



OPEN HEART MAGIC

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Give a Gift
Grant a Wish for Kids

Wish Book



Hospital Bedside Magic
Program



Share the Magic
Program



Kids in Isolation
Bedside Magic Program



OPEN HEART MAGIC

What's a Wish Book?



It's a way to reach out to kids in hospitals who will benefit from your help. Fearful, lonely, and sometimes isolated — they wish for something to make them feel better.

At Open Heart Magic, we try to

grant that wish. We support children fighting illness through the therapeutic power of personalized, one-on-one magic performances. These engaging interactions are an invitation to participate, laugh, and regain the sense of control that is central to each child's healing and general wellbeing.

In this Wish Book, you'll find opportunities to join the magic. This year we reached more than 2,800 kids in 5 Chicago-area hospitals — kids who are fighting cancer, leukemia, heart ailments, diabetes, and many other serious medical situations.

With your help, we could reach so many more. We could expand our existing projects and pioneer new ways to reach kids who are in special situations — but who still cry out for a chance to feel joy and empowerment when they need it most.

Think of this Wish Book as a way to fulfill the wishes of these children. By making a general donation or choosing to sponsor one of their projects, you can bring joy and healing to a child. You can also sponsor a project as a holiday gift or as a way to honor a loved one through a memorial donation.

Take a few moments to explore the projects in this Wish Book, and see how you can make a little magic for these children.

A handwritten signature in red ink that reads "Michael Walton".

Michael Walton, Open Heart Magic Founder

Why Magic?

We all know laughter is the best medicine. It's easy to understand that happiness has a positive and empowering effect on kids. Feeling in control can strengthen a child's resolve, bolstering their stamina to tackle their situation.

For kids undergoing medical treatment, magic also has therapeutic value. According to research in education, social work, and psychology...

- ★ Magic is a beneficial tool for decreasing tension and stress while establishing rapport when working with children and adolescents.
- ★ Magic is an innovative technique for reaching children who are resistant to other forms of complementary therapies. This means Bedside Magic can reach more kids, even those who are unable or unwilling to participate in other activities.
- ★ Magic enhances patients' cognitive functions, perception, neuromuscular and motivational skills. The intrigue magic presents attracts the attention of kids; they are drawn to participate.

The Magic Touch

A smile. A giggle. An extra dose of courage. That's why we need your gift — to create the magic to lift the spirits of a child in need.



Sponsorship Opportunities

As an OHM Sponsor, you, your group or your business can help us expand our capacity for reaching kids and rolling out new programs. Possible levels of recognition include mention in our Secret Lesson booklets, at the Tricks are for Kids benefit, or in our newsletter. In addition to becoming a general partner, various sponsorship programs exist...

Tricks are for Kids Benefit

Sponsors of our yearly fundraising gala provide us the means for generating even more support from the community.

The Next OHM Wish Book

Become a part of next year's Wish Book by supporting the cost of this publication and help us find more donors like you who want to spread the magic.

Call 866.348.8660 to Give a Gift!

Volunteer with OHM

Become a Hospital Magician

These dedicated volunteers are the heart of our efforts, reaching out to impact the lives of kids who need it most.

Join our Development Committee

Chicago-area professionals bring their skills to help us expand our resources and awareness. Some of our Development Committee members become Hospital Magicians or get involved in other areas of OHM, including our Board of Directors.

Join the Benefit Committee

Help organize and plan our annual fundraising gala.

Indicate your interest in these programs on the enclosed Wish Checklist Card.

Design provided by Proverb Associates
Printing by Sunrise Hitek

The Magic In Action

Imagine you're an 8-year-old child who has to go to the hospital...

Suddenly your whole world changes. Every day is spent in a hospital bed, mostly alone. People in white coats enter your room with pills and needles, trying to help. It can be pretty scary...

Then one day, there's a knock at the door.

It's not a doctor or nurse — this person wears a black coat and asks you if you'd like to see some magic. Suddenly, you're laughing as you learn how to make scarves disappear and multiply sponge balls. You don't feel helpless and alone anymore... after all,

You can do magic.



What OHM Offers

Empowerment, not just entertainment.

"She's too sick for magic." That's what our hospital magician heard from the parents of a 6-year-old girl treated for stomach pain. But the little girl disagreed, so our bedside magician tried out a trick for her. Soon, the young girl broke out in a smile, and declared, "I don't feel bad anymore!"

Personalized attention tailored to the needs and circumstances of each child.

Working with a 12-year-old boy who could not speak or move his arms or legs, our hospital magician made an on-the-spot adjustment to his performance. He placed his deck of cards where the boy could easily see it, and had him blink to pick his special magic card.

A commitment to long-term support, with ongoing visits for children who require extended hospital stays.

A local focus, that ensures that we respond to the needs of children and their families throughout the Chicago area.

The hospital staff at Children's Memorial was worried about an 8-year-old boy in their care. He seemed afraid of the doctors. After a visit from our bedside magician, the boy's face lit up. It was as if all his fears about the hospital had lifted.

Efficient and effective resource management that allows us to reach the largest number of children.

Funding

In just a few years, OHM has grown from a one-man effort to an efficient, effective organization that serves thousands of children in Chicago-area hospitals.

To make our work possible, we've received support from a variety of granting organizations:

- ★ Nearly 25% of our program costs are provided by our partner hospitals
- ★ We've also been awarded grants from respected organizations including **Bear Necessities Pediatric Cancer Foundation** and **Chicago Community Trust Young Leaders Fund**

In addition to providing much-needed funding, this support is a testament to the value and effectiveness of Open Heart Magic's programs.

However, these contributions only constitute about 30% of the full cost of our current programs without consideration for growth. Your contributions and financial support will enable growth and make a direct impact on kids.

Personal contributions, gifts, and memorial donations will be applied toward program components that specifically impact kids.

- ★ Bedside Magic Programming and Performance
- ★ Kids in Isolation Bedside Magic Programming
- ★ Secret Lessons, Magic Props, and Tricks for Kids
- ★ Specialized Training on Magic and New Hospital Protocol
- ★ Recruiting, Screening, and Testing of New Magicians

100% of your contributions to Open Heart Magic through the Wish Book program will go directly into program activities to support programming for kids.

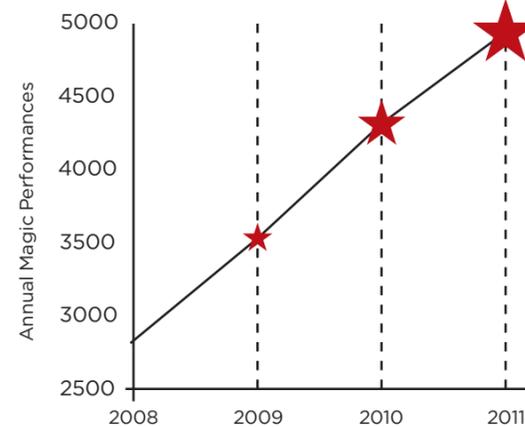
Our Goals

OHM's goal is to increase the number of kids we reach by at least 700 each year. With continued growth, we will be touching the lives of 5,000 kids per year by 2011.

Through this expansion, we can:

- ★ Increase our number of bedside visits
- ★ Expand the ranks of our volunteer magicians through additional training sessions
- ★ Develop new magic acts and hospital programs to support longer-term patients, repeat patients, and kids in special medical situations
- ★ Continue our commitment to serving kids with pediatric cancer and other devastating illnesses

We cannot reach these goals without your help.



With your funding, the new Kids in Isolation Program will be launched in three hospitals:

- ★ **Children's Memorial Hospital, Chicago**
- ★ **Rush University Medical Center, Chicago**
- ★ **Advocate Lutheran General Hospital, Park Ridge**

Every magic performance not only touches children, but their families — siblings and parents — as well. The lasting effect of each magic trick performed or taught has an amazing dual impact; providing a welcome distraction and hope for children and their families, and empowering children through magic performance.

Your Gift	Impact	Your Donation
Share of Joy	8 people	\$30
Magic for 10 kids	21 people	\$75
Magic for 20 kids	42 people	\$150
Magic for 30 kids	64 people	\$210
Magic for 50 kids	107 people	\$350
Magic for 100 kids	214 people	\$700
Magic for 200 kids	428 people	\$1400

On your Wish Checklist Card, check the box beside **Kids in Isolation** to specify your donation destination.

Call 866.348.8660 to Give a Gift!

Help Kids in Isolation *make a connection*



Imagine being trapped in a bubble. No one can touch you without gloves and surgical masks. You can't go outside, and very few visitors can come in.

That's the plight of the patients we will reach in our **Kids in Isolation Program**. Many of these kids suffer from weakened immune systems due to treatments they've received. Others must be isolated due to the contagious nature of their conditions. They can't go to school, play with their friends, or do many of the other things most kids enjoy every day.

With so much time spent alone, a visit from an OHM hospital magician means more than just a distraction; it's a connection with the outside world. With your support, we can adapt our performances and magic props to ensure that the magic reaches every child in need — even those in isolation. Donate today, and give a child in isolation what's needed most: a friend.

How You Can Help

There are several ways to pass on the gift of magic...

Program-Specific Donations

If you would like to give the gift of magic to help kids who are struggling with an illness, take a closer look at the following pages to choose a program to support.

OHM Gift Giving

This holiday season, instead of sending material items, why not make an OHM gift donation on behalf of a loved one or ask for one to be made for you? By giving a gift to OHM, you share a spirit of hope that reaches far beyond the holidays.

When you make your donation, you may request that a special gift card be sent to your chosen recipient.

A special gift of \$150 has been made in honor of Jordan Smith.

This gift will provide one-on-one Hospital Bedside Magic for 20 kids and their families.

Thank You!

Memorial Donations

You can make your donation as a memorial to honor a loved one. It's a powerful, meaningful way to share the spirit of giving and honor those you love.

Memorial donations will be recorded on a special memorial card.

General Monetary Donations

If you would like to help but aren't sure which program to choose, you can provide a general donation that will be applied toward the program that needs it most.

Donate Playing Cards

Unopened playing cards (used for many of our classic tricks) make a great contribution. Our favorite brand is Bicycle, but we like Tally-Ho, too!

In the following pages, you'll learn more about the way OHM touches the lives of these kids through both current programs and our plans for the future. You'll also see the kind of impact you can make in the life of a child through your contribution to Open Heart Magic.

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Bring a Smile in a time of pain and fear



Through our core program, **Bedside Magic & Share the Magic**, we offer kids wonder and fun when they need it most.

With **Bedside Magic**, some of the kids we serve are with us just for a short ER visit. Others are undergoing longer-term treatment for conditions such as pediatric cancer, childhood diabetes, heart problems, and pediatric heart transplants. Either way, kids can receive Bedside Magic for as long as they're in the hospital.

With **Share the Magic**, you can ensure that the benefits of magic don't end when the magician leaves the room. Children receive illustrated instruction manuals (the "Secret Lessons") and special magic props to perform their own magic tricks—a great way to gain a sense of power and control during a difficult time.

Bedside Magic & Share the Magic is present in five hospitals:

- ★ **Children's Memorial Hospital**, Chicago
- ★ **Hope Children's Hospital**, Oak Lawn
- ★ **Rush University Medical Center**, Chicago
- ★ **Advocate Lutheran General Hospital**, Park Ridge
- ★ **University of Illinois Medical Center**, Chicago

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