Celebrate our 7th 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 7th, children across the country are invited to drop off their letters, stamped and addressed to Santa at the North Pole, in the Santa Mail letterbox at any Macy's store, or create and send your letter online at macys.com/believe. For each letter received, 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 create and send your letter online at macys.com/believe today. 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.
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, 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 stamped 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. 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 online at wish.org to find out more about the nation’s largest wish-granting organization and see how you can help grant wishes.
Finding magic in the classroom | Activity #1

How to celebrate a million reasons to believe in your classroom.

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The Believe campaign presents a number of opportunities to explore the themes of holiday giving with creative writing and critical thinking skills. Here are just a few:

**Letter writing lesson plans:**

The basics. Write a letter to Santa Claus.

- Review the basic components of a letter.

Be convincing. Write a persuasive letter.

- Instruct students to write to Santa, explaining why they should be on the “nice” list.

Add a twist.

- Ask students to write a letter telling Santa “what magic means to me and my magical holiday wish for me or someone else.”

**Reading aloud + vocabulary building lesson plan:**

- Utilize Virginia's original letter to The New York Sun and the famous editorial reply, "Yes, Virginia, there is a Santa Claus."
- Try a word scramble with magical words (see worksheet included).

**Short Story lesson plan:**

- Sometimes believing in something can truly be magical. You do not always have to see or touch something to know it's real. Have students write a short story describing something they believe in and why. You'll focus on how to structure paragraphs (beginning, body, ending).
Believe in your community | Activity #2

How to celebrate a million reasons to believe in your community.

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How can you get involved and help support Make-A-Wish?
Join Believe and support Make-A-Wish by organizing a Santa Letter-Writing Campaign.

It’s easy. Here are a few tips to get you started:

Tip #1. Team up. Identify potential local allies, such as co-workers, friends, local elementary schools, pre-schools and day care centers, Girl Scout and Boy Scout troops and your local Make-A-Wish chapter.

Tip #2. Spread the word. Distribute or post Believe flyers. Share the mission of Make-A-Wish. Schedule visits and meetings with local partners, such as scout troops.

Tip #3. Enjoy the full experience! Make an afternoon of it — collect, count and deliver your letters to your local Macy’s store together. Bring the entire team, a children’s group and share the accomplishment of helping us reach our goal!
Make-A-Wish®

Fact Sheet for Students

- Make-A-Wish has granted the wishes of more than 250,000 children with life-threatening medical conditions in the United States since 1980.

- Our 25,000 volunteers grant a wish in the United States every 38 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 14,000 wishes. That’s the most we’ve 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.

- To qualify for a wish, a child must be older than 2½ and younger than 18 (when they are referred) and must not have received a wish from another wish-granting organization. Most referrals come from parents/guardians or medical professionals, and children can also refer themselves for a wish.

- A physician must certify that a child who has been referred has a life-threatening medical condition in order to qualify for a wish.

For more information about Make-A-Wish, visit wish.org
Dear Santa,
Santa Claus
The North Pole

VIA AIRMALL
Santa Claus
The North Pole

Dear Santa,