

A Guide for Educators and Community Leaders
Holiday 2015

Believe

IN THE MAGIC OF GIVING



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Celebrate our 8th 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 6th, your letter to Santa can help raise a million dollars for Make-A-Wish. For every letter dropped in the big red letterbox at any Macy's, sent online at macys.com/believe, or written with the new Macy's Wish Writer™ stylus and app, 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, create and send your letter online at macys.com/believe, or use the new Macy's Wish Writer stylus and app 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.



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Dear Educator and Community Leader,

Magic is in the air and we're filled with joy as we continue one of our very favorite traditions. We need your leadership to help spread the magic of the season by inspiring everyone you can to show they Believe by writing a letter to Santa Claus. In fact, we're looking for another million reasons to believe!

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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.

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 and help support Make-A-Wish this holiday season.

Be part of something magical. Each year, the Believe campaign grows as it touches the lives of so many. We've received countless inspiring stories and touching letters from people of all ages since we began in 2008 and we cannot wait to see what 2015 will bring. I hope you are equally rewarded with the same wonderful experiences in helping to spread the word this year.

My warmest wishes for a truly magical holiday season.

Sincerely,



Terry Lundgren
Chairman and Chief Executive Officer
Macy's, Inc.



★ Make-A-Wish®

Fact Sheet for Students

- Make-A-Wish has granted the wishes of more than 254,000 children with life-threatening medical conditions in the United States since 1980.
- Our 27,000 volunteers grant a wish in the United States every 37 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 14,200 wishes. That's the most 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
- When wish kids are granted a wish, they get more than just a great experience for a day, two days, or a week. That experience improves the quality of life for them and their family.
- Make-A-Wish strives to exceed child and family expectations when granting a child's one true wish. The delivery of the wish is nearly as important as the wish itself and each experience is customized to make both the wish child and family feel extraordinarily special.

For more information about Make-A-Wish, visit wish.org

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★ 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, write your letter online at macys.com/believe, or use the new Macy's Wish Writer™ stylus and app. 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 at wish.org to find out more about the nation's largest wish-granting organization and see how you can help grant wishes.

The word "Believe" is written in a large, elegant, red cursive font. A small red star is positioned above the letter 'i'. Below the word, the phrase "IN THE MAGIC OF GIVING" is written in a smaller, red, all-caps sans-serif font. The entire logo is centered within a circular arrangement of small, light blue stars that form a decorative border.

IN THE MAGIC OF GIVING

★ 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).

- Don't forget to collect your students' letters and drop them off at Macy's!



★ 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!
- Don't forget to collect your students' letters and drop them off at Macy's!



★ Believe in art | Activity #3

How to celebrate a million reasons to believe with creativity.

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Visual Arts lesson plans:

Color! For the little ones...

- Download our budding artist-ready coloring sheet of the official Macy's Santa Mail Box. Or, for more advanced artists, a Believe meter model to color, cut and assemble!

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.
- Don't forget to collect your students' letters and drop them off at Macy's!

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For each letter to Santa dropped in the big red letterbox at any Macy's, or sent online at macys.com/believe, we'll donate \$1 to Make-A-Wish® up to \$1,000,000.

To learn more, visit macys.com/believe



**DON'T MISS THE AWARD-WINNING HOLIDAY CLASSIC!
TUNE IN FRIDAY, DECEMBER 18 AT 8:30/7:30c**



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★ Macy's invites your school to stage *Yes Virginia the Musical* royalty-free!

Yes, Virginia is based on the 1897 true story of 8-year old Virginia O'Hanlon, who asked "Is there a Santa Claus?" and inspired the most famous newspaper editorial of all time. Macy's has created a classic animated television special and children's book, and as part of our commitment to arts education, we've adapted the beloved holiday classic into a musical! Written specifically for kids and featuring new songs by Macy's Emmy Award-winning songwriters, this unforgettable story will come to life this season at schools across the country. And, we are extremely proud to offer *Yes, Virginia The Musical* to teachers royalty-free!

Yes Virginia The Musical is the perfect show for your school, with a one hour running time and an adjustable cast size — 8 main roles and 4 to 20 additional student parts! Just visit yesvirginiamusical.com to download the play. You'll find costume and set design ideas, even a complete video recording of the show filmed at the renowned theater camp Stagedoor Manor!



The Sun

PUBLISHED AT NEW YORK CITY

Thursday September 21st, 1897

••

Yes, Virginia, THERE IS A Santa Claus

Dear Editor ~

I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says, "If you see it in The Sun, it's so." Please tell me the truth, is there a Santa Claus?

~ Virginia O'Hanlon

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours, man is a mere insect, an ant, in his intellect as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus!

It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The external light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You may tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, VIRGINIA, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God!

This is the famous letter
from Virginia O'Hanlon
to the editor of *The New York Sun*,
first printed in 1897.

Santa Claus The North Pole

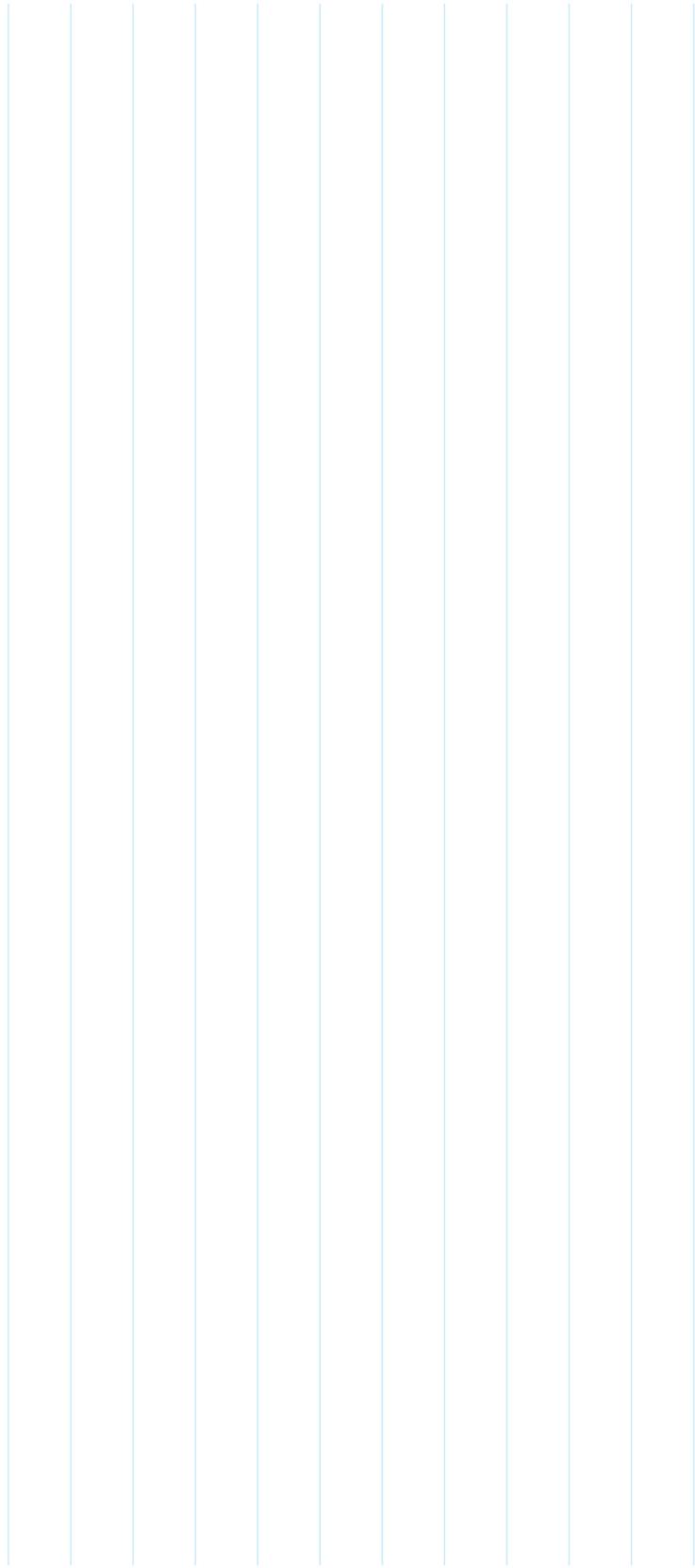


VIA AIRMAIL



Drop this letter to Santa in one of our big red Macy's Believe letterboxes,
and we'll donate \$1 to Make-A-Wish®, up to \$1,000,000!

Dear Santa,

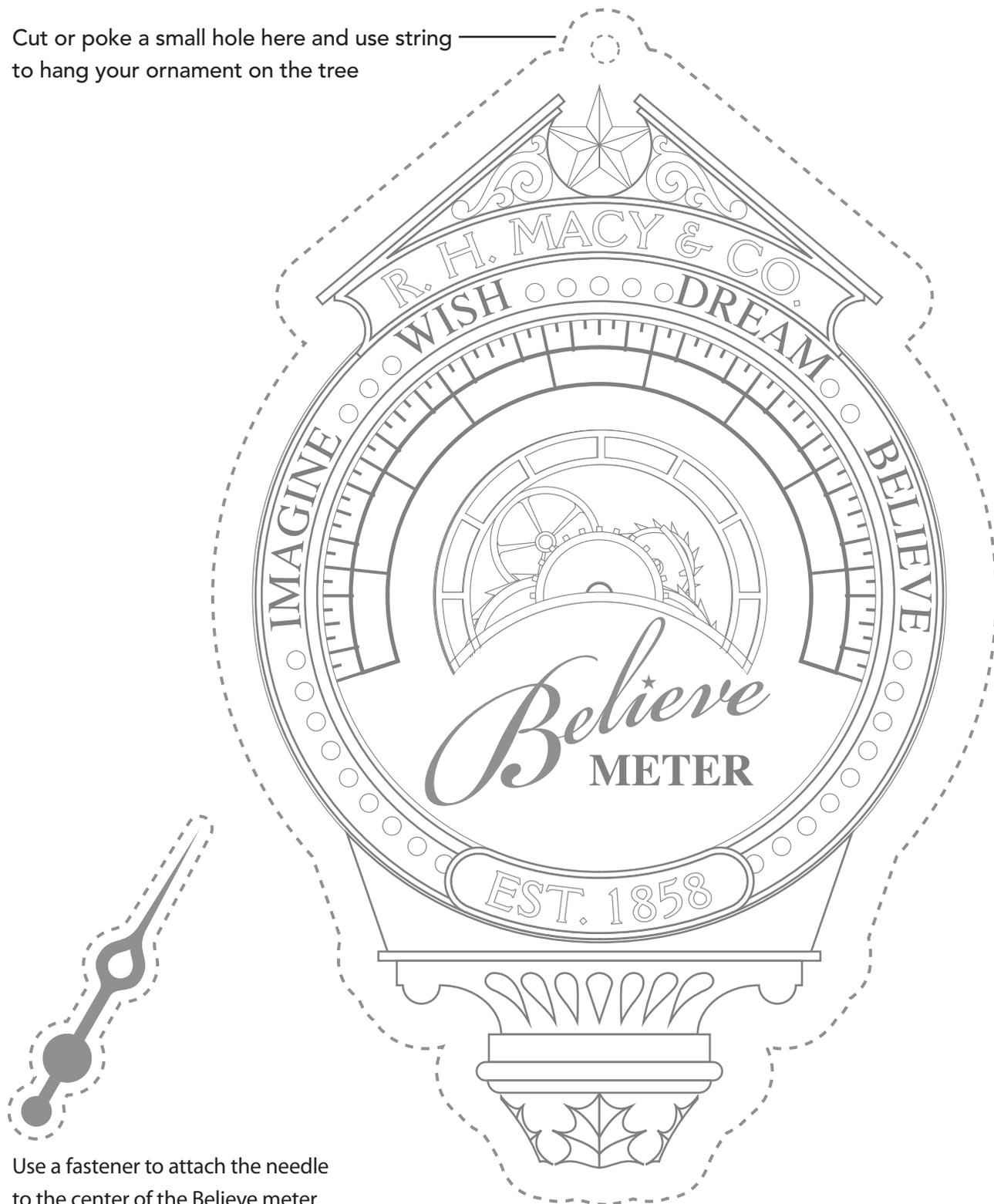
A series of 12 vertical blue lines spaced evenly across the page, intended for writing a letter to Santa. The lines are contained within a red-bordered rectangular area.

★ Make your own Believe Meter Tree Ornament

Color it your way and put it together

Have a teacher or parent help you cut along the lines.

Cut or poke a small hole here and use string ——— to hang your ornament on the tree



Use a fastener to attach the needle to the center of the Believe meter

★ Santa's Mailbox Tree Ornament

Color it your way and add your letter

Remember — Santa's favorite color is red!

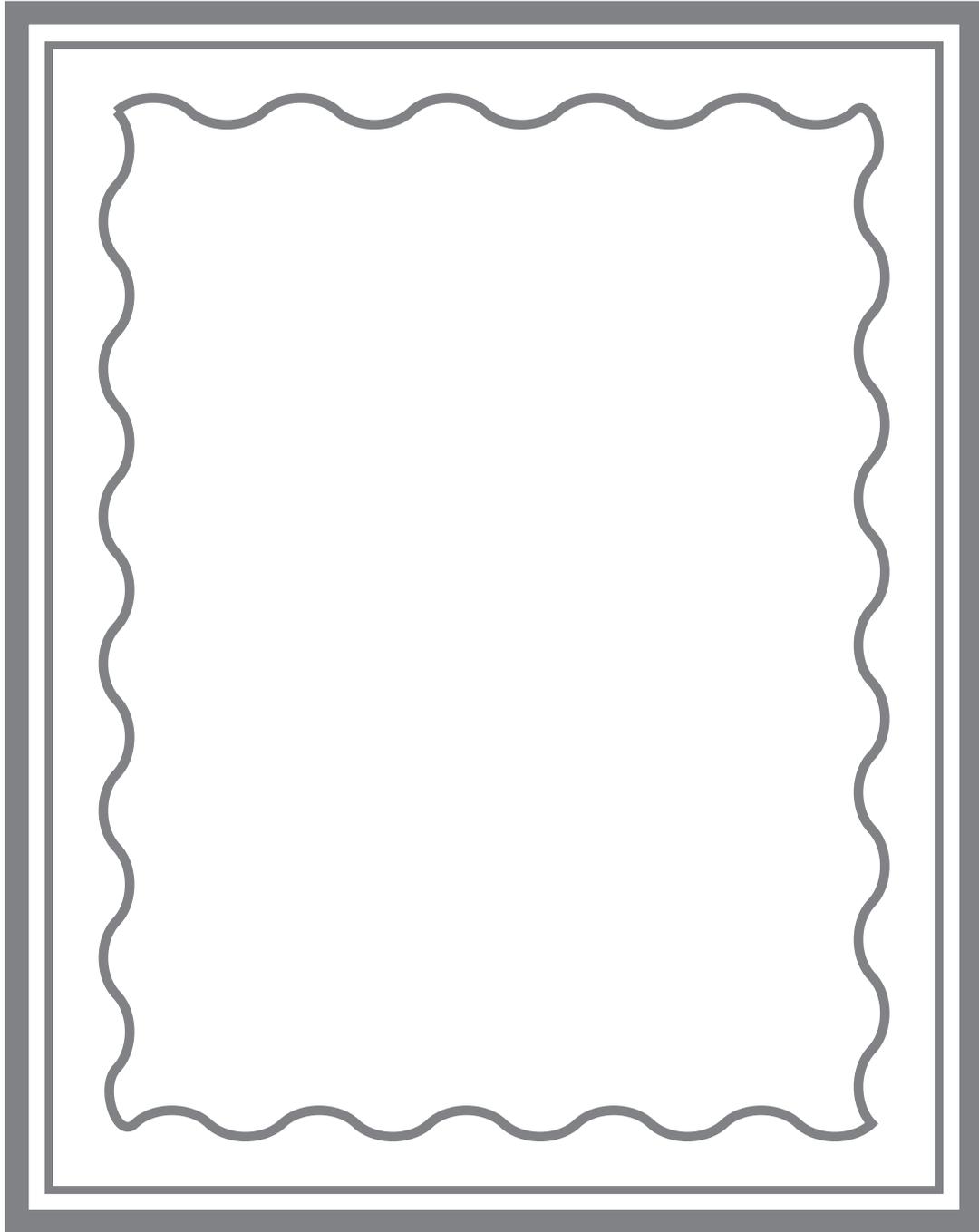
Cut or poke a small hole here and use string —
to hang your ornament on the tree



★ What's Magical To You

Draw someone or something that brings special magic to your day

Describe how this person, pet, place or thing makes you smile!



★ Believe bookmark project

Color it your way

Remember — Santa's favorite color is red!



★ Word Jumble

What's the magic word?

Unscramble the letters to find magical words

G M C I A

E E B V I E L

S I H W

L O Y J L

A L O D I Y H

C M Y S A

I V I A N G
R I A N G I



- ANSWERS
1. MAGIC
 2. BELIEVE
 3. WISH
 4. JOLLY
 5. HOLIDAY
 6. MACYS
 7. VIRGINIA

★ Word Mix-Up

Help finish Virginia's Letter!

It looks like Virginia forgot to finish a letter to her friend Ollie.

Partner up with a classmate or parent and help her finish it! How silly can you make it?!

Dear Ollie,

I had such a _____ day today! Let me _____ you all
(Adjective) (Verb)

about it! First I woke up and saw the _____ shining through my
(Noun)

_____ and I knew it was going to be a _____ morning!
(Noun) (Adjective)

Then I _____ downstairs and said _____ to Mama
(Verb, past tense) (Exclamation!)

and Papa as I put on my _____ and _____ outside.
(Plural noun) (Verb, past tense)

I played games with my _____ until it was time for _____.
(Plural noun) (Noun)

Now I'm about to go to _____, but I'll _____ you
(Noun) (Verb)

tomorrow, _____!
(Name)

Sincerely,
Virginia



★ What's The Difference?

Hi Santa! Hey, these pictures appear to be the same, but things aren't always as they seem. How many differences can you spot between the picture on the left and the one on the right?





★ Extra! Extra! Can you spot the differences?

The big news is that these pictures aren't exactly the same. How many differences can you spot between the picture on the left and the one on the right?



★ Your very own Virginia mask!

Everyone loves Christmas, right?

Ask someone to help you cut out this cool mask so you can pretend you're Virginia and prove that Santa Claus is real!





★ You can be Ollie!

Help Virginia learn the true spirit of Christmas!

Ask someone to help you cut out this cool mask and have some "Ollie" good fun!

