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A social enterprise committed to supporting the needs of parents, children, those in need, and the world we share.

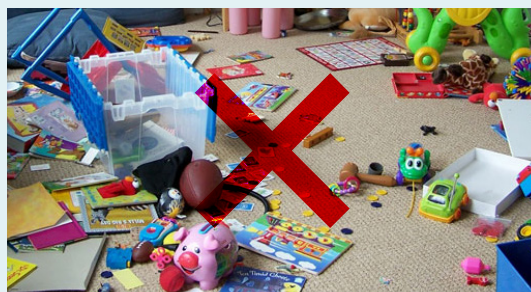
About Share Your Wish

ShareYourWish was inspired by the frustration Buck and Rebecca felt with what they saw as the excessive, often frivolous, gift giving at their childrens' birthday parties over the years.

It had become too much, their children already had more toys than they could ever need, and they started to become concerned that the real importance of the day — the celebration — was starting to get overshadowed by the material aspect.

And what lesson was that teaching their children?

They figured out an innovative way to take that glut of gifts, separate the surplus (the economical and environmental waste) from what the kid really wants, and then give value to that surplus in the form of a charitable donation. Most importantly, they have created a unique teaching opportunity for our children on the virtues of generosity and selflessness. So, by using the traditional gift exchange process and adding nothing but parents' desires to make our children better, Share Your Wish is able to create something out of nothing.



Share Your Wish believes that childrens' birthday parties should be about creating memories, rather than collecting 'things'."

Our Mission

Share Your Wish helps parents teach children the virtues of generosity and selflessness, while facilitating a more efficient gift exchange that benefits both gift giver and gift receiver. We empower kids and equip parents to simultaneously reduce excessive and frivolous gift giving, support a healthier planet, promote social responsibility, and practice good values while rewarding kids with better personalized gifts. We are proud to be a mission-driven social enterprise committed to supporting the needs of parents, of children, of those who have, of those in need of help, and of the world we share.

How Share Your Wish Works

For the Host

1. CREATE YOUR EVENT PAGE

- ★ Register your child's birthday party details
- ★ Personalize the event page — this is what guests will see

2. SELECT A CHARITY TO SUPPORT

- ★ Choose up to three (3) charities
- ★ Choose a Donation Level — the percent of our child's gift that they will share with charity

3. INVITE GUESTS

- ★ Guests receive an email invitation
- ★ Guests are directed to your child's event page, where they can RSVP to the party as well as contribute to your child's gift

4. SHARE YOUR GIFTS

- ★ All gifts collected are shared, based on your donation level, between the Gift Fund and the Donation fund
- ★ You will use the Gift Fund to purchase your child's birthday gift(s) from our partner Amazon.com
- ★ We will process the Donation Fund to your selected charities, in your child's name

5. HAVE A GREAT PARTY

- ★ Bring the special gift(s) and our Reward Certificate, for display, to the party
- ★ Add Goodies for extra learning and celebration

6. MAKE THE WORLD A LITTLE BETTER

- ★ Share your experience and tips to help the Share Your Wish community
- ★ Inspire friends and family to share their wish

For the Guest

1. GET INVITED

- ★ Receive an email invitation from the Host
- ★ Or, Host shares the 'magic phrase'

2. VISIT EVENT PAGE

- ★ Follow the link in the personalized e-mail
- ★ Or, go to ShareYourWish.com and provide the 'magic phrase'

3. RSVP AND CONTRIBUTION

- ★ RSVP to the party
- ★ Make a contribution, rather than buying a gift
- ★ Contribution amounts are undisclosed unless otherwise requested
- ★ The Host may give a choice of charities for you to support

4. CONTRIBUTIONS ARE SHARED

- ★ A portion of each contribution goes to the chosen charity
- ★ The remainder is used by the Host to buy a meaningful gift for the child
- ★ We will process the Donation Fund to your selected charities, in your child's name

5. FEEL GREAT

- ★ You've helped somebody to share their wish by helping others
- ★ Print "Thank You" letter from SYW, recognizing your (or your child's) participation
- ★ Hopefully, you are inspired to teach, share and inspire others

Benefits of Share Your Wish

Traditional Birthday Party

For the Host

- Spend time researching and purchasing invitations, handwriting each envelope, and making a trip to the post office.
- Worry about where you are going to fit all your child's new toys!
- You and your spouse drive two cars to the event in order to have enough room to bring the bounty of gifts home with you, and then enlist the help of those lucky "last-to-leave" attendees to get the gifts to your car.
- Designate an area at the party for guests to place their gifts they bring, creating a "present landfill"
- Start the arduous process of opening gifts, one at a time, keeping track of who the giver is, and deciding what to do with all the gifts your child already has or is not interested in playing with.
- Purchase and hand write Thank You cards for each and every gift received.
- Hope your child doesn't become spoiled from all the gifts they received.

For the Guest

- Spend hours collectively researching gift ideas, shopping for a gift, and wrapping gifts.
- Walk to party holding your child's hand in one hand and balancing the gift in the other.
- Leave the party hoping the birthday boy/girl will like the gift you got them.

vs. SYW Birthday Party

For the Host

- ★ Easily send invitations to your child's party and event page right from ShareYourWish.com, free of charge!
- ★ Have the perfect spot for that one (or few) special gift(s) for your child.
- ★ Drive comfortably, and stress-free, to the event space, with your child's special gift(s) nestled neatly in the trunk, and return home just as comfortably.
- ★ Proudly display your child's special gift(s) and Reward Certificate as recognition of the good deed they have done, leaving more space open for play and celebration!
- ★ Watch excitedly as your child opens the gift(s) from his/her friends that you are sure they are going to love!
- ★ Send a personalized email thanking all of your guests for the special gift they contributed toward, and the charities they helped support, all from ShareYourWish.com, free of charge!
- ★ Hope your child has learned these valuable lessons:
 - ★ the importance of helping others
 - ★ quality over quantity
 - ★ material things do not make lasting memories, friends do.

For the Guest

- ★ Spend minutes logging onto ShareYourWish.com and contributing towards a gift.
- ★ Walk to party holding your child's hand with one hand and checking Facebook with the other!
- ★ Leave the party knowing the birthday boy/girl will love the gift you contributed towards, and feel good about supporting their charitable wish.

Our Values

INTEGRITY, ABOVE ALL ELSE

By staying true to our mission and grounded in our core values we earn the trust of parents and children, our customers and communities.

TEACH SOCIAL RESPONSIBILITY

When children practice charity they learn compassion, empathy, self-esteem, pride, generosity, empowerment and in turn become better stewards of the world.

HELP YOURSELF BY HELPING OTHERS FIRST

Charitable acts prove that considering the needs of others first can lead to a better outcome for everyone, including yourself.

OPEN COMMUNICATION

Encourage frequent and open exchange of ideas between parents, kids, employees and customers to breed innovation and better relationships.

Our Vision

Influence children towards a lifetime of social responsibility by teaching them to sow and reap the good fortune of a generous spirit, making the world a little better for everyone.

Our Team

Buck Schleifer, Co-Founder, Managing Member

Buck is one half of the founding team of Share Your Wish, which also includes his wife, Rebecca. He is a dedicated father to his two beautiful children, "A" (born Jan., 2008) and "E" (born Oct., 2009). Buck currently has a full-time career as a proprietary trader for a hedge fund in Westchester, NY, but spends a lot of his free time pursuing his passion, which is Share Your Wish.

Buck comes from humble beginnings, growing up in Bronx, NY. While he may not have had everything, he had enough to be happy. And that mostly had to do with the love that was shared in his family. He worked very hard to excel in school, gaining acceptance to the prestigious Bronx High School of Science, followed by a 4-year Dean's scholarship to Pace University, and finally earning his MBA from NYU Stern Business School. He has been fortunate to achieve success in his career, which ultimately means more financial freedom.

When asked what he is grateful for in his life, the thing that tops the list is that he and his wife are able to provide for their kids. Not only that, but he is able to support their interests, take family vacations, and put away some money for their college education. These are mostly things his parents weren't able to provide for him. But, not being the wiser, he never missed any of them.

This personal understanding that "things" do not create happiness is what drives Buck to fight the impulse to give his kids everything they want, and was the main catalyst for creating Share Your Wish.





Rebecca Schleifer, Co-Founder, President

Rebecca makes up the other half of the founding team of Share Your Wish. Rebecca was a Special Education teacher for ten years. She left her position in 2008 to take on the most important role of all, motherhood. Raising two young children has been life changing, a little bit messy, and full of surprises. It has also been quite inspirational, as it was Rebecca's two young children that inspired the idea of Share Your Wish.

Rebecca attended University of Hartford where she received a degree in Special Education, and later earned a Masters Degree from Hunter College. Clearly she has a passion for education. Rebecca hopes to utilize her experience with young children and how to teach them effectively, by offering parents ways in which to teach their youngsters the virtues of being charitable.

Rebecca and her husband created Share Your Wish in hopes that families will begin teaching their young children about what is truly important in life. She believes that people must always come before things. She hopes to inspire families to celebrate their children's birthdays with presents that have special meaning, and create a way to make their child's day even more special by sharing with others. Rebecca's goal is to continue to "teach, share, and inspire" others.

Eric Putter — President, Very Inventive LLC

Very Inventive has provided the business and technology support to bring ShareYourWish.com to life. Very Inventive helps new entrepreneurs with great ideas to break into the world of Internet startups, from concept to launch. They don't just build Internet applications; they build businesses.



Eric is a prior startup founder and Fortune-level executive. His career in technology began with Assembly programming at eight years old, and has spiraled between deeply technical and highly creative disciplines ever since. Notably, he founded a services agency at the dawn of the dot-com era, helping some of the biggest names in business to establish their presence, ecommerce and online marketing.

Now living outside of NYC in Sleepy Hollow, Eric was introduced to the Schleifers' concept for ShareYourWish and almost immediately a partnership was formed. Very Inventive has leveraged decades of experience managing business technology to employ a lean, agile methodology for spinning up new ventures. ShareYourWish went from concept to launch on this model, which relies heavily on outsourced teams and an emphasis on proven, repeatable processes. They thank the Schleifers, and honor their values and very genuine commitment to this cause.

Eric and the Very Inventive team will continue to support ShareYourWish through its upcoming fast-growth phase, and are very proud to be a part of this excellent social enterprise.