



Kids Wish Network Conventional Donors

253,034	UNIVERSE	\$90/M
65,044	Last 6, \$5-\$49.99	+\$15/M
58,146	Last 6, \$10-\$49.99	+\$20/M
113,975	Last 12, \$5-\$49.99	+\$10/M
102,725	Last 12, \$10-\$49.99	+\$15/M

The Kid's Wish Network is a nationally recognized charitable organization dedicated to improving the lives of children by infusing hope, creating happy memories and improving the quality of life for children. Their Wish Granting program grants wishes to children battling life-threatening illnesses. Their Holiday Of Hope Gift Banks program provides gifts to children in hospitals who are frightened, lonely, and do not always understand what was going on around them. Their Hero of the Month program honors children between the ages of 3 and 18 who do not have a life threatening illness, but have faced and overcome some tragic circumstances with tremendous courage. And their Funeral Assistance program provides funeral assistance to families in extreme financial hardship.

These generous donors are ideal for children's advocacy organizations as well as hospital and health related organizations.

Last 12 Month Continuation USAGE (Updated 12/1/11):

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| A Leg To Stand On | National Cancer Coalition |
| Alzheimer's Disease Research | National Center for Missing & Exploited Children |
| American Institute for Cancer Research | National Children's Cancer Society |
| AMVETS National Service Foundation | National Glaucoma Research |
| ASPCA | Nest Foundation |
| Breast Cancer Charities of America | Orbis International |
| Children's Cancer Research Fund | Pine Street Inn |
| Children's Hospital & Research Center Foundation | Rady Children's Hospital |
| Children's Hospital of Boston | Reading is Fundamental |
| Children's Hospital of Philadelphia | Rochester General Hospital |
| Children's Hunger Relief Fund | Ronald McDonald House |
| Children's National Medical Center | Save the Children |
| Christian Appalachian Project | Shriners Hospital |
| Covenant House | SPCA International |
| Cystic Fibrosis Foundation | St. Bonaventure Indian School |
| Doctors without Borders | St. Jude Children's Research Hospital |
| Edith Sanford Breast Cancer | Stanley Isaacs Neighborhood Center |
| Father Flanagan's Boys Town | The Hope Institute |
| Feed the Children | Trust for Public Land |
| Food for the Poor | Wake Forest University Baptist Medical Center |
| Hospice Education Institute | |
| Lighthouse International | |
| Lurie Children's Memorial Hospital | |
| Maryville Academy | |
| National Breast Cancer Research Center | |

Orders cancelled before the mail date will incur a \$50/F cancellation fee.

100% Direct Mail
100% Consumer
100% Domestic

LAST UPDATE:
December 2011

NEXT UPDATE:
February 2012

AVERAGE GIFT
\$12.46

ADDITIONAL CHARGES:
Last 6 \$10/M
Last 12 \$5/M
\$10+ \$10/M
\$5+ \$5/M
State, SCF, Zip \$7/M
Gender \$7/M
Delivery \$50/F
Non-Reciprocal \$20/M

MINIMUM ORDER
5,000

SEND ORDERS, CLEARANCES
& COUNT REQUESTS TO:
Orders@TrilogyTarget.com

FOR MORE INFORMATION
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