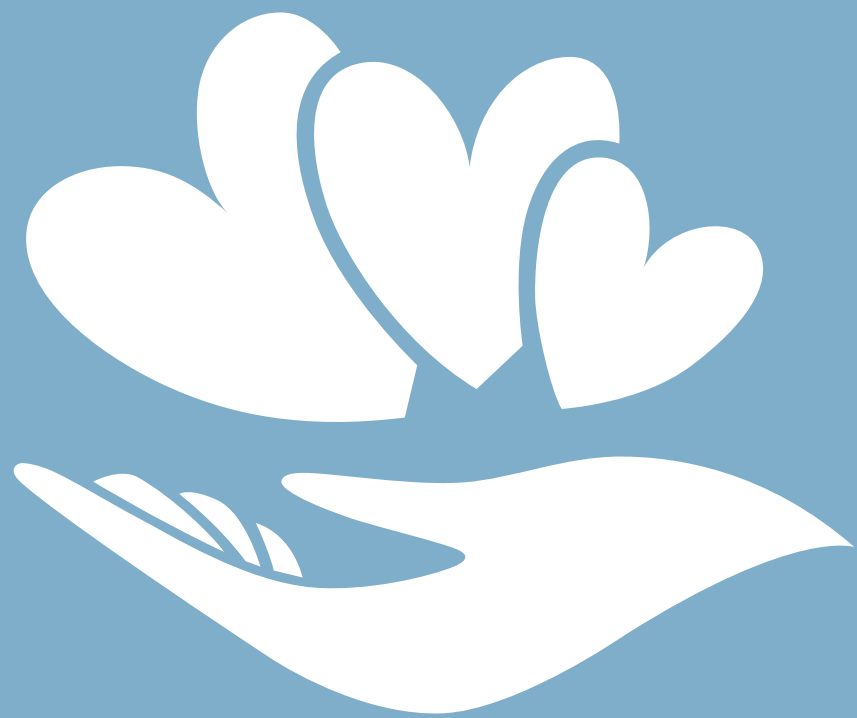


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/'karita:s/ (noun) love of humankind, charity

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Disneyland is one of the most popular wishes, said Make-A-Wish Utah CEO Jared Perry. Wish trips are a healing experience for families and children. Photo courtesy of Make-A-Wish Utah.

❄️ Dreams Coming True ❄️

Any kid — and probably any adult, for that matter — dreams of having his or her biggest wish granted. But for kids with life-threatening illnesses, a wish is about more than just meeting a celebrity or going to Disneyland. A wish is hope in a time when there isn't much to look forward to. So, while Make-A-Wish Utah is in the business of granting sick kids their wishes, they are really in the business of giving sick kids — and their families — something to live for.

“We are about providing hope that moment that the child needs it most,” said Jared Perry, CEO of Make-A-Wish Utah. “And they need that hope so they can battle that medical diagnosis. Children who receive a wish have a greater likelihood of surviving their illness. Their mental and emotional health improves and they spend fewer days in the hospital. A child that has something to wish for has something to fight for. A wish is hope.”

Make-A-Wish is a national orga-

nization with 60 federated chapters around the country that operate independently. Make-A-Wish Utah raises all its own money, and that money then goes to granting wishes for kids in the state. Since its inception in 1985, Make-A-Wish Utah has granted more than 3,000 wishes.

In 2017, Make-A-Wish Utah had revenue of \$3,614,609. Of that, 76 percent came from public donations — including 25 percent from corporations — in the form of cash and in-kind donations. According to Perry, the average wish costs \$5,000 in cash and another \$4,700 in in-kind contributions such as airline miles or hotel points. Make-A-Wish Utah currently grants a wish every other day.

“We really see the hopes and dreams of kids coming out,” Perry said.

Most wishes fall into one of four categories: meet somebody, go somewhere, be somebody or have something like a shopping spree or a hot tub for therapy.

Perry recalled a boy named Lucas who wanted to be a police officer for a day. He was deputized by the local police chief and then spent the morning hanging out with the SWAT team, the canine team and, of course, visiting a local doughnut shop. Then an emergency call came in that Iron Man needed help at the zoo. Lucas and his fellow officers flew to the zoo in a helicopter and rescued the super-hero, then headed up to the Capitol for a press conference with Utah Gov. Gary Herbert.

“We have to have the imagination of that child and then knock it out of the park,” Perry said. “We have to take that imagination and not just meet it, but exceed it.”

To help make that dream a reality, each wish kid is paired with a Wish Granter. A Wish Granter is a volunteer who works with the child to discover his or her wish and then works to make it a reality.

Brad Bonham, CEO of Walker

Edison, a drop-shipping e-commerce company, currently serves as chair of the board for Make-A-Wish Utah, but he first got involved more than 10 years ago volunteering as a Wish Granter with his wife. Before they were married, his wife had worked as a nanny for a boy with Stage 4 brain cancer who was granted a wish to meet the baseball player Barry Bonds. The boy passed away a short time later.

“The wish had a really profound impact on my wife,” Bonham said. “She saw that it improved his health. Through the whole process it gave him hope.”

Bonham had a similar experience when he worked with a wish kid named Tyler Robinson, a pediatric cancer patient. For his wish, Tyler asked for a shopping spree. He invited

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his parents, brother and a best friend — who had gone with him to every single one of his chemo treatments — to come along.

First, the group took a limo to the Apple Store, where Tyler wanted to look at laptops. He and his friend spent a long time trying out the different computers and talking about which one would be best. Tyler finally made a decision, purchased the computer and then handed it as a gift to his best friend.

The second stop on his shopping spree was Target, where he used the money he had left to buy clothes for several refugee families.

Tyler died a year later.

“Tyler gave his wish away, which was really profound to us,” Bonham said. “It literally changed my life. It is life-changing giving back to kids.”

Just as there are a variety of ways individuals can get involved with Make-A-Wish — from volunteering to donating — there are lots of different ways corporations and companies can get involved as well. For example, Midvale-based retailer ZAGG makes a financial donation that funds 50 wishes every year, but ZAGG also hosts a Wish Proclamation party every month.

A Wish Proclamation is a big celebration where a child finds out that his or her wish will be granted. Most recently, ZAGG hosted a Wish Proclamation for a girl named Ariya. The company put on a “Frozen”-themed party complete with a reindeer.

At ZAGG, a different department hosts the Wish Proclamation every month. According to CEO Chris Ahern, the events help increase employee engagement, collaboration and morale. Employees who might otherwise never have a reason or opportunity to interact have the chance to work together toward a common goal.

“We recognized a number of years ago that perks aren’t everything,” Ahern said. “It’s about inspiring our employees. Our employees are more fulfilled when we can work together to make a difference, and especially make a difference in the communities they live in.”

Bonham agrees. His company, Walker Edison Furniture, hosts a Wish Proclamation every quarter and his employees have taken it over and run with it.

“I’ve spent a lot of money on consultants and making sure we offer the best benefits and perks and we do all those normal things, but really what set us apart was everyone’s willingness to pitch in for a good cause,”

Bonham said. “The moment you bring out the best in people, it binds us in a special way — more than anything else I’ve tried to do.”

That kind of corporate responsibility is becoming more of a necessity than a luxury, Ahern added. Companies can’t survive anymore only focusing on the bottom line.

“It’s not all about the financial aspect. Corporate responsibility is becoming a critical strategy for companies,” Ahern said. “And once you have that culture, it’s also good to help attract new talent. People today looking for jobs are looking for organizations that have corporate responsibility. It’s not about a paycheck anymore.”

And, while corporate responsibility is critical to businesses, the support of businesses is critical to Make-A-Wish Utah.

“It’s the community that comes together to grant a wish, and one of the most powerful things we do here is involve the business community,” Perry said. “That’s been a game-changer for us and for the wish kids.”

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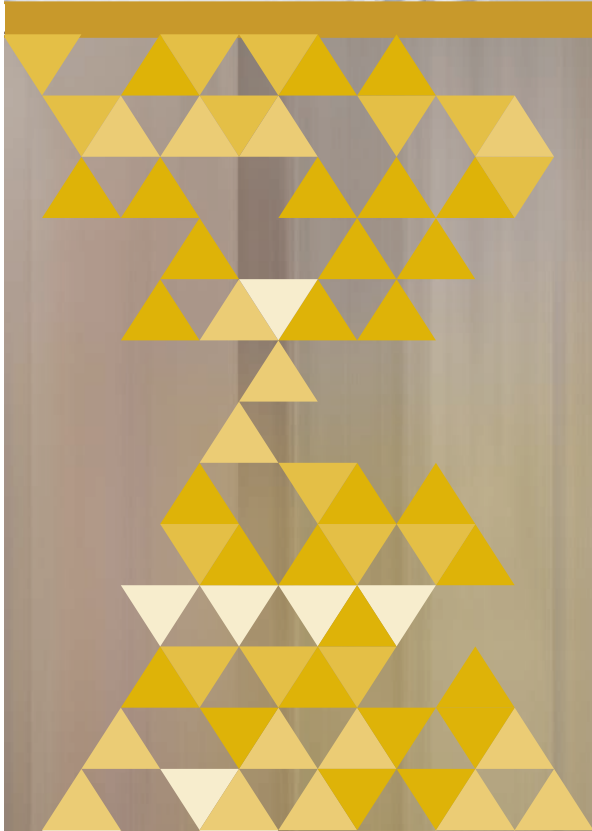
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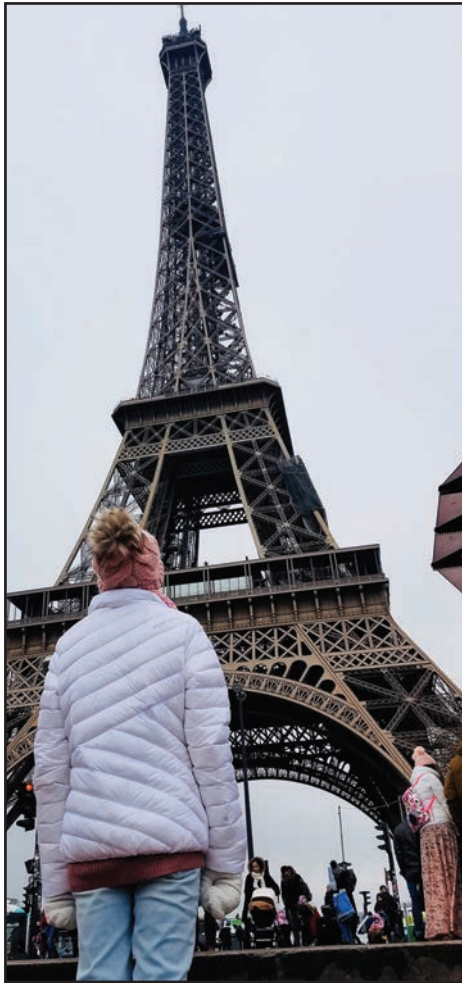


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A lot of kids in the hospital spend a lot of time watching Disney movies, Make-A-Wish Utah CEO Jared Perry said, so meeting Disney characters is one of the most popular wishes. Wishes give sick kids something to look forward to, and can often improve their medical outcomes. Photo courtesy of Make-A-Wish Utah.



Granting wishes is the process of taking a child's dream and turn it into a reality. Families and children can really bond during a wish trip and they often enjoy a distraction from hospitals and doctors. In addition to cash, granting wishes also takes in-kind donations such as airline miles. Photo courtesy of Make-A-Wish Utah.



Volunteers help children identify and plan their wish and then help execute it. The average wish costs \$5,000 in cash and another \$4,700 in in-kind donations. Make-A-Wish Utah grants a wish every other day. Photo courtesy of Make-A-Wish Utah.



Most wishes fall into one of four categories: be someone; go somewhere; meet someone; or get something; like a puppy or a shopping spree. Photo courtesy of Make-A-Wish Utah.

FROM page 4

Just as Make-A-Wish Utah works hard to ensure that each child's wish becomes a reality, they work hard to ensure each business they partner with is getting what it wants out of the experience for its organization and its employees.

"We'd rather have the relationship with them than anything else. So, we look at how we can help the companies be successful in their campaign," Perry said.

"Companies want to know that they are connecting with the child and connecting with their experience. It is very community-oriented."

Those campaigns range from large corporate donations, to employee-giving campaigns, to in-kind contributions and to cause marketing. For example, sandwich chain Jersey Mike's designates one month a year where a portion of all its sales goes to Make-A-Wish. Local company Domo recently hosted

an employee-giving campaign and raised \$55,000 in one month — enough to fund 11 wishes.

However a company chooses to be involved, its efforts will go toward granting wishes. According to Make-A-Wish Utah's 2017 annual report, more than 80 percent of the funds it raised that year went toward wish granting. So, the more funds there are, the more wishes get granted.

Make-A-Wish Utah granted a total of 192 wishes in 2017 and it hopes to grant 205 this year. But even with that, there are more than 200 kids waiting for a wish, Perry said. More money would mean shorter wait times — and more wishes for more kids.

"There's still room to grow and there are lots of ways that people can chip in," Bonham said. "There is a lot of help we need and there are a lot of great people looking for opportunities. You don't have to have money. There are lots of ways to give back."

Granting wishes is not always easy, Perry said. Wish kids are dealing with really difficult conditions, includ-

ing cancer, organ failure and genetic illnesses like cystic fibrosis. And despite the healing power of wishes, not every wish kid survives. But that doesn't make the work any less fulfilling or worthwhile, Perry said.

"The wish is about more than just a single moment. It's

about drawing a child out of their diagnosis," Perry said. "Even though we see some incredibly sad things, we see some amazing moments that are really inspiring. You see the best in people at their absolute worst."

Ahern and Bonham agree that granting wishes not only

brings out the best in sick kids and their families, it brings out the best in companies and employees who are involved.

"The single best thing I have done for my company, culture-wise, is to get involved with Make-A-Wish," Bonham said. "I am a big believer in the power of a wish."



Lots of wish kids want to be someone for a day, such as a police officer or a super-hero. Melinda wishes to be a model for a day, complete with a makeover and professional photo shoot. Photo courtesy of Make-A-Wish Utah.



Midvale-based retailer ZAGG hosts a Wish Proclamation every month for Make-A-Wish Utah. Last month wish kid Ariya arrived for her "Frozen"-themed proclamation party in a limousine. Photo courtesy of ZAGG.



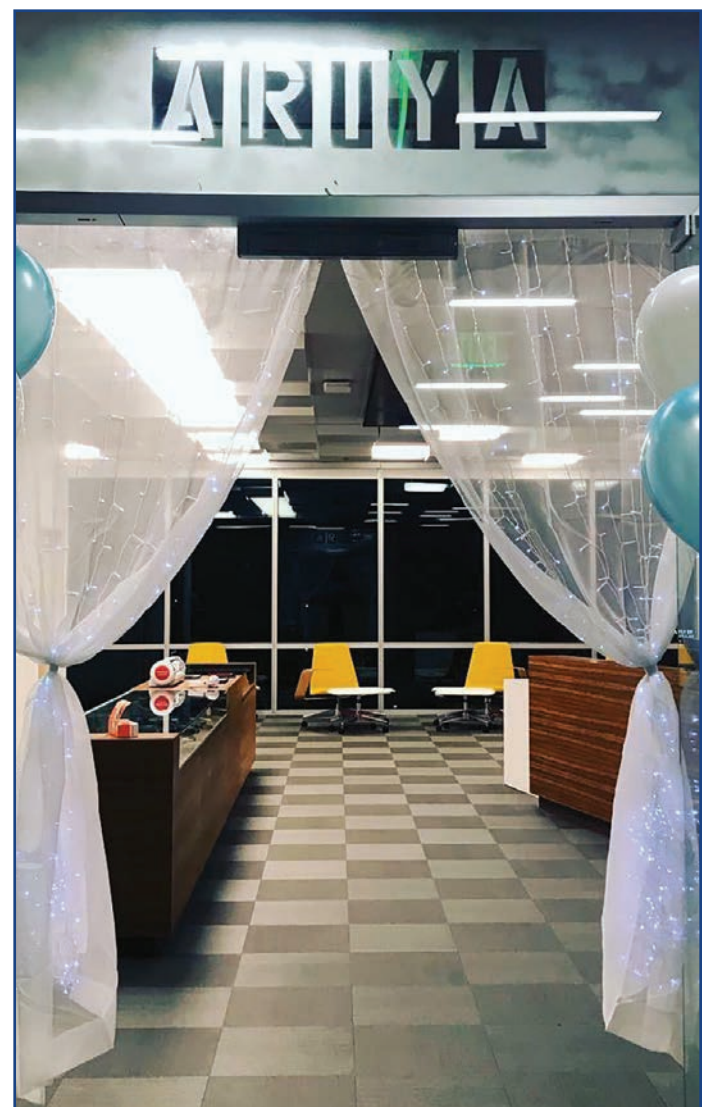
Wish Proclamation parties are a part of the wish experience and bringing a child's wish to life. At her Wish Proclamation party hosted by ZAGG, Ariya was able to meet her Disney heroes, Elsa and Anna. Photo courtesy of ZAGG.



Each Wish Proclamation party is tailored to the child and their wish. ZAGG recently hosted a "Frozen"-themed party for a wish recipient named Ariya. Different departments in the company take turns planning and hosting the parties. Photo courtesy of ZAGG.



ZAGG hosts a Wish Proclamation every month, and a different department takes a turn planning and hosting each month. CEO Chris Ahern says the monthly events are a great way for employees who don't normally interact to collaborate on a meaningful event. Photo courtesy of ZAGG.



Wish Proclamations, like the "Frozen"-themed party ZAGG hosted for Ariya recently, are a time to let kids and families know that their wish is being granted, and to celebrate the healing power of that wish. Photo courtesy of ZAGG.



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Donations to Warm The Soles go directly to purchasing shoes for children in need. The more donations the program receives, the more shoes can be purchased. Last year, Warm The Soles provided more than 100 pairs of shoes to the Sugarhouse Boys & Girls Club. Photo courtesy of University Federal Credit Union.



Shoes

for those who need them most

When it come time for the kids to get the shoes, each receives a pair that has been specifically purchased for him or her

“To get to know a person, you have to walk a mile in their shoes,” or so the old, straightforward saying goes. But the goal of University Federal Credit Union’s Warm The Soles program is even more simple than that: to give shoes to kids who need them most.

It started small several years ago. Members of the credit union could make donations to the program and that money was used to buy shoes for kids in need. It was so successful the model was adopted by the League

of Credit Unions and now several branches are executing their own versions every year.

“We began doing it as a way to give back to the community and participate in our community more because that’s always important to us,” said Jason Marty, marketing manager for University Federal Credit Union. “Our members know about it and look forward to it.”

The first step of the annual campaign is to identify the kids who need shoes. To do this, University Federal

Credit Union partners with the Boys & Girls Club organization as well as elementary schools around the city with a high population of low-income kids. Partner organizations provide the credit union with the gender and shoe size of each child. The credit union then purchases a pair of shoes specifically for each child.

According to Jaimie Dunn, director of the Sugarhouse Boys & Girls Club, about 130 kids from the Sugarhouse club, ages 5 to 18, receive shoes through the program every year.

“We have youth from all backgrounds and circumstances that attend our club. Our kids and parents look forward to this program every year,” Dunn said. “For some of our kids, the only time they get brand-new shoes is

from this program.”

Anyone is welcome to donate to the program, Marty said, not just credit union members. The amount that is donated dictates how many pairs of shoes can be purchased. Once the shoes are bought, each pair is wrapped and labeled with the specific child’s name. University Federal Credit Union works with each partner organization to host a big event where Santa comes to present the children with their new shoes.

“It is great because the shoes are wrapped and have their names on them. Its like a real Christmas present special for them, not just a random

FROM page 9

drive of things, but something that was bought specifically for them,” Dunn said. “That means a lot. And if for some reason the shoe doesn’t fit, the youth are able to exchange them for the correct size. So, nothing goes to waste.”

Giving back to the community is at the core of the credit union philosophy, Marty said, and Warm The Soles allows University Federal Credit Union to involve its members and other members of the community in that philosophy as well.

“We believe in being part of the community and giving back to the community we are directly involved in,” Marty said. “How can we give back? How can we be a leader? Part of what makes a credit union unique is everyone has that priority and that drive to give back and serve.”

Warm The Soles is particularly popular with credit union employees because it gives them a chance to interact directly with the kids who are benefiting. Employees love to attend the distribution parties, Marty said, and see the kids get their shoes.

“It’s just fun to interact with the kids and it’s fun to see them get something they maybe weren’t going to get otherwise,” Marty said. “They’re great kids. It’s a big party and it’s a blast.”

In a season where people spend a lot of time thinking about what they want, Warm The Soles also provides a chance for everyone to shift their focus and think about the things they already have.

“I think there’s a real sense of gratitude that can come with it,” Marty said. “You realize there’s a lot of good in the world and it lifts your spirit.”



University Federal Credit Union employees pose with Santa before a distribution event for the Warm The Soles program. Employees volunteer to run each event while Santa hands out wrapped shoes to each of the children. Photo courtesy of University Federal Credit Union.



Above: University Federal Credit Union partners with schools and other community organizations to identify kids in need of new shoes. Each child submits their size and shoe preference and the credit union uses donations to Warm The Soles to purchase the shoes. Photo courtesy of University Federal Credit Union.



Left: Once shoes have been purchased through Warm The Soles, volunteers from University Federal Credit Union wrap each box and prepare them for the distribution events. Each child receives a personalized presentation of their shoes at the event. Photo courtesy of University Federal Credit Union.

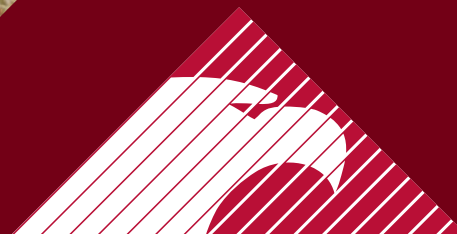
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Tree Utah has planted more than 350,000 trees since 1989. Plantings include new trees for public spaces such as parks and schools, as well as reforestation projects. Each planting event also includes an educational component. Photo courtesy of Tree Utah.

Utah's cities, towns, hillsides and wilderness are more than 350,000 trees richer, thanks to the efforts of Tree Utah and its partners

Utah is well-known for natural resources that improve the standard of living, including stunning national parks, majestic mountains and the best snow on Earth. But one valuable resource that is often overlooked is the state's trees. The mission of Tree Utah is to change that, by improving Utah's quality of life for present and future generations by enhancing the environment through tree planting, stewardship and education.

"People take it for granted and don't necessarily think of trees as part of the natural beauty around us," said Amy May, executive director of Tree Utah. "Bringing people together to do volunteer projects and plant trees on the land around them is really special."

Founded in 1989, Tree Utah has planted more than 350,000 trees to date, including new plantings and reforestation projects. Each planting also includes an education component. Partnering with landowners, municipalities and schools, Tree Utah provides training on the best way to choose, plant and take care of trees.



"We believe it's important and valuable to educate people along the way about why a certain tree is the best tree and how to set up a system to take care of it," May said.

To execute these planting projects — and the related education and training — Tree Utah works as a kind of matchmaker, May said, pairing sponsors with projects that are the best fit. The organization has an annual budget of \$200,000 and receives about \$50,000 annually in in-kind donations. Corporate or individual sponsorships pay for the trees at each planting.

"Trees are expensive and we end up partnering with places to help us pay for those trees, and in exchange, they get to highlight their commitment to the community," May said. "It really is something that we love to do with



FROM previous page

companies that have a commitment to being green. Planting trees is something everyone can get behind.”

That commitment to being green is a large part of the culture at Utah-based builder Ivory Homes. To mark its 30th anniversary this year, Ivory Homes launched an initiative to plant 30,000 trees and partnered with Tree Utah to make it happen. Twenty thousand of the trees will be planted in the community at large, such as at parks and schools, and 10,000 will go in Ivory Homes communities.

A selection committee, which includes representatives from both Ivory Homes and Tree Utah, chooses planting sites that are going to have “a wide range to benefit the community,” said Emmeline Hoover, project coordinator for the 30,000 trees initiative. “The broader the public benefit, the more interested we are.”

Once a site is selected, Ivory Homes works with Tree Utah to choose the right trees and organize the planting.

The planting is more than just putting trees in the ground, said Michael Parker, vice president of public affairs for Ivory Homes.

CONTINUED on page 14

Planting trees is a great way to connect people with the natural world around them, says Executive Director Amy May. It’s powerful for kids to grow up with the trees they planted, she said. Photo courtesy of Tree Utah.

Tree Utah works with local nurseries to choose the best tree for each project. Tree Utah also educates the public and the community receiving the trees about the best way to plant and take care of them. Photo courtesy of Tree Utah.



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For example, when Ivory Homes sponsored a planting at a charter school in Syracuse, Tree Utah structured the day so students from every class could be part of planting one of the 24 trees.

“Each of those kids got to put their hands on the roots and hear the benefits of trees,” said Parker. “Those kids will always go out to those trees and say, ‘That was my tree.’ And we never could have done that without Tree Utah at the table.”

That education component takes a simple tree and turns it into a legacy, said May. “There is so much life that comes along with each tree,” he said. “For kids to watch a tree grow up as they grow up, they need to learn that it takes care and nurturing.”

Companies can also create a legacy within their organizations by partnering with an organization such as Tree Utah, said Tyler Stark, vice president of marketing at Traeger Grills, another Tree Utah partner.

“Tree Utah appealed to us

because it’s a way for us to get our employees out and actively involved,” Stark said. “We always talk about how one of our core values is cooking together and being together and this is an opportunity for our employees to work together not in a work setting.”

In the case of Traeger’s partnership with Tree Utah, Tree Utah plans the planting and Traeger buys the trees and provides the volunteers needed to make it happen. Volunteers slots fill up quickly and 30-50 employees usually attend each planting — about half of the corporate office, Stark said.

“It’s very well-received here,” Stark said.

Some recent plantings Traeger has participated in include planting 20 new trees at an elementary school and a reforestation project in the Cottonwood Canyons that included planting 60 seedlings.

The trees improve the community at large, Stark said, but participating in the plantings also improves the culture of the company and the satisfaction of its employees.

“There is always a certain level of corporate responsibility to give back to people who support you. What’s good for the community is good for us,” said Stark. “Our employees are

young and spend a lot of time outside. Making sure these spaces and these trees are there for years to come is a priority for us.”

Having a tangible impact in the communities where employees live has also been an added benefit for Ivory Homes, and employees will often make suggestions for planting projects. For example, Ivory Homes recently sponsored a tree planting at a school in Lehi where several employees had children attending. The trees were planted in honor of a popular teacher who had passed away.

“We’ve had multiple instances where employees have said, ‘This is an opportunity for me to serve my community,’” Parker said. “For employees, it’s really important that we have these partnerships and they see us giving back.”

And community engagement isn’t just a plus for current employees — it’s also a selling point for prospective employees.

“There’s an expectation that comes with success that we have a business community that cares about our state. You need to be part of that wave,” Stark said. “I wouldn’t go and work for a company that didn’t think about how they are making an impact in the community. It is a critical com-

ponent to why I chose to come and work for Ivory.”

With the help of partners like Ivory Homes and Traeger, Tree Utah executes 30 planting projects a year, with anywhere from 12 trees to 1,000 seedlings. Trees are the most expensive part of what Tree Utah does, May said, and more partners means more trees.

“We are definitely looking at hosting more events in the coming years to meet the demand. But paying for more trees is always the trick,” May said. “If people want to plant trees, we want to figure out when and where and how because that’s what we do.”

For companies who want to be involved in Tree Utah’s mission, Stark of Traeger Grills stresses that giving money isn’t the only way to get involved.

“There are a lot of ways to have an impact,” Stark said. “If a company is looking to get more involved, maybe they can start with something as small as giving employees time to give back in a way that’s meaningful to them. I believe that people always want to feel like they are part of something greater and contributing in a more meaningful way than just clocking in and out every day.”

Volunteers are critical to each Tree Utah planting event. Volunteers can come from corporate partners, or from the community where the trees are being planted. Tree Utah engages thousands of employees each year in their planting events. Photo courtesy of Tree Utah.





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KeyBank thanks Eye Care 4 Kids for making a difference.



WARM THE SOLES

University Federal Credit Union created the “Warm the Soles” program in 1994; due to the tremendous success that we have experienced with Warm the Soles, the Utah League of Credit Unions adopted the program and additional credit unions have come together to contribute each year for a positive impact on the Utah community. In 2017, our members and employees generously donated more than \$26,000, and gave out almost 700 pairs of shoes. If you’d like to donate, please visit UcreditU.com as the holiday season approaches.



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