

A Guide for Educators and Community Leaders
Holiday 2017

Believe

 macy's

Believe

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!

What is the Believe campaign? Beginning on November 3rd, 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, 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.

What is Make-A-Wish? Make-A-Wish is a non-profit organization that creates life-changing wishes for children with critical illnesses. Wishes help kids look past their limitations and most importantly, wishes improve a child's quality of life, giving them a better chance of recovering.

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 2017 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,



Jeff Gennette
Chief Executive Officer
Macy's, Inc.

Believe

★ Believe FAQ (Frequently Asked Questions)

Q. What is Make-A-Wish?

A. Make-A-Wish is a non-profit organization that creates life-changing wishes for children with critical illnesses. Wishes help kids look past their limitations and most importantly, wishes improve a child's quality of life, giving them a better chance of recovering.

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 R.H. Macy's Santa Mail Box, 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.





★ Finding magic in the classroom

How to celebrate a million reasons to believe with your students.

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’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 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! For younger students...

- 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.



★ Believe in your neighbors

How to celebrate a million reasons to believe with the community.

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!



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! 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.

★ Santa's Mailbox Tree Ornament

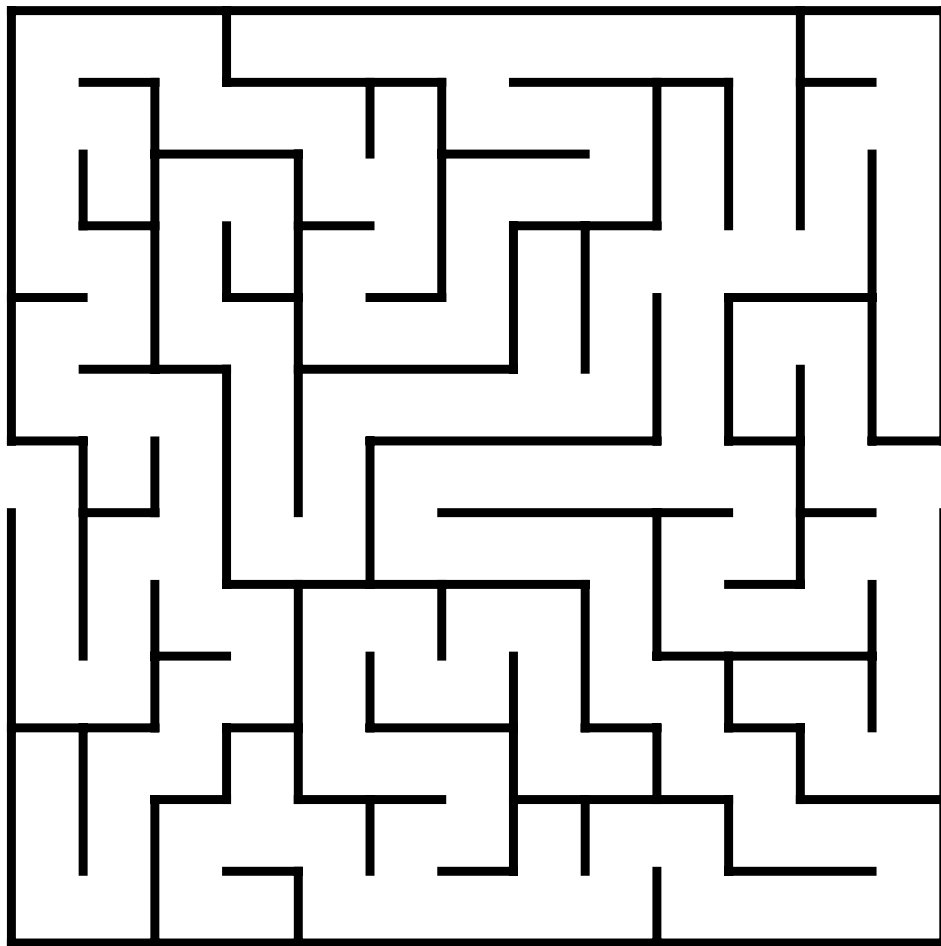
Color it your way and add your letter

Remember — Santa's favorite color is red!



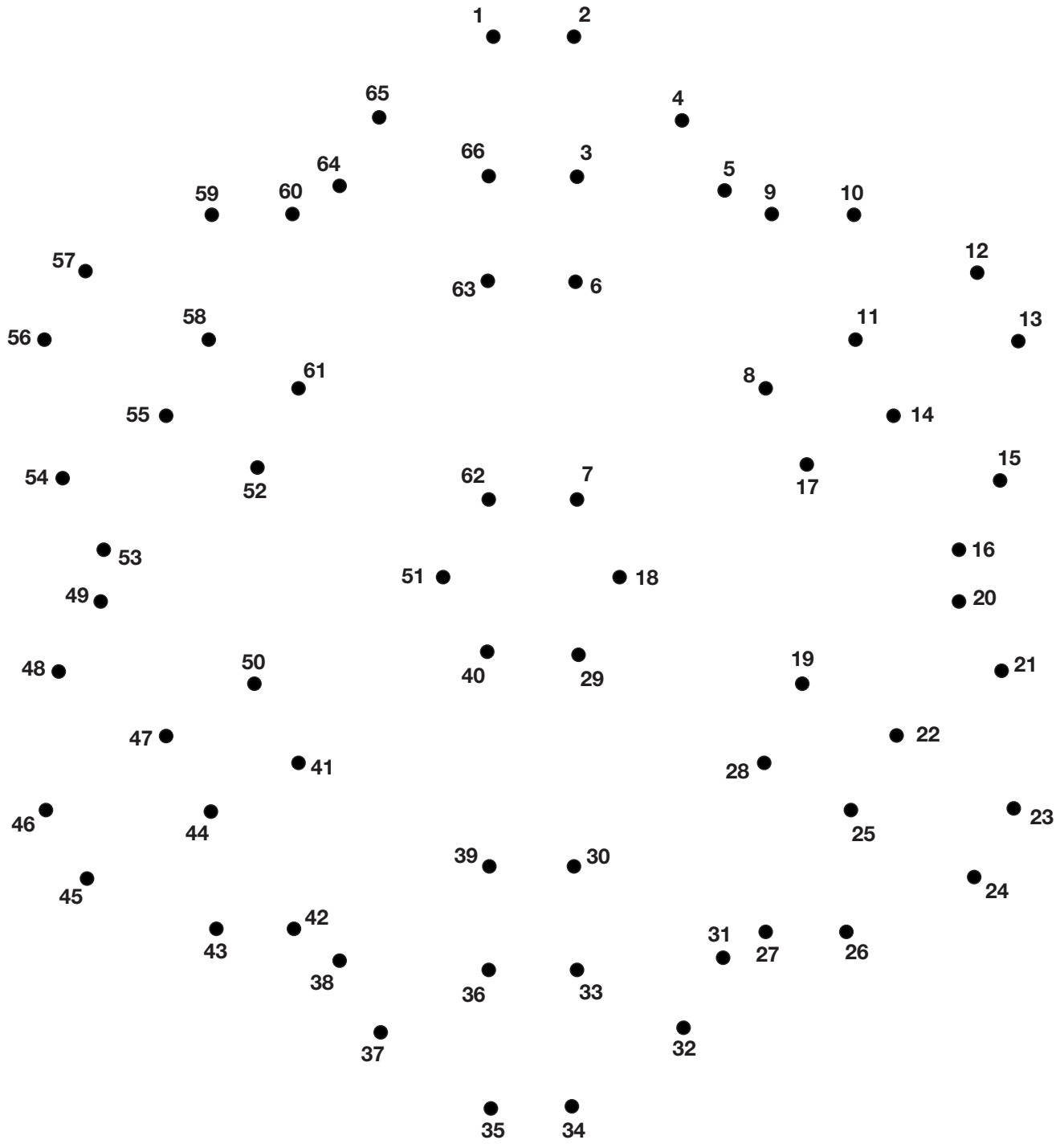
★ Macy's Manic Mailbox Maze

You have to send your wish list to Santa and let him know you've been nice, not naughty! Can you find your way to the mailbox? Watch out for twists and turns and dead ends!



★ 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

★ Finish The Picture

Help us finish this drawing of Santa - choose how you want the other half to look!

