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Make-A-Wish Foundation partners with Greenwise Bankcard to reach new donors

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There aren't many absolutes at the Make-A-Wish Foundation of Southern Florida, but one of them is this: Every eligible child with a life-threatening medical condition will receive a wish.

To help it grant the more than 500 wishes it expects to fulfill in 2011, at an average cost of \$5,000 per, the nonprofit organization (www.sfla.wish.org) has entered into a cause-related marketing partnership with Greenwise Bankcard, LLC.

The agreement will

enable the foundation to reach potential donors at the point-of-sale of businesses that choose to affiliate with its mission.

Those companies will be equipped with credit card terminals that feature Greenwise's Donate Wise Now feature, which will prompt customers to consider completing their transaction by contributing to the Make-A-Wish Foundation.

"It is a great opportunity to raise awareness of the life-changing impact we deliver while generating the dollars to fund more wishes," said Norm Wedderburn, the Southern

Florida chapter's president & CEO.

Palm Beach County-based PeterMark Salon is one of the businesses that have connected to Make-A-Wish, with its clientele who use credit or debit cards having the option to donate \$1, \$3, or \$5 or round their transaction up to the nearest dollar.

Either way, money is generated to help the foundation bring, hope, strength, and joy to sick children within its territory.

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