



Special Event Fundraising Kit

This packet will help you structure a successful fundraiser within
Make-A-Wish® guidelines.

The enclosed contract must be completed and returned to
the Make-A-Wish® office for approval.

Thank you for helping share the power of a wish®!



Fundraising Kit

Thank you for your interest in holding a special event for the Make-A-Wish Foundation® of the Hudson Valley. We appreciate your desire to help our very special children.

The Make-A-Wish Foundation was inspired in 1980 by the love that a family and friends had for a seven-year-old Phoenix boy named Chris, who had leukemia. Chris dreamed of becoming a police officer, and his family, friends and the state highway patrol made his wish come true – just four days before he passed away. Chris' mother and those who helped grant his wish, created the Make-A-Wish Foundation in his memory, enabling his legacy to live on in the more than 160,000 wishes that have been granted since.



The Make-A-Wish Foundation of the Hudson Valley is held accountable to the highest ethical standards of fundraising; we are governed by policies established by our national organization, Make-A-Wish Foundation of America®. We also adhere to the principles of various watchdog agencies, including the Better Business Bureau. In completing this form and planning your fundraiser, there are some guidelines we ask you to follow. Please review the following information carefully.

Approval Process

Once you complete the enclosed contract and budget forms, please submit them to us at The Wish House as soon as possible. It will be reviewed by the Development Manager and/or Development Officer. We will call you with any questions, and once your fundraiser is approved, you may then use the Make-A-Wish® name. **We promise to make this process move quickly and will give you or send out a response within 2 weeks of receiving the form. Please do not use the Make-A-Wish name for fundraising until you have received a copy of the signed approval.**

Make-A-Wish Foundation® of America

Make-A-Wish Foundation of America is the national foundation for all chapters throughout the United States. This organization may become involved in any fundraising involving national celebrities or multiple state fundraising. In these cases, additional approval may be required from the national foundation.

Using the Make-A-Wish® Name

Once the fundraiser has been approved, we will send you the Make-A-Wish logo in the format desired.

Some guidelines for the logo:

- The ® symbol licensed should appear after the word *Foundation* in our name. The symbol needs to be used the first time the full name of the organization is mentioned in a letter or the most prominent place in a letter – it does not have to be used each subsequent time.
- Any products you develop for your fundraiser which incorporate the Make-A-Wish logo (such as mugs or t-shirts) must be approved by our Chapter office.
- The A must be capitalized and hyphens should appear on either side.
- Any information you distribute, publish or send out using the Make-A-Wish Foundation of the Hudson Valley name, including but not limited to advertisements and press releases, must be reviewed by our office **before** it goes out. This information can be faxed to us at (914) 478-8245 or emailed to tthorne@hudson.wish.org.
- Our Make-A-Wish logo appears below. It is in a typestyle developed especially for Make-A-Wish and must be used as it appears. The name of the chapter may be added in Century School 12 font.

Make-A-Wish Foundation® of the Hudson Valley

Any information you distribute, publish or send out using the Make-A-Wish name, including advertisements and press releases, must be reviewed by the Wish House before it goes out. This information can be faxed to us at (914) 478-8245 or emailed to tthorne@hudson.wish.org and, once again, we promise a quick response.

Language to Use

Please refrain from using the terms “terminally ill”, “dying” or “last wish” when referring to our children. The expression we use is “children with life-threatening medical conditions”. Of course, our organization exists to serve these kids and their families and we are always careful to use language which is sensitive to them. Many of the children for whom we have fulfilled wishes are still alive – we like to think that perhaps their wish has had a positive impact on their well-being. Your fundraiser will provide a child with a life-threatening medical condition with hope, strength and joy during a time that is often overwhelmed with worry and uncertainty.

Language to use in Advertising

The Better Business Bureau has established guidelines as to how you must indicate your fundraiser is benefiting Make-A-Wish®. Please refer to the following chart:

What is going to Make-A-Wish	The Language to Use
If <i>all</i> the money collected is going to Make-A-Wish	<i>Proceeds benefit the Make-A-Wish Foundation® of the Hudson Valley</i>
If <i>all the money minus your expenses</i> on the event are going to Make-A-Wish	<i>A portion of the proceeds benefit the Make-A-Wish Foundation of the Hudson Valley or Net proceeds to benefit the Make-A-Wish Foundation of the Hudson Valley</i>
If a <i>specific dollar amount</i> in the purchase of a product is going to the foundation	You must state the dollar amount. Example: <i>For every car we sell on Sunday, \$100 will go to the Make-A-Wish Foundation of the Hudson Valley</i>
If a <i>percentage of the proceeds</i> are going to benefit Make-A-Wish	You must state what percentage of the proceeds will benefit the organization. For example, <i>25% percent of the proceeds to benefit Make-A-Wish of the Hudson Valley.</i>

Fundraising Methods

Getting Sponsorships for Your Fundraiser

If you are planning to go to companies or organizations to get donations for your fundraiser, please let us know who you are planning to approach before you make the ask because we may already have a relationship with them. We may also have recommendations on those who might or might not be good to approach. There are some companies in the Hudson Valley region who already provide great support to the Make-A-Wish Foundation and they have asked that they not be approached with requests from those doing external fundraisers. Because these companies do so much

for us, we must be careful about “how many times we go to the well.” Therefore, we cannot ask these companies to provide something for your fundraiser and we ask that you do not go to these companies with requests for donations of any kind. In any case, contact our office before approaching potential donors.

Please don't put these relationships at risk for us!

Additionally, we must be careful in approaching any company outside the counties our chapter serves. There are 69 chapters of the Make-A-Wish Foundation® and we want to be sure we are not infringing on any other chapter's donor. If you are planning to go to a company outside of our territory, please check with us first.

Unacceptable Fundraising Methods

Make-A-Wish Foundation policies prohibit the following solicitation techniques:

- Telemarketing
- Door-to-door
- Most Online Donations (contact us for specifics)
- Use of vending machines or candy boxes

*****Any proposals using these methods of fundraising will be declined*****

Raffles

The Make-A-Wish Foundation is not responsible for raffles hosted by external fundraisers. Individual states have specific rules about raffles. Usually, raffles require a license/permit through your local Sheriff's Office and prizes may be subject to a federal income tax. It is your responsibility to investigate rules and regulations in your area. Below are some examples:

- Print materials must disclose how event organizers can be reached, where the prize came from and the place, date and time of the drawing.
- Official rules must be printed and available at all times.
- All prizes must be awarded.
- You must state the odds of winning, including the maximum number of tickets sold.

Expected Minimum Donation

We appreciate the hard work that goes into your organization's fundraising efforts. Therefore, we strive to provide the support and resources needed to make your event a success. However, because of our limited resources we hope that each external event will raise \$1000+. We are still happy to discuss and plan fundraising at any donation level. If you are planning a cause-related marketing fundraiser—one in which an individual or company will make sales or profit with a portion of the proceeds going to the Make-A-Wish Foundation—we may ask for a guaranteed minimum donation.

Tax Deductions

Make-A-Wish® is a 501(c)(3) organization, which means that donations to us are tax deductible to the full extent of the law. Receipts may be available for individual donors. This is the legal and proper language to use:

“Donations to the Make-A-Wish Foundation® are tax deductible to the full extent of the law.”

RESOURCES & RESPONSIBILITIES

Your Responsibilities

You will be responsible for your fundraiser from inception to the day the check is issued to the Make-A-Wish Foundation®. It is your job to obtain the donors, the publicity, the prizes, etc. Make-A-Wish cannot be held responsible for any costs associated with your event.

Who Signs Legal Contracts?

As the event sponsor, you will also be responsible for understanding and agreeing: a) that neither you, nor any of your employees or representatives, is authorized to act as an agent of Make-A-Wish; b) that you may not open a bank account in Make-A-Wish's name; and (c) that you may not endorse, or attempt to negotiate, any checks made payable to Make-A-Wish, all of which shall be promptly forwarded to Make-A-Wish for processing.

Resources Available To You

We are standing by to answer your questions and provide support where we can, but please remember that our resources are very limited. We may be able to provide services subject to availability and commitment level. This includes media resources, staff and volunteer support, and consignment items for purchase. See attached event form for details.

FORMS & CONTACTS

Please complete the Special Event Proposal and License Agreement form and return it to our office for approval.

Make-A-Wish Foundation® of the Hudson Valley

Phone: (914) 478-WISH (9474)
Fax: (914) 478-8245
Email: tthorne@hudson.wish.org



The Make-A-Wish Foundation® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy.



Special Event Proposal and License Agreement

The Make-A-Wish Foundation® of the Hudson Valley (“Make-A-Wish”) appreciates your interest in holding a fundraising event to help us grant the wishes of children with life-threatening medical conditions. Please fill out this proposal form and indicate your acceptance of the terms and conditions herein by returning a signed copy to us. If the proposal is approved, we will send you a fully signed copy, at which time your license to use the Make-A-Wish® name and marks will become effective.

Event Information

Name of event _____

Event Host/planner _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Date of event _____ Location _____

Event description _____

Expected attendance _____

Do you plan to publicize the event? Yes No (Note: If “yes,” please pay particular attention to paragraphs 4-6 below before signing this proposal)

Budget Information

Will an admission fee be charged? Yes No If so, how much? \$ _____

What % of the fee will Make-A-Wish receive? _____

Will the Event generate other types of revenue? Yes No
 I so, what % or amount of that revenue will Make-A-Wish receive? _____

Anticipated total revenues: \$ _____

Anticipated total expenses: \$ _____

Anticipated total donation to Make-A-Wish \$ _____

Based on your anticipated revenues please check the options below.

Variations to the following options can be discussed with your Make-A-Wish representative.

Available at all sponsorship levels:

✓ DATE NEEDED

		Print materials. Including: brochures, newsletters, etc.
		Banner – single use “banner-on-a-roll”
		Make-A-Wish buttons
		Make-A-Wish balloons
		Use of Make-A-Wish name for publicity (text only)
		Event posting on our website calendar (for events open to the public)

\$2,000-6,999 (with 1+ month lead time)

All above items available plus:

✓ DATE NEEDED

		Consignment items for sale. Including: wristbands, star magnets, light-up star necklaces, hats and t-shirts. See rep for price list.
		Representative at event. Available for check presenting, speaking, event assistance, etc.
		Business Support Letter requesting support of local businesses in your efforts emailed to you.

\$7000-14,999 (with at least 3 months lead time)

All above items available plus:

✓ DATE NEEDED

		Opportunity to sponsor a wish. Your funds assigned to a specific wish, and your name connected to that wish.
		Make-A-Wish Volunteers to assist with event (subject to availability)
		Wish child/family to attend (subject to availability)
		Use of Make-A-Wish logo and trademark
		Wish Art
		Staff representative at event. Available for check presenting, speaking, event assistance, etc.

\$15,000+

All above items plus:

✓ DATE NEEDED

		Sponsor 1 wish per \$7500 raised
		Logo on website with link
		Make-A-Wish video presentation
		Staff/Board Member at event. Available for check presenting, speaking, etc.
		Newsletter Recognition

Terms and Conditions

1. Sponsor agrees to provide Make-A-Wish with all of the net proceeds from the Event, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses in excess of \$500), in a form acceptable to Make-A-Wish, within thirty (30) days after the Event. Make-A-Wish may audit the Event revenues and expenses, if necessary.
2. Make-A-Wish is a licensed chapter of the Make-A-Wish Foundation[®] of America, the owner of certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish, Make-A-Wish Foundation and the swirl-and-star logo (collectively, the “Marks”). If (and only if) this proposal is approved by Make-A-Wish, Sponsor will be granted a non-exclusive license to use the Marks in connection with the Event, although only within the geographic territory served by our chapter.
3. The term of the license granted hereunder shall be from the date Make-A-Wish approves Sponsor’s proposal until the conclusion of the Event; provided, however, that Make-A-Wish has the right to terminate the license if it determines, in its reasonable discretion, that the Event is or will likely be injurious to the Marks.
4. Any use of the Marks is subject to the prior written approval of Make-A-Wish. Accordingly, Sponsor agrees to submit to Make-A-Wish for approval – prior to the production, distribution, broadcast, or publication thereof – all printed materials, publicity releases and advertising relating to the Event that mentions Make-A-Wish or contains the Marks.
5. Sponsor understands and agrees that the Marks: (a) may not be altered in any way, nor may they be sublicensed to any other person; (b) may not be used in connection with any telemarketing or door-to-door solicitations; and/or (c) may not be used in conjunction with terminology that is contrary to Make-A-Wish’s mission (including phrases like “terminal illnesses,” “dying children,” “last wishes,” etc.). Sponsor further acknowledges that, because its license to use the Marks is limited to the geographic territory served by our chapter, it may not solicit cash or in-kind donations from persons outside such territory (including via the Internet).
6. In accordance with standards adopted by the BBB Wise Giving Alliance, Sponsor agrees that any solicitations relating to the Event must specify at the point of solicitation, and in a manner acceptable to Make-A-Wish: (a) that Make-A-Wish is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Make-A-Wish; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.
7. In order to avoid inadvertently jeopardizing existing relationships between Make-A-Wish and its donors, Sponsor agrees to receive approval from Make-A-Wish before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.
8. Sponsor represents to Make-A-Wish that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Event; (b) all necessary insurance, licenses and permits

will be obtained and will be in force through the conclusion of the Event; (c) the Event will result in no cost or expense to Make-A-Wish whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold Make-A-Wish harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.

- 9. Nothing in this document shall be construed to authorize Sponsor, or any of its employees or representatives, to act as an agent of Make-A-Wish. Thus, for example, Sponsor may not open a bank account in Make-A-Wish’s name, nor may it endorse or attempt to negotiate any checks made payable to Make-A-Wish, all of which must be promptly forwarded to Make-A-Wish for processing.

(Note: This Special Event Proposal and License Agreement will not become effective unless and until it is approved by Make-A-Wish, as evidenced by the signature of an authorized Make-A-Wish representative below.)

Proposed by

Approved by

Signature of authorized host

Signature of authorized
Make-A-Wish representative

Print name

Print name

Title

Title

Date

Date

We are deeply grateful to you for proposing this event to benefit the Make-A-Wish Foundation. It is because of caring people like you that we have been able to bring hope, strength and joy to so many special children in this area over the years.
Thanks for helping us make wishes come true!