



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**

To enhance the success of your program, consider integrating online and social media fundraising. Promote your fundraiser by creating an "event" on Facebook and tweeting about it on Twitter.

 /gktwvillage  /gktwvillage  /givekidstheworld  www.gktw.org/blog



Give Kids
The World
Village

Where Happiness Inspires Hope



The most magical sound in the world is that of a child's laughter.

That is what fills the air at Give Kids The World Village—a wish-fulfilling, fanciful, carefree retreat for children with critical illnesses and their very deserving families.

Give Kids The World Village is an 84-acre, nonprofit “storybook” resort located near Central Florida’s most beloved attractions. Children and their families are treated to weeklong, cost-free fantasy vacations, complete with accommodations in the Village’s whimsical villas, donated attraction tickets, meals and much more.

At the Village, these precious children learn that dreams really do come true, as they and their families are immersed in joy, hope and non-stop fun for a few unforgettably happy days—a most welcome escape from the weight of their challenging circumstances. Since 1986, Give Kids The World has hosted more than 175,000 deserving families from all 50 states and 76 countries.

This extraordinary, life-changing experience is Give Kids The World’s gift, made possible only through the generosity of dedicated corporations and countless individuals. For more information, visit givekidstheworld.org.



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bbb.org/charity



COL-0019-0114

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.

Give Kids The World at a Glance

Children between the ages of 3 and 18 who wish to visit Central Florida's world-famous attractions may be eligible for a trip to Give Kids The World Village after they are diagnosed with a critical illness.

Eligible children are paired with one of over 250 partnering wish-granting organizations (WGOs) from around the world. WGOs then refer the Wish Child and their family to GKTW Village. Since its founding in 1986, GKTW has hosted Wish Children from all 50 states and over 75 countries.

As part of a family's weeklong dream vacation, Give Kids The World provides:

- Accommodations on-site in one of the Village's fully-accessible villas
- Donated tickets to all three major theme-park resorts (SeaWorld Orlando, Universal Orlando and Walt Disney World)
- Transportation
- Breakfast, lunch and dinner in our dining area, Café Clayton; and ice cream available all day in The Ice Cream Palace
- Many other fun surprises

Everything is entirely cost-free to the family!

The family's local wish-granting organization provides the family's airfare, car rental, spending money and any other special needs the child may require such as translators, extra medical considerations, etc.

Facts about Give Kids The World:

- Give Kids The World (GKTW) was founded in 1986, and Give Kids The World Village opened in 1989. There is only one Give Kids The World Village in the world.
- GKTW was founded by Central Florida hotelier and philanthropist, Henri Landwirth.
- Since 1986, GKTW has served over 156,000 families from all 50 states and over 75 countries.
- Families enjoy weeklong, cost-free vacations that include accommodations at the Give Kids The World Village, meals, donated attraction tickets and more!
- With the help of many generous individuals and corporations, including Walt Disney World, Universal Orlando, SeaWorld Orlando, Hasbro, Walmart, Perkins, Boston Market and many more, GKTW serves more than 8,000 families each year.
- Volunteers are an enormous part of GKTW. Each week more than 1,800 volunteer shifts are filled to help Wish families experience their memorable vacation.
- GKTW maintains an administrative rate of just 8.1% - well below the national nonprofit average. For the past five years, GKTW has earned Charity Navigator's Four Star rating.
- GKTW is always in need of volunteers, financial assistance, and in-kind support. To learn more about GKTW, visit www.gktw.org or call 1-800-995-KIDS.

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.

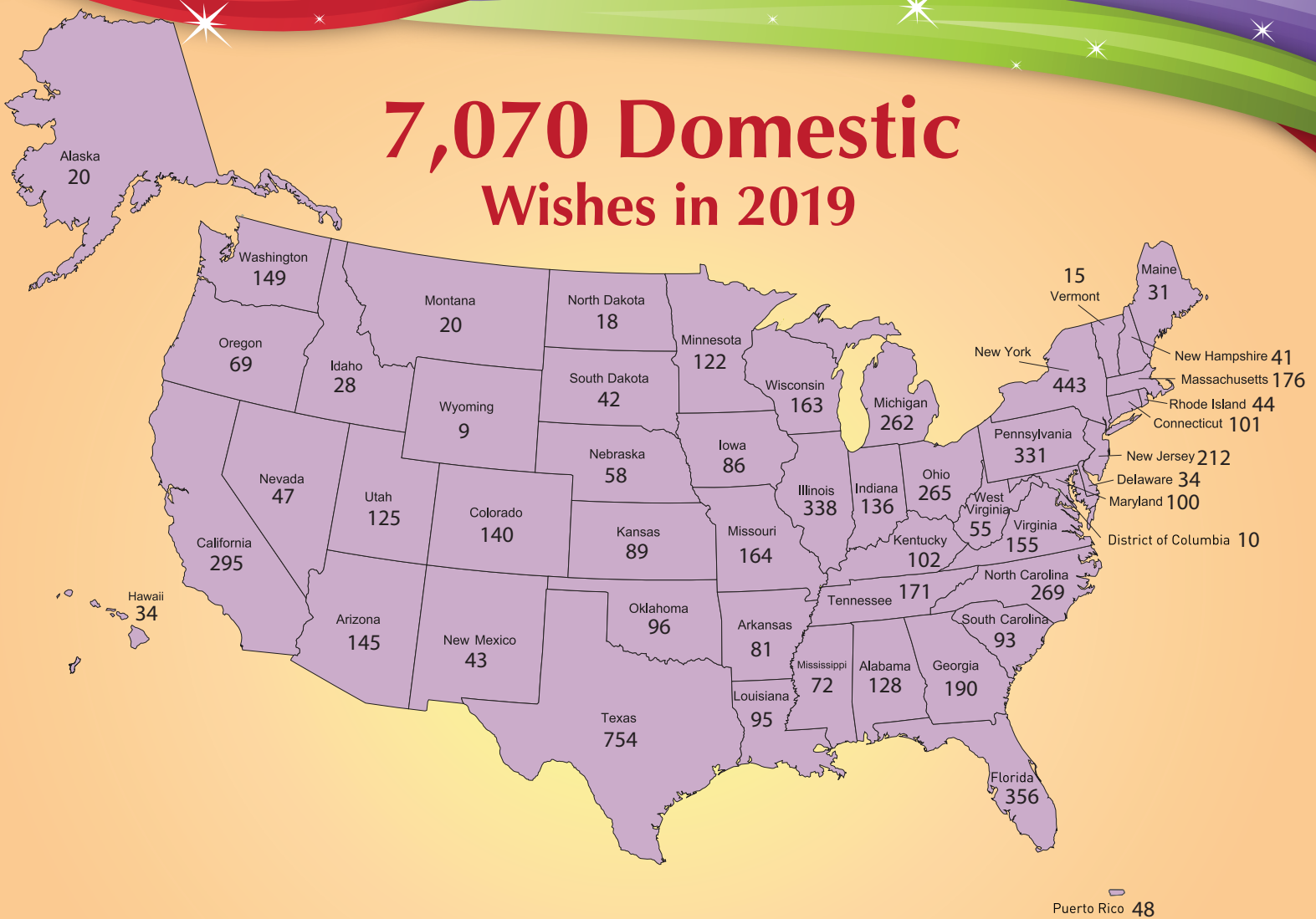
In 2000, Henri founded Dignity U Wear, an organization that provides clothing – and hope – to children and families who are homeless, abused, abandoned, or neglected.

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.

In 2019, Give Kids The World Village served 8,127 families



7,070 Domestic Wishes in 2019



Total Wishes in 2019: 8,127
Total Wishes From 1986-2019: 174,919

1,057 International Wishes in 2019, comprised of families from 23 countries around the world:

Argentina: 2	Dominican Republic: 1	Ireland: 35	New Zealand: 1	South Africa: 2
Australia: 1	England/UK: 363	Israel: 57	Panama: 6	Spain: 1
Barbados: 4	Guam: 9	Italy: 1	Peru: 2	U.A.E.: 1
Brazil: 2	The Netherlands: 7	Mexico: 12	Portugal: 2	Wales/UK: 1
Canada: 536	Hong Kong: 1		Scotland: 1	



Give Kids The World Village has been honored to serve families from more than 76 countries worldwide.





“Give Kids The World healed a part of Cami that no drug or doctor ever could.”

~Cami’s Mom



Our Mission.

Give Kids The World (GKTW) is a nonprofit organization that exists only to fulfill the wishes of critically ill children and their families from around the world to experience a memorable, joyful, cost-free visit to Central Florida’s attractions, and to enjoy the magic of Give Kids The World Village for as long as there is a need.

All it takes is a wish.

GKTW partners with over 250 Wish Granting Organizations (WGO) around the globe that identify children with life-threatening illnesses – “wish children,” as we refer to them – whose one desire is to visit Central Florida’s popular attractions. Those organizations arrange transportation to Central Florida and verify their medical status with a licensed doctor. GKTW fulfills the weeklong vacation in Central Florida by providing accommodations, donated attraction tickets, meals and much more.

Facts.

- Since 1986, GKTW has served over 175,000 families from all 50 states and 76 countries.
- With the help of many generous individuals and corporations, including Walt Disney World®, Universal Orlando Resort®, SeaWorld Orlando®, Hasbro®, Perkins®, Boston Market™ and many more, GKTW is able to serve nearly 8,000 families each year.
- Each and every day, dedicated volunteers share their time and talents with the Village. More than 1,800 volunteer shifts are filled each week to help wish families experience their memorable vacation.
- 92 cents of every dollar goes directly to programs for the children and families that GKTW serves – well below the national nonprofit average. GKTW has consistently earned Charity Navigator’s four star rating and was named the most fiscally responsible charity by Worth Magazine and mainstreet.com.

The Give Kids The World Wish includes:

- Accommodations on-site in one of 168 villas
- Donated tickets to all three major theme-park resorts (SeaWorld Orlando®, Universal Orlando Resort® and Walt Disney World®)
- Transportation
- Meals in our Gingerbread House Restaurant and Katie’s Kitchen; and ice cream all day in the Ice Cream Palace
- Many other fun surprises

Everything is entirely cost-free to the family!

A look at some of our magical village venues.

Twinkle Hope’s Rockin Spa



Matthew’s Boundless Playground



Castle of Miracles



Gingerbread House Restaurant



Amberville Train Station



The Park of Dreams



Thank you to our Corporate Heroes

Since the very beginning Give Kids The World has fulfilled its promise to never turn away a child whose one wish is to visit the world-famous Central Florida attractions. And with the generous support of our dedicated partners, we always will.

We are deeply grateful to every corporate partner for its unique contribution; we simply could not fulfill our mission without them. Our partners are truly Heroes not only in our eyes, but in the eyes of the special children and families we serve.

Platinum



WALT DISNEY World



Gold



Silver



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Chesapeake Hospitality
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 Mr. Michael Campbell Jr.
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 Peter, Ann and Matthew Conrad
 Wiley Corbett
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 Fabric Innovations, Inc.

Family Entertainment Group
 Mr. Clint Ferguson
 First Things First Foundation
 Ms. Amy Rose Fish
 Florida Realtors
 Mr. and Mrs. Jim Fontaine
 Forcepoint LLC
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 Ms. Sami Gayle
 Mr. and Mrs. Darrin Geiger
 Mr. and Mrs. Frank Giordano
 Give2Get
 GM Test Track
 Greater Orlando Aviation Authority
 The Griffin Family Charitable Fund
 HALO
 Hanning Family Foundation
 HD Supply Facilities Maintenance
 Henry Schein
 Hershey Trust Company
 The Hickey Family Foundation
 Hormel Foods Corporation
 Michael and Kellye Hug
 Paul B Hunter and Constance D
 Hunter Charitable Foundation, Inc.
 Hunter Amenities International
 The ICEE Company
 Independence RV Sales & Service
 Innovative Construction, Inc.
 International Compliance
 Professionals Association
 Isermann Family Foundation
 c/o Gene Korf
 JDK Management Co. Inc.
 Joy In Childhood Foundation Inc.
 Joyce Bowen Starner
 JR Restaurants of Mountain
 Iron LLC
 K Investments Cafe LLC
 Mr. and Mrs. Neal Karels
 John Kelley
 Kellex Corporation
 Kern Studios
 Mr. Marty King
 Kinseth Hospitality Corporation
 The Kling Family Foundation
 Kramer Foundation
 Kramer Portaits
 La Casa Del Sol
 Mr. and Mrs. Gary Landwirth
 Landwirth & Associates, Inc.
 Larose-Cut Off Middle School
 Blanche & Irving Laurie
 Foundation
 Mr. and Mrs. Arlin Lehman
 Marie and JuneMarie Lemmon
 Brian Lewis and Dr. Audey Veach
 LJM & Associates, Inc.
 Lo-Temp Engineering Inc.
 Loews Corporation

Magical Wishes for Kids, Inc.
 Mrs. Marty Magpuri
 Mr. Leif Maiorini
 Maria Margenot
 Anne Margoluis
 Mars Chocolate North America
 Mrs. Gudrun Mason
 Matthew's Wish
 McAuley High School
 Medieval Times
 The Michael J. Hach
 Foundation Inc.
 Microsoft
 Mr. and Mrs. Dennis Mott
 Kenneth and Paula Munson
 My Florida Regional MLS
 Naples Restaurant, LP
 The National Holiday Fund
 National Mah Jongg League
 Foundation, Inc.
 Rod Nease
 Robert Neill
 New Jersey Amusement
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 Northcott Company
 Northcott Hospitality LLC
 Origis Technics USA Inc.
 Robert and Laura Owens
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 Mr. Jimmy Papa
 Papa John's
 Dr. Buck Parker
 Patina Restaurant Group
 Denise Patterson
 Mr. Kit Patrick
 Pelican Communications, Inc.
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 Chris Scott
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 The Sence Foundation
 The Sewing Table at Busy
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 Mark Sharkey

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 Steve Swenson
 Joanna Tadich
 The Tampico Foundation
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 Touchstone Golf Foundation
 Tudi Mechanical Systems, Inc.
 Glenn and Lisa Ullmann
 UnitedHealth Group
 Workplace Giving
 Universal Fine Jewelry
 Mr. and Mrs. Jeff Vahle
 Mr. John Vataha
 Vekoma Rides Manufacturing B.V.
 Villas of Grand Cypress
 Mark Walaska
 Walgreens
 Jack and Abby Waterstreet
 The Wawa Foundation
 Weigl Works, LLC
 David & Betty Weinzwieg
 Charitable Trust
 Alisa West Household
 Wheaton World Wide Moving, Inc.
 Jason Wicht
 Ms. Jennifer Williams
 Spense Wilson Jr.
 Mr. and Mrs. David Witzerman
 Ms. Joan Wysochansky
 Yachting Club of America
 Mr. and Mrs. Michael Young

Awards & Recognition

Give Kids The World Village's commitment to accountability and transparency assures supporters that their donation is used in the most responsible and efficient way possible. Our continued focus on these practices has also earned us numerous awards and recognition over the years.



Better Business Bureau (BBB) Accredited- We are a BBB Accredited Charity that meets all 20 standards for Charity Accountability and are a member of the BBB Wise Giving Alliance.

Highest Ranking from Charity Navigator- We've been awarded a 4-star rating for sound fiscal management for the past ten consecutive years by Charity Navigator, America's largest independent evaluator of charities.

3 Million Volunteer Hours- Nearly 3 million volunteer hours have been served at Give Kids The World Village. GKTW may be one of only a handful of organizations to achieve this in the United States, if not the world.

America's Charities- We are featured by America's Charities, a multi-dimensional, mission-driven organization that connects public and private sector employers with charities to engage employees in greater giving.

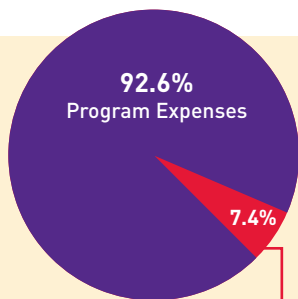
Sentinel Top 100- We have been named one of the *Orlando Sentinel's* Top 100 Companies for Working Families for the past nine consecutive years.

Highest Rated Charity in America- We have been recognized as one of the highest rated charities in America by personal finance website MainStreet and also reported by MSN Money. The news website based its analysis on the evaluations of thousands of national charities by Charity Navigator, America's leading independent charity evaluator.

Florida State Certified Green-Lodging Resort- We have earned a Three Palm certification from the Florida Green Lodging Association. Established by the Florida Department of Environmental Protection, this program encourages the conservation and protection of natural resources.

GreatNonprofits- Every year since 2005, Charity Navigator has awarded Give Kids The World Village the organization's top designation, the four-star rating. Charity Navigator also ranks the Village among the Top Twenty charities nationwide. We are platinum rated by GuideStar – its highest ranking for transparency – and we have been designated a Top-Rated nonprofit by GreatNonprofits four times.

Thank you to all of our generous partners and dedicated volunteers whose gifts of time, talent, and, resources have helped us earn and maintain these outstanding designations.



Fiscal Responsibility

Give Kids The World Village is committed to transparency and fiscal responsibility. We value every donation we receive from our corporate and individual supporters. More than 92 cents of every dollar we spend goes directly to services for the children and families we serve. Administrative costs are just 7.4 percent, well below the national average for nonprofits.

Fundraising & Administrative Expenses