

A cluster of approximately 12 red five-pointed stars of varying sizes, scattered in the upper portion of the page.

Believe

A Guide For Parents, Educators and Community Leaders

Holiday 2020





Dear Parent, Educator and Community Leader,

Macy's is known for creating and sharing joy throughout the holiday season, and that includes one of our very favorite moments – our annual Believe campaign. This year, while the holidays may look a little different, we know Santa is an important part of many holiday traditions. **Now more than ever, we need your leadership to help spread the spirit of generosity this season, inspiring everyone you know to show they Believe by writing a letter to Santa Claus.**

Help us reach two million!

Beginning Monday, October 26, your letter to Santa can help raise \$1 million for Make-A-Wish®. For every letter you send online at macys.com/believe or drop in a big red letterbox in store, Macy's will donate \$1 to Make-A-Wish, up to \$1 million, to create life-changing wishes for children battling critical illnesses. With your help, we can make each child's wish come true.

From November 29 through December 5, Macy's will celebrate National Believe Week by doubling our donation to Make-A-Wish, pledging \$2 for each letter collected, up to an additional \$1 million, above the existing \$1 million campaign goal, to help grant children's life-changing wishes across the country.

Meet Make-A-Wish.

Make-A-Wish is the world's largest wish-granting organization, having granted hundreds of thousands of wishes to children. Wishes can help kids look past their limitations, help families overcome anxiety, and help entire communities experience joy. Now more than ever, as COVID-19 impacts our communities, hope is essential for waiting wish kids who are isolated and vulnerable.

Be an inspiration.

As a community leader, you are in a unique position to really make a difference. Inspire your students, peers, family and friends to get involved by writing their letters, too. We hope the attached guide gives you the tools to spread the word (in person and virtually) and help support Make-A-Wish this holiday season.

To be a part of this initiative means being a part of something magical. Each year, the Believe campaign grows as it touches the lives of so many. Wishes impact everyone involved – wish kids, volunteers, donors, sponsors, medical professionals and communities. We've heard countless inspiring stories from people of all ages since we began in 2008 and we are excited to see what special moments 2020 will bring.

My warmest wishes for a truly magical holiday season.

Sincerely,

Jeff Gennette
Chairman & CEO, Macy's, Inc.



Make-A-Wish History

Make-A-Wish® is the world's largest wish-granting organization, serving children in more than 50 countries on five continents. Last year, Make-A-Wish granted more than 15,600 wishes in the U.S., totaling more than 300,000 wishes since our inception in 1980.

Make-A-Wish traces its inspiration to Christopher Greicius, an energetic 7-year-old boy battling leukemia who wished to be a police officer. In 1980, the Phoenix, AZ community came together to make his wish come true. Little did Chris know that his wish would create a movement that would transform millions of lives. Today, Make-A-Wish has granted hundreds of thousands of life-changing wishes to children battling critical illnesses. Wishes that give families hope through dark times, strength to persevere and experiences that forever change their lives.



Make-A-Wish and Macy's Partnership History

Macy's and Make-A-Wish have been partners since 2003. Since then, Macy's has donated over \$132M, helping Make-A-Wish grant over 15,500 wishes, and impacting over 3 million lives. The Macy's Believe Campaign is just one of the amazing ways Macy's supports the Make-A-Wish mission. Our work inspiring to everyone involved.



Finding Magic in the Classroom

The Believe campaign presents a number of opportunities to explore the themes of holiday giving with creative writing and visual art. In addition to enjoying the fun activity sheets, and reading about the importance of giving back, this learning activity will be maximized by putting what students have learned into practice in the real world. Following are a variety of suggested activities you can participate in with your children to further their engagement in learning the life-lesson of philanthropy and helping grant wishes for children in your local community:

Letter-writing lesson ideas:

- Review the basic components of a letter
- Write a letter to Santa Claus
 - 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.”
- Submit the letter online at macys.com/believe or print it out and deliver it to your nearest Macy’s store in the big red letterbox
- Encourage friends and family to submit their own letter

Reading aloud + vocabulary building lesson ideas:

Try a word search with holiday words (see worksheet included).

Visual Arts lesson ideas:

- Draw! For big imaginations...
 - Instruct students to “draw” something that is magical to them.
- Have students draw and craft a collective word collage surrounding “I believe in...” and/or “Magic is...”

Inspire! For even bigger imaginations....

Ask students to draw, sketch, sculpt or paint their favorite, unique, or personal reason to Believe.

Believe in your community – tips for encouraging others to help bring joy back into a child’s life through the Macy’s Believe campaign

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. Set a goal for writing the most online letters or collecting the most letters to drop off at your local Macy’s! Ask your local chapter how you can get your own letter-writing link for your community group.

Tip #2. Spread the word.

- Share information about the campaign on social media. Share the mission of [Make-A-Wish](#). Schedule virtual meetings with local partners, such as scout troops or youth groups.

Tip #3. Enjoy the full experience!

- Make an afternoon of it — host a virtual letter writing party with your friends or schoolmates., or collect, count and deliver your letters to your local Macy’s store. Bring the entire team to safely drop off letters at curbside and share the accomplishment of helping us reach our goal!



Writing A Holiday Wish Letter

Writing a letter is easy!

Use this lesson plan to teach the basics of letter writing

Learning objectives

Letters should include three main components:

- Greeting
 - Establish who the letter is for and make an introduction
 - Ex. Hello!; Dear Santa; Happy Holidays!; To Santa & Reindeer
- Body
 - What is your letter about?
 - Ex. This holiday I want to grant wishes to other kids in need; I'd really like a puppy!; I want my brother to clean his room!; I'd like lots of toys!
- Closing
 - Finally, you need to end your letter. This can include a farewell message and your name, so the recipient, in this case, Santa, knows who sent the letter
 - Ex. Thanks Santa! Love, Billy

What is a letter? (5 mins)

- Write out an example letter to show students what a letter is
- Explain why we write letters
 - Ex. To keep in touch with family and friends, to address an issue, and of course, to share with Santa what we want for the holidays!
- Then, teach them the concept of a greeting, body, and closing.
- You can also use this opportunity to teach students how to write a date



Time to practice! (10 mins)

- List out several different greetings as examples, then have your student come up with their own different greetings
- Ask students to write down what they want to say in their letter in the body
- List out several different closing words or phrases, then have your student come up with their own ways of closing their letter
- Remind students to always sign their name in the closing

Letter Writing Activity (10-15 mins)

- Have your students practice writing a letter to Santa on their own on the stationary provided or at macys.com/believe.

Assessment (5 mins)

- Have student read letter aloud
- Review your student's work and discuss any necessary skills to work on

Make Sure Your Letter Gets to Santa! (5 mins)

- Time to send your letter! You can send a letter online at macys.com/believe or drop off letters at your local Macy's store in the big red letterbox. You can write as many letters as you want! For each letter, Macy's will donate \$1 to Make-A-Wish, up to \$1 million!



Believe

Activity Sheets

From,

Fill in the Blanks

Cut out the words from the word bank and glue them on the correct lines to complete the sentences below.
Then, answer the question and write your answer on the lines provided.

During this _____, it's a great time to
_____ back to our community. We can
do this by _____ food, clothes,
and toys to people who are in need.
We can also _____ our time at a
local _____. another way is to write
a holiday _____ letter. Can you
think of any other ways we can give
back to our community?

give

donating

volunteer

season

charity

wish



Guess the Word

The letters below can be unscrambled to create a mystery word.
Cut out the letters below and glue them into the boxes to create the mystery word.



--	--	--	--

i w h s

Tracing Words

Trace each philanthropy word below.
Can you read any of the words?



give

hope

wish

believe

charity

donate

Word Scramble

Unscramble each group of letters to form a word.



1. iveg _____

2. ytchiar _____

3. pohe _____

4. tnoeda _____

5. sihw _____

6. useac _____

7. ielebev _____

believe

give

donate

wish

hope

charity

cause

Helpful Hints:

Guess the Word

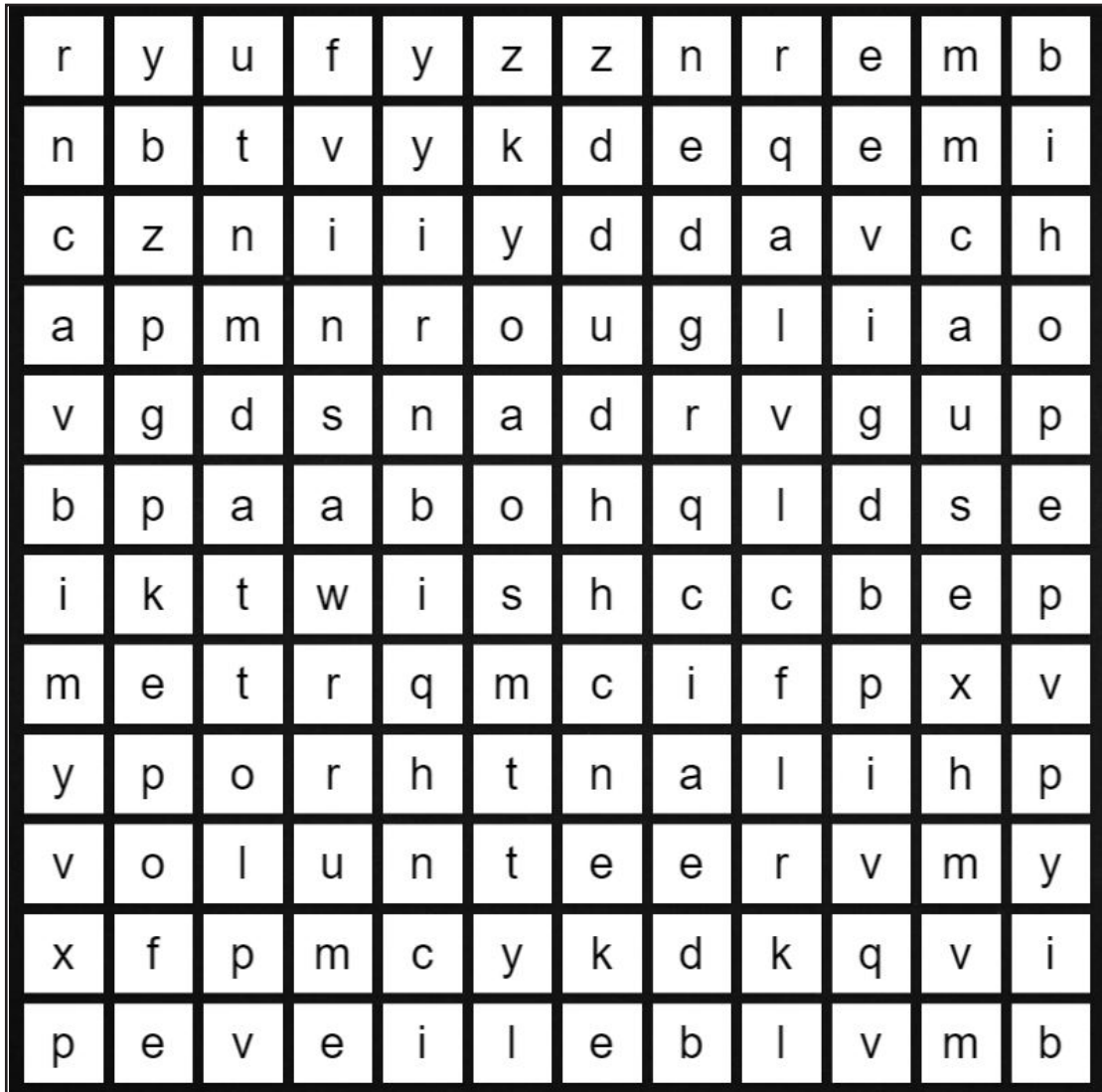
Can you guess the word below? Fill in the missing letters to complete the word. Do you know what this word means?



be i v

Hard Philanthropy Word Search

Can you find the philanthropy words hidden below? Hint: Some words are hidden diagonally or backwards.

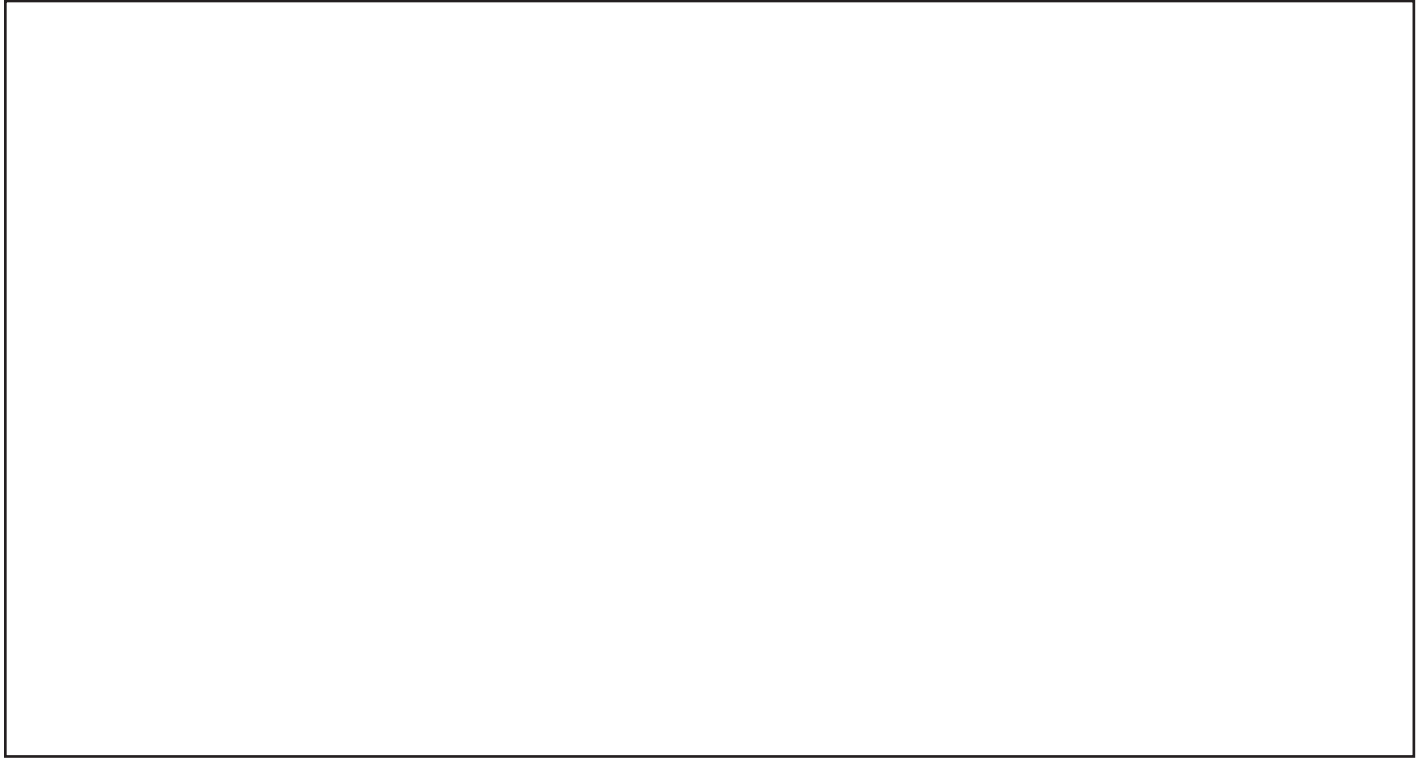


- donate
- hope
- charity
- give
- believe
- philanthropy
- cause
- volunteer
- kind
- wish



Acrostic Poem

Let's learn about the word "hope." First, draw a picture of something you hope for. Then, use the word "hope" to create an acrostic poem. An acrostic poem is a poem in which the first letter of each line spells out a word. For this poem, we will be using the letters in the word "hope."



h

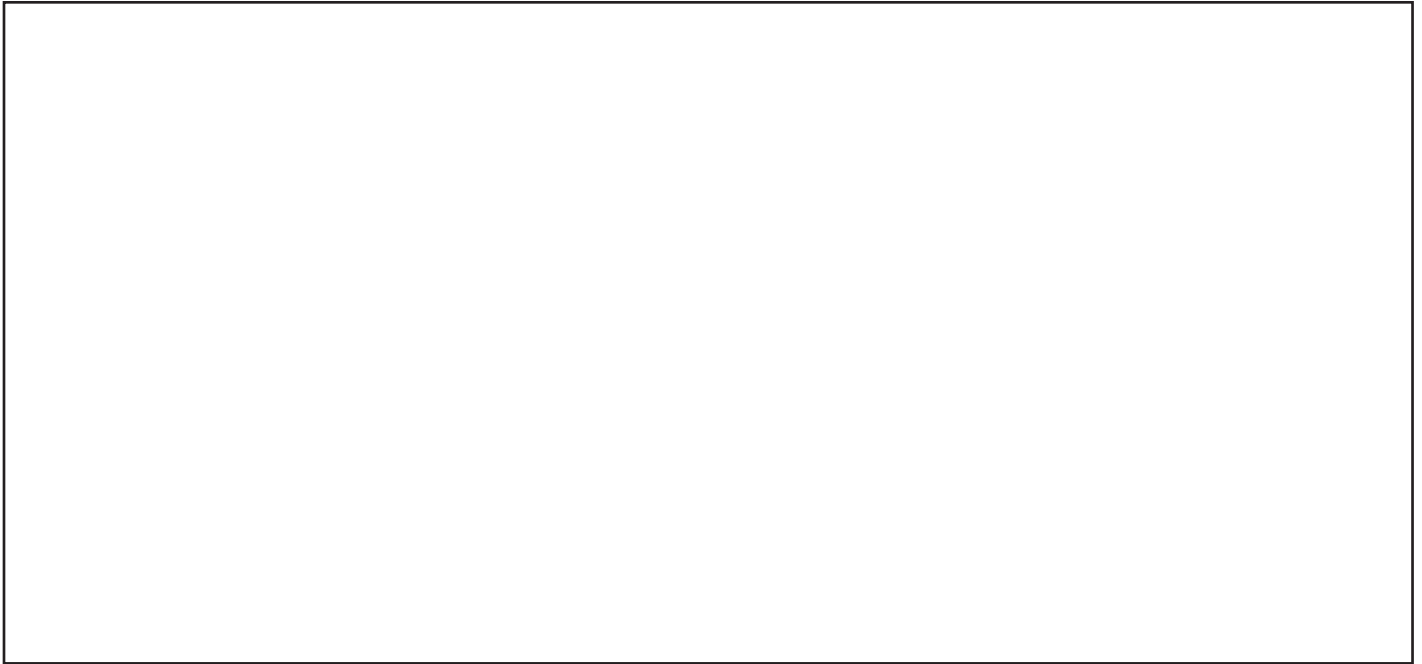
o

p

e

Acrostic Poem

Let's learn about the word "believe." First, draw a picture of something you hope for. Then, use the word "believe" to create an acrostic poem. An acrostic poem is a poem in which the first letter of each line spells out a word. For this poem, we will be using the letters in the word "believe."



b

e

l

i

e

v

e