Aspiring Entrepreneurs Raise Funds – for Charity

EDUCATION: Charter school students lead campaign for Make-A-Wish group.

This past holiday season students from Granada Hills Charter High School were so occupied with giving that they didn’t have time to daydream about their own Christmas presents.

Nearly 180 students from the charter school participated in a letter-writing campaign that raised $6,624 for “Believe,” a fundraiser created by Macy’s Inc. of Cincinnati to raise money for the Make-A-Wish Foundation of America.

The students, members of the schools DECA chapter, rallied thousands of volunteers to write letters to deliver to Macy’s in the Northridge Fashion Center.

DECA Inc. is a national program based in Reston, Va. that mentors emerging business leaders and entrepreneurs. The students collected 3,312 letters to contribute to the fundraiser for Make-A-Wish, an organization based in Los Angeles that grants wishes to children diagnosed with life-threatening conditions.

Through the Believe initiative, Macy’s donated $1 to the foundation for every handwritten letter to Santa Claus received. And Macy’s donated $2 for every letter submitted by Dec. 12.

“The advisors really tried to keep their hands off the experience,” said Andrew Nelson, Granada Hills Charter High School DECA advisor. “The idea was to show students how to innovate and generate ideas (to) promote entrepreneurial instincts and skills.”