

***"It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself....
Serve and thou shall be Served."
-Ralph Waldo Emerson-***



"Giving 100%"

MEDIA KIT 2008

An opportunity to make a difference in the lives of
the children in the Temecula Valley



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WHY Wishes for Children Foundation?

Our Commitment

Wishes for Children Foundation is an organization that collaborates with all local charities. Our only commitment is to raising money that will help children right here in the Temecula Valley. To accomplish this goal we seek many avenues, ventures and projects and the involvement of the community and its businesses.

Through strictly volunteer efforts we have built alliances with many other foundations, charities and organizations that have rendered us the opportunity to provide for needy children in many different capacities.

When the need of a child is met it brings to life a kindness that supercedes understanding, *hope* planted in their heart is not soon forgotten.

Our Goal

We are committed to *providing for the children* of the Temecula Valley. Our vision of growth is to build a foundation that is an ongoing source of financial assistance and support to be available to the children when requested. We want to have the ability to grant many wishes for children with life threatening illnesses or to children that may be severely under privileged.

Simply, we desire to be a strong resource in this community that provides for the children.

Success

During the 2006 holiday season we hand delivered 75 specifically requested gifts to the children at Rancho Damacitas, making their holiday dreams come true. We have granted wishes for children with life threatening illnesses. Our 3rd Annual **Wishes for Children** Classic Golf Tournament raised more than \$36,000 and as always, nearly 100% of those funds were given directly to the kids of this community, as our organization's helping hands- all those involved from our founder to project and event volunteers- draw no salary. Each and every volunteer gives 100% plus of their time and heart felt love to help the children in our community.

The Wishes for Children Foundation allocates nearly 100% of every dollar raised to assisting children in the Temecula Valley.

We've even seen the powerful effects the simple task of mentoring can provide, giving vision to children without immediate hope, giving them the strength and support for a successful future.

Through our "*Sponsor a Child Back to School Campaign*" we gave confidence to many children by supplying them with the new clothes and school supplies they needed for their first day back to school.

Over the past three years our efforts have raised more than \$80,000 for the children in this community.

We believe

Pulling together as a community, providing for children in the Temecula Valley we believe will make a difference. The children we help will soon be the adults building and maintaining this precious area. **Wishes for Children Foundation** is committed to reach out to the community as their voice, their partner and their help with the sole desire to give strength, vision and a smile to our children.

Thank you for supporting this vision!

Wishes for Children is a non-profit organization that does not take in wages. Our Federal Id Tax Number is 501(c)(3) 83-0413542. We are strictly a volunteer organization with a strong desire to help the children in the Temecula Valley.



2008 EVENTS

Wishes for Children Foundation holds many events throughout the year to raise money for Children with need in the Temecula Valley. Our largest annual event is the **Wishes for Children** Classic Golf Tournament in June. This event alone raised more than \$36,000.

We have partnered with many non-profit organizations as well as businesses in order to raise money strictly for the children. We will be giving nearly 100% of the money we raise to the children of this community. A few of the organizations are Rancho Damacitas Children's home in Temecula, Temecula's Boy Scouts, a Nationwide charity that makes wishes come true for children with life threatening illnesses, State Farm® Insurance Agent Julie Ngo, Oak Grove Institute, Mentoring Today for Tomorrow and Old Town Children's Museum, Imagination Workshop. We are excited to be adding many more organizations and events to the 2008 Events Calendar.

January 10 – May 29, 2008 – High Hopes "Shining Stars" Special Needs Youth Program - **Wishes for Children** will sponsor this program with High Hopes and Temecula Arts Council at the Temecula Community Center. This will be a class for special needs youth to teach them art and photography.

March 2008 – Temecula Spring Rod Run (Temecula Valley Car Show), PnR Events. We will have a booth at this event and be giving away gifts to children such as t-shirts etc. We will have a photographer there to take the children's pictures after they get their face painted by our clown, Lady Pink A Lot. A fun filled day for all.

April 2008 – National Child Abuse Prevention Month – Rancho Damacitas will launch their Kid's First Campaign to recognize National Child Abuse prevention Month in which we will be a part of and support, www.4KidsFirst.com.

April 22, 2008 – State Farm® Insurance Agent Julie Ngo Presents, “The 2nd Annual Spring Forward Business Networking Party”, in regards to National Child Abuse Prevention Month -They will be hosting this event with our assistance. Proceeds will go to Wishes for Children Foundation.

Summer 2008 – Magic Carpet Ride Disneyland Tour – **Wishes for Children** along with the community will raise money for the children at Rancho Damacitas to take a most memorable, exciting day at Disneyland.

June 13, 2008 – 5th Annual **Wishes for Children** Classic Golf Tournament- More than 350 will attend this annual event. Last year more than \$36,000 was raised to benefit Rancho Damacitas right here in Temecula.

July - August 2008 – **Wishes for Children** / State Farm® Insurance Agent Julie Ngo launch the event “Sponsor a Child Back to School”. This will launch the event and throughout the month and into August we will be raising money, \$200 per child at Rancho Damacitas so that they can go back to school with new clothes and supplies.

August 17, 2008 – **Wishes for Children** will have a cook out at Rancho Damacitas to present a check to the children for back to school. This fun fill day with the children at Rancho Damacitas.

October 26, 2008 – **Wishes for Children** / State Farm® Insurance Agent Julie Ngo / Mr. Fennie’s Bar-b-que / Riverside Blood Bank will be holding a parking lot bar-b-que and blood bank drive, “Fall Harvest Festival”. This will raise money for Temecula’s Children’s Museum in Old Town, Imagination Workshop.

October 2008 - Temecula Fall Rod Run (Temecula Valley Car Show), PnR Events. We will have a booth at this event and we will be giving away gifts to children such as t-shirts and goodies. A chance for your child to have their face painted and a photo taken for a small donation.

November 28 – December 16, 2008 – 3rd Annual “Keeping Kids First At Christmas”, Killarney’s Irish Pub and Grill, Temecula Valley Chamber of Commerce and many more locations – A Christmas tree will be put up at the various locations and each tree will have Angel Ornaments, gift wishes, on it that people will take off the tree and supply the gift for the children of Rancho Damacitas

Events and dates are subject to change. Please visit our website for updates.

Sponsorship opportunities and to assist are available. We are so very grateful for every offer to contribute. We believe in a Community working together. We thank you!



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OUR MISSION

We are committed to *providing for the children* of the Temecula Valley. Our vision of growth is to build a foundation that's an ongoing source of financial assistance and support that will be made available to the children when requested. We want to have the ability to grant many wishes for children with life threatening illnesses or to children that may be severely under privileged.

When the need of a child is met it brings to life a kindness that supercedes understanding, hope planted in their heart is not soon forgotten.

Mission Statement

We simply desire to be a strong resource in this community that provides for the children.



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PREVIOUS SPONSORS

(partial list)

- | | |
|--|--|
| Pechanga Resort & Casino | Rosenstein & Hitzman AAPLC |
| Line-X Protective Coatings | Lexus of Riverside |
| Billiards Depot | KATY 101.3 |
| Melody's Ad Works | City of Temecula |
| Temecula411.com | Hamblin's Body & Paint (Riverside) |
| Mulligan Family Fun Center | State Farm® Insurance Agent Julie Ngo |
| Temecula Valley Chamber of Commerce | Murrieta Chamber of Commerce |
| Wal-Mart (Temecula) | Killarney's (Irish Pub & Grill) |
| Pizza Factory (Temecula) | Curves (Murrieta / Temecula) |
| Lexus Charity of Champions | KZSW TV |
| Anderson & Associates | Gentry Studios and Custom Framing |
| Above All Computers | The Grapeline Wine Country Shuttle |
| McDonald's of Temecula | Temecula Trophy |
| In-N-Out Burger | Pala Casino Spa Resort |
| Wilson Creek Winery | Sterling Rose Limousine |
| Temecula Valley Golf School | The Mill Restaurant |
| Richie's Diner | Toyota of Temecula Valley |
| Callaway Vineyard & Winery | Old Town Dining
(Bailey's and Front Street Bar & Grill) |
| Temecula Valley Convention & Visitors Bureau | |



PRINCIPLES

CHARLES PATE Founder/President/CEO

Charles B. Pate III was born and raised in Hamlet, North Carolina 75 miles south east of Charlotte. He graduated from Marlboro Academy in Bennettsville, South Carolina. An avid athlete, Charles received his Associates Degree in Biology at Wingate College, Wingate, NC in 1974. He studied marine biology at the University of North Carolina at Wilmington.

In 1974 he established a silk screen company, the "Wizard Silk Screen" in Wilmington, NC. After four successful years, he was able to retire at the age of 25, selling his business to pursue his passion of community service. Charles became an EMT, Emergency Medical Technician, at the local volunteer rescue squad.

In March of 1980 Charles joined the US Navy. He thought, "What better way to serve than to serve your country?" He spent 20 years in the US Navy, stationed at Damn Neck, VA, Orlando, FL and San Diego, CA. Most of his 20 years were served in combat systems in San Diego with the exception of a few years in Yokosuka, Japan.

Combat Systems is an intense job maintaining radio communications between air, surface, subsurface and land bases. He was an air controller tracking and plotting surface and subsurface contacts. Charles served in Desert Storm towards the later part of the 80's. He worked closely with different SEAL teams on special operations. He was always highly motivated and at the forefront with his career in the Navy. He completed his BS Degree at University New York State

during this time. It was an honor for him to serve and defend the Constitution of the United States.

In April of 2001, he retired from the US NAVY with honors and settled in Temecula in March of 2002 with his wife of ten years, Connie. Charles and Connie were without children. This was a missing element in his life.

So Charles began coaching baseball for the Murrieta COLT baseball league. He also became active in the Temecula Creek Men's Golf Club. After researching different ways he could benefit children and more specifically, the children of Temecula, he decided to bring his excitement for golf, love for children and his passion for serving together for the 1st Annual **Wishes for Children** Classic Golf Tournament.

He established **Wishes for Children Foundation** in 2004 and held the very first golf tournament in 2004.

Now as the founder, CEO, and President of **Wishes for Children Foundation**, Charles can pursue his passion to serve and utilize the discipline he developed through his Navy career toward his ultimate desire: to benefit the community in which he lives through the children.

In 2006 the 3rd Annual **Wishes for Children** Classic Golf Tournament raised over \$36,000 for a national charity, making a wish come true for a local child with a life threatening illness. Over the past three years of founding the organization he has raised over \$80,000 for different local children's charities.

Charles B. Pate III is an active member of the Temecula Valley Chamber of Commerce and a member of the Murrieta Chamber of Commerce, President of Temecula Creek Inn Men's Golf Club. Charles works part time at STAPLES on Highway 79 South. His goal is to furnish the resources necessary to provide for children in this area that have need. He believes a child's smile is "priceless".