



MagicMoments

FREQUENTLY ASKED QUESTIONS

What is Magic Moments?

Magic Moments is a 501(c)(3) non-profit organization chartered under the laws of the State of Alabama to make non-medical gifts to children with chronic life-threatening or acute life-altering medical conditions. Our sole purpose is to put joy and hope back in these children's lives.

How do we identify children who qualify for a *magic moment*?

Anyone can refer a child. Most of our referrals are received from Children's of Alabama, from medical personnel throughout the state, or from the child's relatives or friends. To be eligible, a child must be a resident of Alabama or receive primary treatment in Alabama. *Magic moments* are granted to children ages 4-18 who meet our medical criteria and are cognizant that they are receiving this gift. We grant only one request per child, and children who have already received a wish from another wish-granting organization are not eligible for a *magic moment*.

How does a child receive a *magic moment*?

An application is given to the child's parent or guardian, and when completed, is returned to our office. A medical form is then sent to the child's physician, and once it is returned, the request is presented to the Magic Moments Executive Committee for approval. Once the *magic moment* is approved, it is assigned to a Magic Maker, who contacts the family and assists in the fun of surprising the child with the request.

What kind of *magic moments* are granted?

Just as each child is different, so is their *magic moment*! Whether it is a trip to Disney World, going on a shopping spree or meeting a favorite celebrity, each one is special and unique.

How many *magic moments* are granted?

Magic Moments fulfills approximately 100 *magic moments* each year, and since our inception in 1984, we have granted over 5,000 *magic moments*, serving every county in Alabama.

How are the *magic moments* funded?

Magic Moments is not a United Way agency and is not affiliated with any other wish-granting organization. We rely totally on the generosity of individuals, corporations, foundations, civic groups and fundraising efforts for financial support.

Where is Magic Moments located?

We are based in Birmingham at the Magnolia Plaza Building, 2112 11th Avenue South, Suite 219

Who is Magic Moments?

Magic Moments is governed by a 24-member board of directors. We have a professional staff of six. Additionally, we are fortunate to have the support of numerous volunteers in the community and throughout the state that help us carry out our mission.

How can I contact Magic Moments?

You may contact us in person or by mail, telephone, fax or email:

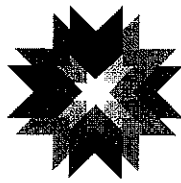
Magic Moments
2112 11th Avenue South
Suite 219
Birmingham, AL 35205

Phone: 205-777-5741

Fax: 205-868-3576

Email: ashley@magicmoments.org

Website: www.magicmoments.org



MagicMoments

MAGIC MOMENTS CRITERIA

All information concerning the *magic moment* recipient must be kept confidential.

In order to be eligible for a *magic moment*, a child must be between the ages of four (4) and eighteen (18) and meet the following criteria:

- The child has a chronic life-threatening or acute life-altering medical condition.
- The child must be cognizant that he/she is receiving a *magic moment*.
- The child is a resident of Alabama or receives primary treatment in Alabama.

A child can receive only one *magic moment*. The child is not eligible to receive a *magic moment* if they have already received a wish from any other organization.

Magic Moments grants only non-medical requests. Requests for hearing aids, wheelchairs, and other similar equipment do not qualify since these items are generally covered by insurance. We are unable to grant *magic moments* that might create a liability risk such as four wheelers, trampolines, firearms, motorcycles, etc. Magic Moments is unable to do any type of *magic moments* that involve remodeling or construction to the child's residence. We are also unable to provide cash gifts.

A *magic moment* application and medical form must be completed before the *magic moment* can be presented to the Board of Directors for approval.

We are unable to accept requests to change approved *magic moments* without approval from the Magic Moments Executive Committee of the Board of Directors.

PROCEDURES AND GUIDELINES FOR GRANTING MAGIC MOMENTS

The most exciting thing we do at Magic Moments is help make the special dreams of a child come true. If you are responsible for a child's *magic moment*, then you become the "Magic Maker" for that child and his/her family.

REVEALING THE BIG NEWS!

Most of our *magic moments* fall into the following categories; a trip, a shopping spree, or the chance to meet a celebrity. Regardless of the type, you get the pleasure of notifying the child/family to let them know their *magic moment* will be taking place. This can be done in any way you choose and we strongly encourage our Magic Makers to do what we call a "reveal." Work with the parents/caregivers to let them you know your plans for letting the child know. A Disney reveal can be as simple as a letter from Mickey telling them they are going to Disney World or surprising them at school with the announcement or as complex as dressing up as a favorite Disney character and surprising them at a public place. Frequently we get the media involved which is a wonderful way we can spread the good word about what we do. Our staff is ready and willing to help make your reveal happen.

DISNEY WORLD TRIPS

The most commonly requested *magic moment* is a trip to Disney World. This trip also includes passes to Universal Studios and Sea World.

The families stay at Give Kids the World Village, a resort for families with seriously-ill children. Magic Moments will send the child, two adults, and any siblings ages 18 and under living in the household. If the *magic moment* recipient does not have siblings, they are given the opportunity to bring one friend.

Once all forms have been received in the Magic Moments office, the Magic Moment Coordinator will make all logistical arrangements for the trip. We ask the families to give us at least six (6) weeks to plan a trip from the time they submit their paperwork. The Magic Moment Coordinator will send the Magic Maker a copy of the final travel arrangements with the departure time of the *magic moment* recipient.

The Magic Moment Coordinator will send the airline tickets, trip information, and a prepaid card for expenses to the family approximately two weeks before departure.

If you agree to be a Magic Maker for a trip to Disney World, here are some ideas of things you can do for the child to make their trip even more magical. After informing the child that their dream is coming true, we ask that you complete at least two of the ideas listed below:

- Send cards or letters counting down the days until the trip.
- Give your child a goody bag. Items you may want to include could be Mickey Mouse ears, a disposable camera, autograph book, favorite snacks/candy, or any other items that may be fun for the child to take to Disney World.

- Call and/or visit your child at home as they are getting ready to go on their trip. Keep them excited during the time their trip is being booked and before they leave. Sometimes, it can take up to a year before the child is able to travel, but it makes their *magic moment* even more special if you continually remind them of their exciting trip, this is a wonderful way to help keep them distracted from their medical treatments.
- See the family off at the airport or before they leave their home. Many of our families have never flown before, so you will be a huge help to them as they navigate their way through the airport. You could meet the family at the ticket counter with signs, balloons, or goody bags and visit with them until time to proceed through security.

It is important to remember that for any encounter with the child and their family, you are the face of Magic Moments and we thank you in advance for representing our organization in the best way possible.

SHOPPING SPREES

The second most requested *magic moment* is a shopping spree. The child can select the store(s) of his/her choice, but it usually consists of a trip to Wal-Mart, Target, Best Buy or department store. You will coordinate with the *magic moment* recipient's family so that you can meet them at the store at the appointed time. Please follow the guidelines outlined below:

- Plan to spend two to four (2-4) hours to complete the shopping spree.
- We strongly recommend that you contact the store in advance and let them know that you are going to meet a *magic moment* recipient and their family for a shopping spree. This will make your experience a lot easier and much more fun for the child as frequently a store manager will make sure the child is welcomed in a big way!
- Agree upon a meeting place (i.e. at the Customer Service area) and a time.
- Before you arrive at the store, please contact the Statewide Magic Moment Coordinator, at 205.777.5741 to get a prepaid credit card to pay for the purchases and the tax exempt information. As Magic Moments is a nonprofit charitable organization, we are not required to pay sales tax. Please make arrangements at least one week before you plan to go on the shopping spree.
- When the child is finished shopping, ask the family to (a) bring the car around or (b) invite them to get something to eat/drink at a nearby food area. The child may be tired and this also prevents the family from getting the sales receipt. The shopping spree should have no price tag as far as the child and family are concerned, so they must not be involved during the checkout process.
- Do not purchase extended warranties, service warranties, data plans, etc.
- The original receipt(s) should be sent to the Magic Moments office for permanent recordkeeping.
- The cost of a shopping spree varies with the age of the child, but generally falls in the \$2,500 range.
- If the parents ask how much they can spend, try to be as vague as possible by saying "Well, let's get started and see how it goes."
- If you approach the allotted amount, and the child wants to continue shopping, you might say something like, "It's getting time to check-out" or "I think its time to wrap up now."

- Try to discourage parents from bringing other siblings/children along on the shopping spree. You can say, "This is Little Johnny's *magic moment*, and we want it to be special for him." If other children are present and begin putting things in the cart, you will need to gently remind them that the shopping trip is for the *magic moment* recipient only.

SPECIAL TRIP

Sometimes our *magic moment* recipients choose to travel somewhere other than Disney World. The Statewide Magic Moment Coordinator will make all logistical arrangements for the trip once it has been approved.

Once the *magic moment* is approved, then it is similar to Disney World except that goody bags and such should be themed with the destination or purpose of the trip. For example, a cowboy hat for a boy who is going to a rodeo! Please see suggestions for Disney World trips for more ideas on how to make these trips even more magical.

MEETING A CELEBRITY

These *magic moments* can be the challenging to fulfill. These *magic moments* vary on a case-by-case basis, so please know that they can take a little time to develop. As the Magic Maker, please make sure you keep the child excited and engaged as we work toward fulfilling their dream. Any help you can provide for contacts to the celebrity as a Magic Maker are greatly appreciated.

As a Magic Maker for Magic Moments you will help the child "believe" again. These are children who have seen too much of doctors, nurses and hospitals and have been on the receiving end of sadness and despair for the majority of their lives. We could not do this wonderful work without you.

In every lifetime every moment is precious. In some lifetimes, one moment is magical.



Magic Moments

Confidentiality

Magic Moments is committed to providing the strongest possible protection for the confidentiality of our children and their families, board members, volunteers and employees. Magic Moments prohibits the disclosure of any information about our children and their families by board members, volunteers, or employees that is of a personal and confidential nature to any person who is not affiliated with Magic Moments and not authorized to have such information without the specific consent of the individual to whom the information pertains.

Representing Magic Moments

As a matter of principle, Magic Moments Executive Committee reviews all *magic moment* applications. The Magic Moments Executive Director reviews all proposed fundraising events and any and all uses of the Magic Moments name and logo. All media inquiries should be referred to the Executive Director. No volunteer may submit a press release, make a statement to the media as an official or unofficial spokesperson for Magic Moments, or make a speech representing Magic Moments without the specific knowledge and prior approval of the Executive Director. For the protection of our Magic Moments families and the organization in general, volunteers are prohibited from creating social networking sites in the name of Magic Moments.

Conflict of Interest

Magic Moments expects the primary interest of volunteers to be directed toward the people we serve. A conflict of interest occurs when the interests of any volunteer or another party actually or potentially affects Magic Moments in a negative way. Volunteers may represent other volunteer organizations or companies as long as these do not interfere with the mission of Magic Moments.

Volunteers are not to accept gifts, gratuities, free trips, personal property or other items of value greater than \$25 from an outside person or organization as an inducement to provide services.

Magic Moments recognizes that volunteers may hold a wide range of personal beliefs, values, and commitments. These become a conflict of interest only if they (1) prevent volunteers from fulfilling their job responsibilities; (2) use Magic Moments time and facilities for furthering those beliefs, values and commitments; or (3) if they attempt to convince others of their personal beliefs, values and commitments.



Magic Moments

VOLUNTEER PLEDGE

Magic Moments is committed to respect patient privacy and protect confidential patient and business information. We comply with all applicable laws, regulations, policies, procedures, and ethical guidelines.

I. PRIVACY PLEDGE:

I understand that in my service with Magic Moments, I am trusted with private and confidential information that may include patient medical records, conversations in which a patient can be identified, financial information, business documents, information systems practices, human resources records, vendor contracts, computer software, computer passwords, memos, e-mails, copyrights, and quality assurance and performance improvement activities. I pledge that:

- I **WILL** protect the privacy of our patients, families, employees, business associates, and community in accordance with Magic Moments policy.
- I **WILL ONLY** access confidential information on a legitimate "need-to-know" basis to perform my services.
- I **WILL NOT** show, tell, copy, give, release, sell, review, change, or destroy any confidential information unless it is part of my services. If it is part of my services, I will follow all proper procedures, such as shredding obsolete confidential information.
- I **WILL NOT** misuse or be careless with confidential information.
- I **WILL REPORT** privacy, confidentiality, or security breaches to the Magic Moments Executive Director.
- I **UNDERSTAND** my access to confidential information may be audited, my access may be removed at any time, and confidential information must remain confidential during and after my services. **Failure to do so could result in civil or criminal penalties.**

II. SPECIAL EVENTS

Magic Moments is a reputable children's non-profit organization and is concerned with the conduct and performance of its volunteers. While I am representing Magic Moments, I pledge that:

- I **WILL** conduct myself in a professional manner at all times.
- I **WILL** dress appropriately for all events and in attire that will allow me to carry out any tasks I might be assigned; e.g. unloading, lifting and/or other physical tasks.
- I **WILL NOT** use profanity in the presence of others, including but not limited to donors, *magic moment* families, staff and other volunteers.
- I **WILL NOT** consume any alcoholic beverages while working any Magic Moments events. Failure to comply will result in my being dismissed from the premises.

I understand that I am responsible for my behavior while providing services to Magic Moments. I understand that failure to comply with the aforementioned policies may result in immediate termination of my services by the Executive Director.

I HAVE READ, UNDERSTAND, AND AGREE TO THIS PLEDGE

Print Name _____

Signature _____

Email _____

Address _____

Date _____

