



Workplace Giving

A Company Case Study

A simple “ASK” goes a long way!

It started with an easy ask, “Will you adopt a wish?”

A Board Member of Make-A-Wish® East Tennessee, approached his company to see if management would consider “adopting” (sponsoring) a wish. Sponsoring a wish for a wish child is close to a \$7,000 Commitment. The President of the company listened to his presentation of the Adopt-A-Wish® program, and then said, “see what the employees want to do?”

Ask and you shall receive

So the employee/Board Member went into action. In section meetings, he met with everyone at his company, from hourly to salaried employees, to tell them about Make-A-Wish East Tennessee and what it would mean to Adopt-A-Wish. He formed a committee, comprised of employees and found that the premise of hope, strength, and joy as a Make-A-Wish mission really resonated with everyone. They reviewed two touching wish stories (Joshua and Shannon’s stories) provided by Make-A-Wish East Tennessee and it was clear that the employees wanted to help. The employee/Board Member made a modest challenge to the employees, he asked each to commit to \$.75-\$2.00 per paycheck, very little but an amount that could truly help a child. He also took another step and worked with the payroll department to have any amount committed to be automatically deducted from the employee’s pay check. And lastly, the employee/Board Member went back to the company President and asked that if the employees adopted a wish would the company match the gift?

Engage others to help make a difference

What follows is a testament to what a difference people can make when they get a chance to help. On the first day, company employees committed over \$7,000. The company matched and \$14,000 was raised so not only one, but TWO wishes were adopted that day.

Shannon, Joshua, and their families were invited to the company Christmas Party and a tradition began. Now each year the wish children and families are invited to the company Christmas party and the employees enjoy seeing the children and families that they have helped.

A large banner now hangs in the plant, that grows each year, with a picture of each wish child that the company has adopted. To date, the company has raised ~\$63,000 (since 2010) granting 9 wishes of children in East Tennessee suffering from life-threatening medical conditions.

