

Believe

A GUIDE FOR EDUCATORS & COMMUNITY LEADERS
HOLIDAY 2018



Hi! I'm Sunny.
Let's get
started!



Believe

Dear 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 traditions – our annual Believe campaign. At Macy's, we know Santa is all things to all people who believe in his goodness and kindness. We treasure the memories that families have made and shared with us over the years, and 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 one million!

Beginning on Friday, November 2nd, your letter to Santa can help raise \$1 million for Make-A-Wish®. For every letter dropped in the big red letterbox at any Macy's location, or sent online at macys.com/believe, Macy's will donate \$1 to Make-A-Wish, up to \$1 million, to grant the wishes of children with critical illnesses. With your help, we can make children's wishes come true.

What is Make-A-Wish?

Make-A-Wish is a non-profit organization that creates extraordinary experiences for children with critical illnesses. Granted wishes give kids and their families special moments that help make their life shine brighter during difficult times.

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.

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 cannot wait to see what 2018 will bring.

My warmest wishes for a truly magical holiday season.

Sincerely,



Jeff Gennette

Chief Executive Officer
Macy's, Inc.

Believe

Believe FAQ

Q. What is Make-A-Wish?

A. Make-A-Wish stands for a cause that is at the core of the human spirit: the desire to transform the lives of children with critical illnesses. These children deserve to find the strength they need to fight for a healthier future through experiences that are as unique as they are. Research shows wishes increase hope, which can improve a child's well-being as well as bring joy to their families and communities.

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!

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 letterbox, or write your letter online at macys.com/believe. 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 wish.org to donate, volunteer, and learn more about one of the world's leading charities.

Believe

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:

Letter-writing lesson ideas:

- 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 ideas:

- Utilize Virginia O’Hanlon’s original letter to The New York Sun and the famous editorial reply, “Yes, Virginia, there is a Santa Claus.”
- Try a word search with holiday words (see worksheet included).

Short Story lesson idea:

- 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).

Visual Arts lesson ideas:

- Color! You can download our budding artist-ready coloring sheet of Sunny the snow pal, perfect for younger students.
- 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

Believe in your neighbors

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.

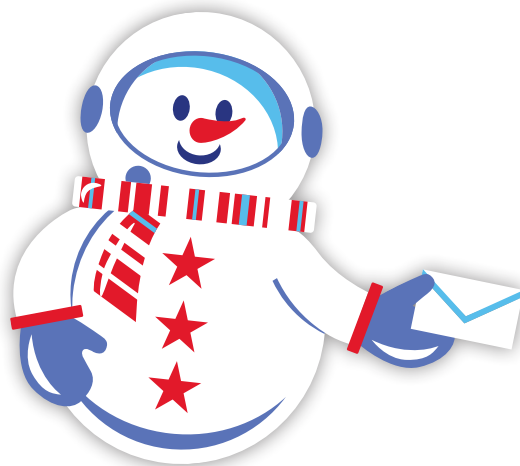
Identify potential local allies, such as co-workers, friends, local elementary schools, pre-schools and day care centers, Girl Scout and Boy Scout troops and your local Make-A-Wish chapter.

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!



The Sun

PUBLISHED AT NEW YORK CITY

Thursday September 21st, 1897

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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! He lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.

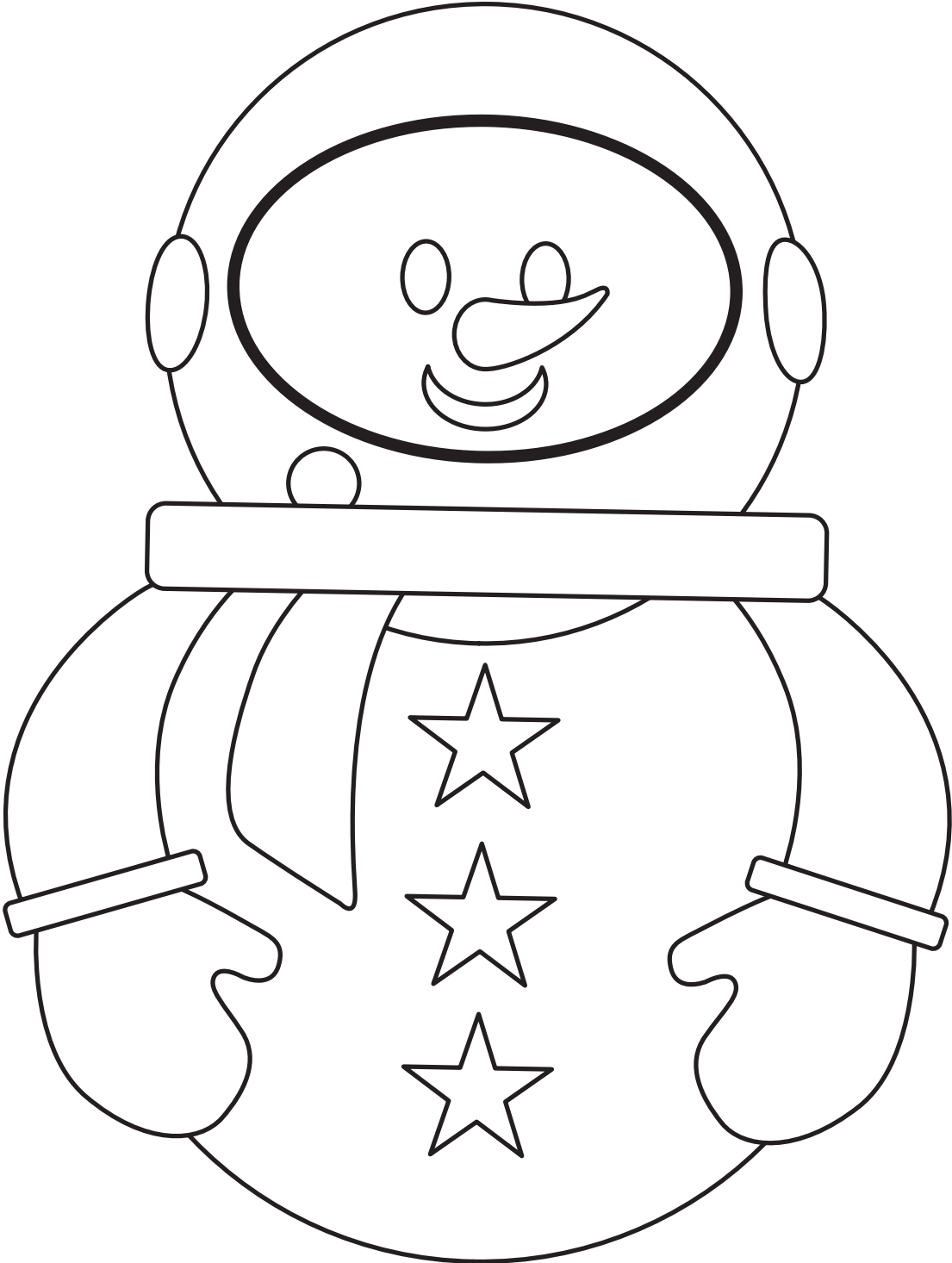
This is the famous letter from Virginia O'Hanlon to the editor of The New York Sun, first printed in 1897.

The page is framed by a decorative border of diagonal stripes in red and light blue. The stripes are arranged in a repeating pattern around the perimeter of the page.

Dear Santa,

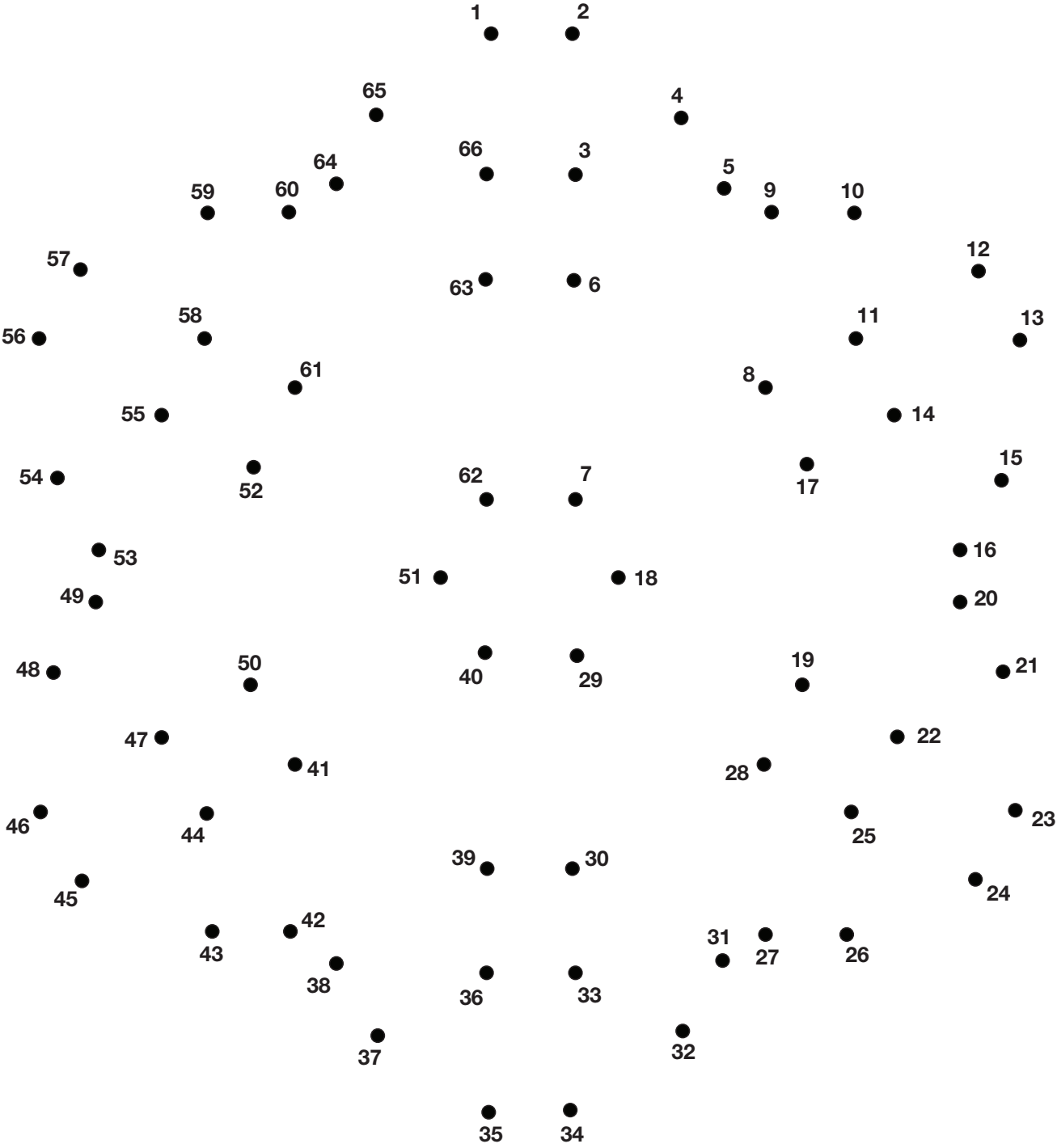
From,

Sunny the Snowpal Coloring Page



Connect the Dots

Connect the dots in numerical order to reveal the “cool” secret picture!



Holiday Word Search

Can you find the holiday-themed words hidden below? Hint: some words are hidden diagonally, some are backwards, and some are both!

T	E	S	O	M	C	T	E	X	D
A	F	V	A	M	U	H	E	I	P
V	I	I	E	N	W	W	L	A	L
T	V	R	G	I	T	G	V	S	Y
F	T	J	S	C	L	A	E	K	A
D	K	H	I	P	M	E	S	C	D
F	E	G	E	E	R	T	B	W	I
Y	A	J	O	L	L	Y	E	I	L
M	T	O	R	S	W	I	D	K	O
B	J	K	S	Y	I	U	U	A	H

BELIEVE

ELVES

GIFT

HOLIDAY

JOLLY

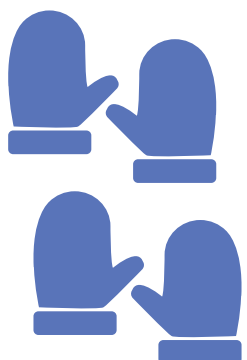
MAGIC

SANTA

TREE

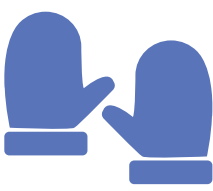
WISH

Holiday Math Worksheet



4 blue mittens arranged in a 2x2 grid.

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