who need it most. Give Kids The World is made possible by the generosity of countless caring partners, individual donors and volunteers. For more information, please visit www.gktw.org.



Volunteering

Each week, hundreds of volunteers like YOU share their time, talent and passion helping to create magical moments and unforgettable memories for wish families at our 89-acre, whimsical nonprofit resort – with more than 200,000 families welcomed since 1986.

Help us make dreams come true by volunteering your time serving a meal; scooping some ice cream; operating our accessible rides; helping at our nightly parties or supporting a fundraising event. The possibilities are endless!

To learn more about volunteer opportunities at Give Kids The World Village – The Place Where Happiness Inspires Hope, visit www.gktw.org/volunteer or call (407) 396-0770.

HOW TO GET INVOLVED

GIVE SERVE SHARE

One of less than 1% of all U.S. charities to receive Charity Navigator's highest rating 16 years in a row, Give Kids The World relies on the generosity of countless individuals and organizations to create the happiness that inspires hope for wish families, with the commitment to never turn a wish child away.

START MAKING AN IMPACT TODAY

- Make a donation or become a monthly donor
- Volunteer and experience the Village for yourself
- Attend, sponsor or host a fundraising event
- Corporate/group team-building with purpose
- Become a corporate partner

To begin making a difference, visit www.gktw.org.



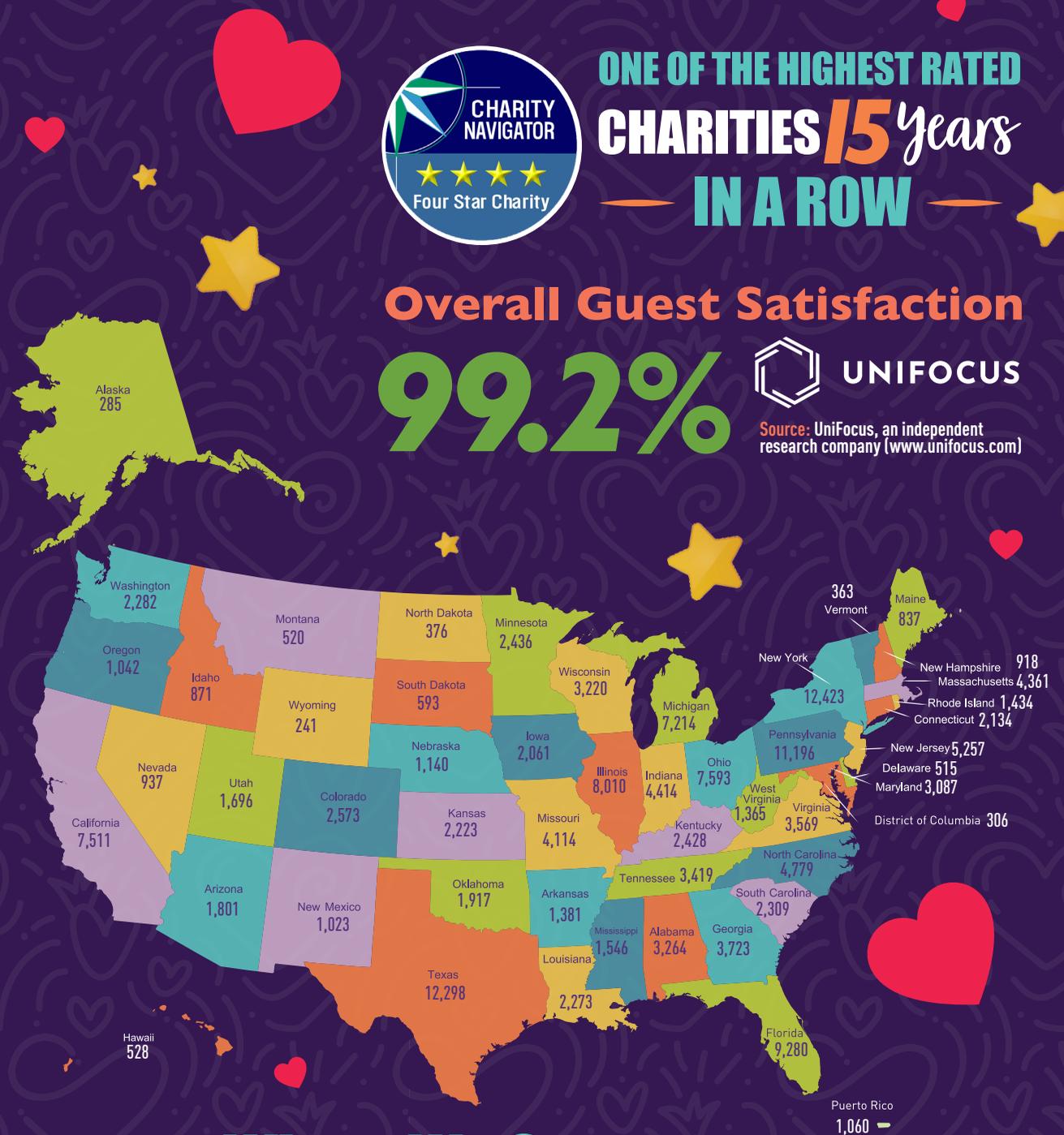
ONE OF THE HIGHEST RATED
CHARITIES 15 years
IN A ROW

Overall Guest Satisfaction

99.2%



Source: Unifocus, an independent research company (www.unifocus.com)



Whom We Serve.

Since 1986, Give Kids The World Village has created magical moments and priceless memories for wish families from all 50 states and more than 76 countries.

Our Story

The story of Give Kids The World begins with a little girl, her wish, and the desire of one man to make that wish come true.

The little girl's name was Amy. Amy had leukemia and one wish - to visit the theme parks in Orlando. To facilitate Amy's wish, the request of a complimentary stay was made to a respected hotelier. As he had done many times before, the hotelier gladly obliged and Amy's wish was that much closer to being realized. Sadly, Amy's other travel plans took too long to arrange and her wish was never granted; Amy passed away. Time simply ran out.

Amy's story inspired the hotelier, Henri Landwirth, to vow that no child in need would ever be failed again. And so, Give Kids The World was born.

The Village

Landwirth enlisted the support of colleagues in the hospitality and theme-park industries to assist him in bringing these special families to Central Florida within 24 hours if need be. He called the project "Give Kids The World," because that is just what he intended to do - provide memorable, magical, cost-free experiences to critically ill children and their families.

For the first three years, Give Kids The World worked to place visiting Wish Families in participating Central Florida hotels. But as the program expanded and the number of families grew, it was apparent that Give Kids The World would need to create a place - a special Village to serve special needs of its families. Give Kids The World Village opened in 1989.

Today the Village is an 84-acre, nonprofit resort complete with 168 Villa accommodations, entertainment attractions, whimsical venues, and fun specifically designed for children with critical illnesses.

With the help of many generous individuals, corporations and partnering wish-granting organizations, Give Kids The World has welcomed more than 175,000 families from all 50 states and over 75 countries.

Pamela Landwirth

President & CEO, Give Kids The World

“How wonderful it is that nobody need wait a single moment before starting to improve the world.” -- Anne Frank

As President and CEO of Give Kids The World Village, Pamela Landwirth lives those words every day - inspiring a committed family of staff, volunteers and donors that make the Village possible.

Pamela has been part of Give Kids The World since 1992, and was chosen to lead the Village in 1995. As President and CEO, she is responsible for the operations of the Village and all strategic advancement initiatives for the organization.

Prior to joining the Village, Pamela developed an extensive background in resort operations management, human resource development, and project planning from her 16 years with the Walt Disney World Company. At Disney, she was involved in everything from Casting to park operations to attractions sales. After leaving Disney in 1993, Pamela was a consultant to the President and CEO of Hard Rock Cafe in all areas of human resources, organizational development, and strategic planning.

Expanding Hope

Under Pamela's leadership, virtually every aspect of the Village has been transformed. The Village more than doubled in size, from 32 acres to 84 acres. The number of villas grew from 56 in 1995 to 168 today. Eleven new venues and attractions have been added, including Julie's Safari Theatre, Matthew's Boundless Playground, the Amberville Train Station and Towne Hall. Volunteer shifts have quadrupled, from 421 to more than 1,600 per week.

But most importantly, the number of families who visit Give Kids The World Village each year has grown from 3,949 in 1995 to more than 7,900 today. Pamela's dedication to those families is tireless, and she works each day to create for them the happiness that inspires hope.

In addition to her work at the Village, Pamela is a highly sought-after speaker in the nonprofit world. She has served on numerous nonprofit boards and currently sits on the Executive Advisory Board for the Something mAAgic Foundation and the University of Central Florida's Nonprofit Advisory Board. She has a bachelor's degree in History from the University of Georgia and a master's degree in Business Administration from Rollins College.

In 2017, Pamela was inducted into the International Association of Amusement Parks and Attractions Hall of Fame.

Henri Landwirth

Founder
Give Kids The World Village

Like the precious children Give Kids The World serves, founder Henri Landwirth knows what it's like to lose a childhood. Born in Antwerp, Belgium, on March 7, 1927, Henri and his family were separated and became prisoners in the Nazi death and labor camps during WWII.

Between the ages of 13 and 18, Henri was held prisoner in several camps, including Auschwitz and Matthausen. By war's end, both of his parents had been killed, but, miraculously, Henri and his twin sister Margot survived and were reunited. Henri worked his way to America on a freight ship, arriving in New York City with \$20 in his pocket and little knowledge of the English language. Soon after he was drafted to serve in the Army.

Henri used his GI benefits to learn hotel management and landed a position in a hotel, taking every opportunity to learn each job in the industry. That first job became a lifelong career.

Landwirth moved to Florida in 1954 and began to manage the 100-room Starlight Motel in Cocoa Beach, near Cape Canaveral. Space exploration was in its early days, and the original Mercury 7 astronauts and newsmen covering their adventures made the Starlite their temporary residence. At the Starlite, Henri forged lasting friendships with astronauts and newsmen, including Senator John Glenn and Walter Cronkite – friendships that would later help make Give Kids The World possible.

Since his retirement from the hotel industry in 1986, Henri has devoted himself to improving the lives of those in need through numerous foundations and nonprofit organizations.

With the original astronauts, Henri founded the Mercury Seven Foundation, now known as the Astronaut Scholarship Foundation, which provides scholarships to promising young science students. Through the Fanny Landwirth Foundation – named for his mother – he has built a senior citizen center and a children's school in Orlando and created a scholarship program for underprivileged children in Israel.

In 2000, Henri founded Dignity U Wear, an organization that provides clothing – and hope – to children and families who are homeless, abused, abandoned, or neglected.

Henri has earned numerous honors and awards. In 1988, he was named one of the 12 Most Caring Individuals in America by the Caring Institute. He was Parent's Magazine Humanitarian of the Year and, in 1994, the Orlando Sentinel's Floridian of the Year. In 1997, Henri received an honorary doctorate of Humane Letters from the University of Cincinnati. He has twice been invited to carry the Olympic Torch. In 2017, Henri was inducted into the International Association of Amusement Parks and Attractions Hall of Fame.



IHG OWNERS
ASSOCIATION



Give Kids
The World
Village
Where Happiness Inspires Hope

Foster a
Fairytale

Certificate of Appreciation

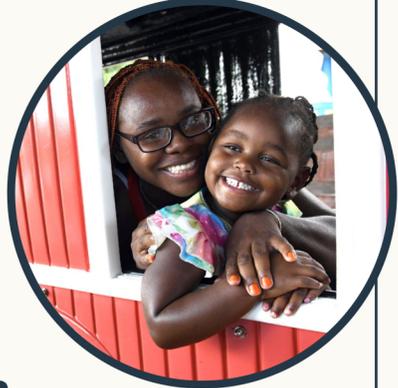
THIS CERTIFICATE IS AWARDED TO

FOR OUTSTANDING DEDICATION TO
IHG OWNER'S ASSOCIATION'S "FOSTER A FAIRYTALE" CAMPAIGN
BENEFITING GIVE KIDS THE WORLD VILLAGE.

SIGNATURE

DATE





JOIN US FOR A
Celebration
FUNDRAISING EVENT!

DATE & TIME:

LOCATION:



Give Kids The World Village is an 89-acre, nonprofit resort in Central Florida that provides weeklong, cost-free vacations to children with critical illnesses and their families. givekidstheworld.org

