

Make-A-Wish®

IOWA

Dear Mike & Kim,

Hundreds of families find joy each year in the wishes that Make-A-Wish Iowa grants across the state. Still, for every wish we grant, there are three more children with critical illnesses whose wishes need financial support. In 2021, more kids are waiting for wishes than ever before.

What if you could promise to grant a wish for a family and child every year, forever? You can grant a Wish Forever by taking part in our plan for 99 Endowed Wishes—an extraordinary way to make more wishes possible for inspiring kids across Iowa. By making a gift like this today, you will bring countless dreams to life. Every wish we grant begins with hope. And that hope begins with donors like you.

Sincerely,
[NAME]
[TITLE]

AJ'S Wish Story Sponsored by Shelly, Steve, Olivia and Luke Rothmeyer

AJ was only two-weeks old when he received his first open-heart surgery and was given a tracheostomy and gastronomy tube to open his airways. Following his surgery, AJ was transferred back to the UIHC until he met the requirements for his second open-heart surgery. It wasn't until he was eleven-months old that AJ finally went home; since he was born, AJ has continued to have ongoing heart catheterizations and procedures to repair his airway.

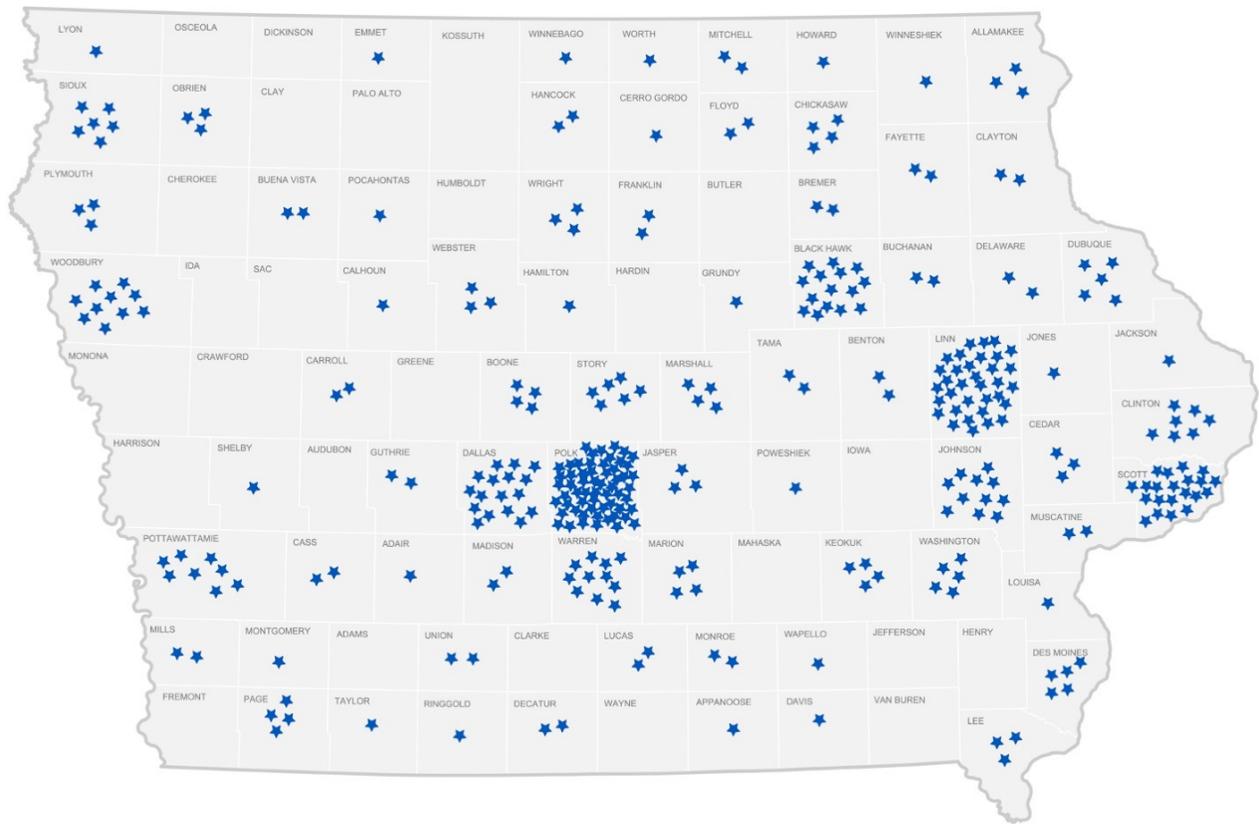
When AJ and his family learned of his wish eligibility they were overcome with emotions. Due to his medical condition, AJ wasn't able to verbally ask for what he wanted so it took a bit of brainstorming and considering all of the things that he enjoys. Ultimately his family decided that a camper would be the perfect wish for AJ—who loves the outdoors, trees, and car rides.

With his camper, AJ and his family are able to stop and enjoy the sights along the way to his doctor appointments in Philadelphia and have a place to stay when traveling. In preparation for his wish, AJ and his family took the time to shop for things to keep in the camper, prepared their car to be able to pull the camper, and planned future camping trips.

AJ's wish for a camper has created a positive impact on his medical journey, making travel more accessible and quality time spent with his family more frequent. After the Derecho storm this past summer, AJ's family was left without power for two weeks. It was AJ's camper that helped them through this difficult time as they were able to pack their things and move to a place with electricity to run his oxygen and monitors. With the camper, his family didn't have to panic about batteries, how to keep AJ cool or how to prepare his food without power.

With your help, Make-A-Wish Iowa's plan for 99 Endowed Wishes will make these wish stories more common than ever.





Iowa wishes in waiting - November 3, 2021

99 Wishes Across 99 Counties

Imagine a future with assured wishes for any critically-ill Iowa child who needs one.

In 2022 we are kicking off our "99 Wishes" initiative so that children and families across each of Iowa's counties can count on Make-A-Wish Iowa for generations to come. Our goal is to endow 99 Wishes – representing one of each county!

Make-A-Wish works with children from every Iowa county each year; supporting this cause is a great way to remember that every child with a critical illness in our state can have a wish granted.

This long term plan would mean we could grant almost 5,000 wishes in the next 50 years at the price of what only 1,980 wishes cost today. 99 Wishes Across 99 Counties provides confidence and longevity while being cost-effective long term.

For less than the cost of 10 wishes, you can grant a *Wish Forever*.

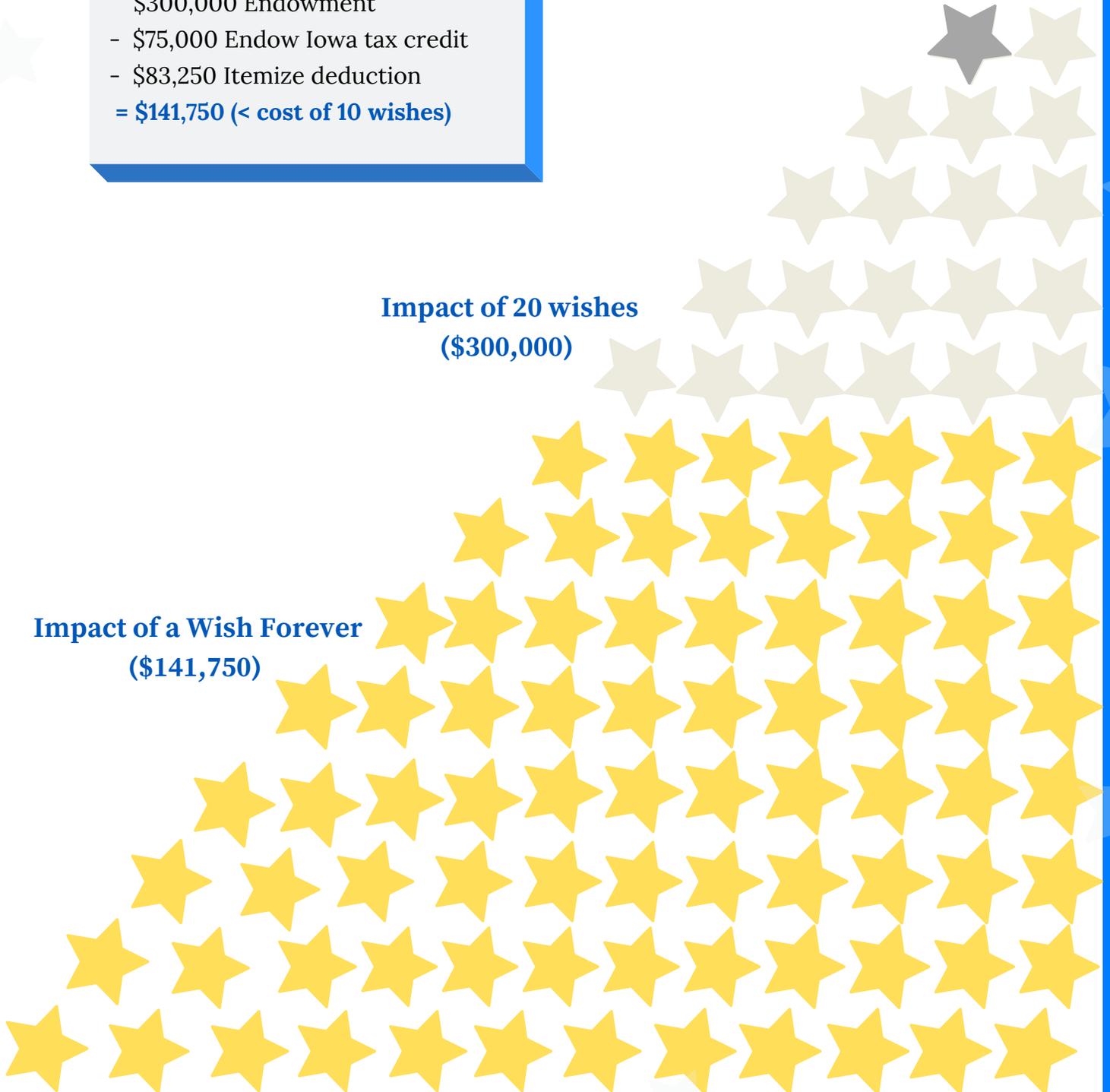
Cost to Donor

- \$300,000 Endowment
- \$75,000 Endow Iowa tax credit
- \$83,250 Itemize deduction
- = \$141,750 (< cost of 10 wishes)

Impact of 1 wish (\$15,000)

Impact of 20 wishes (\$300,000)

Impact of a Wish Forever (\$141,750)





I wish to have adaptive ski equipment

Piper, 7
nervous system disorder

Tomorrow's wishes are planned today.

There are wishes in waiting *right now* that we cannot grant without your help. What if we told you that you can help more children like Piper see their wishes come true without putting yourself in financial strain? By creating a Wish Forever payment plan, you can pay your endowment off all at once or slowly over time.

\$300,000 over 5 years

Annually	Quarterly	Monthly	Weekly
\$60,000	\$15,000	\$5,000	\$1,153.90

\$300,000 over 3 years

Annually	Quarterly	Monthly	Weekly
\$100,000	\$25,000	\$8,100	\$1,923.08

\$300,000 over 1 year

Annually	Quarterly	Monthly	Weekly
\$300,000	\$75,000	\$25,000	\$5,769.23

WISHES FOREVER.®

Mike & Kim,

We have so much to do. Right now, Make-A-Wish is only able to grant wishes for one out of every two eligible kids. Wishes Forever is part of our commitment to change the world for every eligible child... today and into the future.

Make-A-Wish invites you to be part of our vision to make a lasting impact and help every eligible child feel better. Your endowment will transform the lives of children who need the emotional healing of a Make-A-Wish experience. Our endowment professionals can tailor your interests to help the children we serve. You may designate your gift for a specific type of wish, or medical condition, or geographic area—whatever is close to your heart. You may also designate your gift to the area of greatest need.

We encourage you to stand by children we serve, and the children we need to reach.

Join us and watch lives become better.

Sincerely,
[NAME]
[TITLE]

Potential Recognition Opportunities



Star statue in county seat



Full media releases



4 tickets to all events/galas for life

ENDOW IOWA | TAX CREDIT PROGRAM



FOR GOOD.
FOR IOWA.
FOR EVER.

The Endow Iowa Tax Credit was created in 2004 to enhance the quality of life for the citizens of Iowa through increased philanthropic activity by encouraging new investments to existing community foundations across Iowa. Since then, Endow Iowa has leveraged over \$263 million in endowment gifts to support Iowa communities and charitable causes. This program has made nearly \$61 million in tax credits available to a wide variety of Iowa donors.

For the past five years, the annual tax credit limit has been \$6 million per year and each year every tax credit has been distributed. The program is administered by the Iowa Economic Development Authority (IEDA) in collaboration with the Iowa Council of Foundations (ICoF).



Those who give to a permanently endowed fund at a qualified community foundation or affiliate are eligible to receive a 25% state income tax credit for their gift. Donors are also able to take advantage of Endow Iowa tax credits in conjunction with federal tax deductions.



Endow Iowa Tax Credits are claimed fast, and for 2021 and 2022, the tax credits are already taken. Applications submitted after the 2022 credits were fully claimed are placed on a waiting list in the order applications are received to request a 2023 tax credit. More information can be found at <https://iowacounciloffoundations.org/endow-iowa/>.



Make-A-Wish Iowa is committed to helping you maximize the tax benefits from your gift. Because each donor has a unique financial situation, we recommend contacting our Director of Development, Chelsea Koenig, at (515) 334-2636 or ckoenig@iowa.wish.org to discuss your options.

ENDOW IOWA

TAX CREDIT PROGRAM



FOR GOOD.
FOR IOWA.
FOR EVER.

Endow Iowa Tax Credit Illustration

Gift Amount	\$50,000	\$150,000	\$300,000	\$500,000
Endow Iowa Tax Credit (25%)	(\$12,500)	(\$37,500)	(\$75,000)	(\$125,000)
Net Federal Deductible Gift	\$37,500	\$112,500	\$225,000	\$375,000
Federal Tax Savings (37%)	(\$13,875)	(\$41,625)	(\$83,250)	(\$138,750)
Net Cost of Gift	\$23,625	\$70,875	\$141,750	\$236,250

*** For ease of illustration, the examples above do not factor in the federal/state net tax effect. Examples assume the donor is in the 37% tax bracket and plans to claim a charitable deduction on the federal tax return.**

Endow Iowa

Payment Plan Examples

\$50,000 over 5 years

Annually	Quarterly	Monthly	Weekly
\$10,000	\$2,500	\$833.30	\$192.31

\$50,000 over 3 years

Annually	Quarterly	Monthly	Weekly
\$16,666.67	\$4,166.67	\$1,388.89	\$320.51

\$50,000 over 1 year

Annually	Quarterly	Monthly	Weekly
\$50,000	\$12,500	4,166.67	\$961.54

\$150,000 over 5 years

Annually	Quarterly	Monthly	Weekly
\$30,000	\$7,500	\$2,500	\$576.92

\$150,000 over 3 years

Annually	Quarterly	Monthly	Weekly
\$50,000	\$12,500	4,166.67	\$961.54

\$150,000 over 1 year

Annually	Quarterly	Monthly	Weekly
\$150,000	\$37,500	\$12,500	\$2,884.62

\$300,000 over 5 years

Annually	Quarterly	Monthly	Weekly
\$60,000	\$15,000	\$5,000	\$1,153.90

\$300,000 over 3 years

Annually	Quarterly	Monthly	Weekly
\$100,000	\$25,000	\$8,100	\$1,923.08

\$300,000 over 1 year

Annually	Quarterly	Monthly	Weekly
\$300,000	\$75,000	\$25,000	\$5,769.23

\$500,000 over 5 years

Annually	Quarterly	Monthly	Weekly
\$100,000	\$25,000	\$8,100	\$1,923.08

\$500,000 over 3 years

Annually	Quarterly	Monthly	Weekly
\$166,666.67	\$41,666.67	\$13,888.89	\$3,205.13

\$500,000 over 1 year

Annually	Quarterly	Monthly	Weekly
\$500,000	\$125,000	\$41,666.67	\$9,615.38

