



## External Event Fundraising Packet

This packet will help you structure a successful fundraiser within Make-A-Wish® policies. The enclosed agreement must be approved by Make-A-Wish Mid-Atlantic before you can begin to use our name or raise money on our behalf.



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



## External Event Fundraising Packet

Thank you for your interest in holding a special event to benefit **Make-A-Wish Mid-Atlantic**. We appreciate your desire to help grant wishes to children in our community who face life-threatening illnesses.

Make-A-Wish America was inspired in 1980 by the love that a family and friends had for a seven-year-old boy in Phoenix 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 Make-A-Wish America in his memory, enabling his legacy to live on in the thousands of wishes that have been granted since.

**Make-A-Wish Mid-Atlantic** (the "chapter") is held to the highest legal and ethical standards of fundraising and we are governed by policies established by our national organization, Make-A-Wish America. We also adhere to the principles of various watchdog agencies, including the Better Business Bureau (BBB) Wise Giving Alliance, which you are required to follow if you want to use the Make-A-Wish name.

In completing this form and planning your fundraiser, there are some rules that you are required to follow. **Please review the following information carefully.**



# Organizer Responsibilities

You, the event organizer, are responsible for planning and obtaining support for your fundraiser from inception to the day the check or donation is issued to the chapter. **It is your job to develop logistics and acquire the venue, sponsors, publicity, prizes, entertainment and staff that are necessary for a successful event, including its fundraising aspects.**

Your efforts must draw the majority of participants. We look forward to answering your questions and providing support where we can.

## Approval Process

At the end of this packet, you will find a Special Event Proposal and License Agreement. Please fill out and return to your chapter contact as soon as possible for approval. Your submission will be reviewed by the Director of Special Events. We will call you with any questions and help revise any areas that are not in compliance with our standards.

We promise to make this process move quickly and we will provide a response within 2 weeks of receiving the forms. **You are not permitted to use the Make-A-Wish name or logo for ANY reason until we have provided you with written approval of your Special Event Proposal and License Agreement.**

## Using the Make-A-Wish® Logo and Name

A copy of the Make-A-Wish Mid-Atlantic logo will be sent to you upon request pending approval of the proposal. Some rules for using the logo:

- Our logo appears at the right. It is in a typeface developed especially for Make-A-Wish and must be used as it appears.
- **Do not use logos found on the internet.** We will provide you with the most current version, which includes our chapter name.
- The name of the chapter may be used in Futura, Century Schoolbook or Century Gothic (online).
- **The logo and name must never be used in the title of the event.**
- Any products and/or collateral you develop for your fundraiser which incorporate the Make-A-Wish logo or name (such as t-shirts) must be approved by the chapter.
- **In all cases**, the words "Make," "A," and "Wish" must all be capitalized and separated by hyphens.
- The registered trademark symbol (®) should always be used on the first or most prominent reference of each registered trademark (e.g., in a headline, or when the marks first appear in a body of text). The circle-R symbol should appear in superscript at the end of each mark (e.g., Make-A-Wish® or Make-A-Wish® Mid-Atlantic – **not** Make-A-Wish Mid-Atlantic).



Any information you distribute, publish or send out using the Make-A-Wish name or logo must be reviewed and approved by the chapter prior to such distribution. **Before publishing, please send an electronic copy of all materials to your chapter contact for approval.**

# Sharing the Make-A-Wish Message

Please do not use the terms “terminally ill”, “dying”, or “last wish” when referring to our wish children. The appropriate expression is “children with life-threatening medical conditions.” A lot of children for whom we have fulfilled wishes are still living, and many are now adults. We believe their wish had a positive impact on their well-being. Your fundraiser will help to provide a critically ill child with hope, strength and joy during a time that is often cluttered with worry and uncertainty.

If you would like help wording an appeal to your event supporters, we would be happy to assist you in developing compelling language that reflects our mission. Please communicate this important information to everyone involved in promoting your event, and remember that all messaging and materials need the chapter's prior written approval before being used and/or distributed.



## Disclosing Your Donation

The BBB Wise Giving Alliance requires specific disclosure language for indication how your fundraiser is benefitting the chapter. Please include this language in all publicity that mentions **Make-A-Wish**.

You must clearly disclose how the chapter benefits from the sale of products or services (i.e. cause-related marketing) when you state or imply that a charity will benefit from a transaction. Such promotions should disclose, at the point of solicitation:

- The actual or anticipated portion of the purchase price that will benefit the chapter (e.g. 5 cents of every dollar will be donated to the chapter),
- The duration of the campaign (e.g. the month of October),
- Any maximum or guaranteed minimum contribution amount (e.g. up to a maximum of \$200,000).

## Fundraising for Make-A-Wish

### Unacceptable Methods of Fundraising

Make-A-Wish America policies prohibit our chapter and any of our external fundraisers from employing the following types of fundraising tactics:

- Telemarketing
- Door-to-door solicitations
- Most online donations (contact the chapter for specifics)

The chapter also reserves the right to choose not to affiliate with any event where fundraising methods do not complement the organization's mission.

## Raffles

Our Mid-Atlantic territory has specific laws about raffles, and in many cases, raffles are illegal without a license or a permit. **Make-A-Wish Mid-Atlantic will not apply for a raffle license on behalf of third party events.** Please follow all raffle regulations for your territory.



## Sponsorships

If you are planning to go to companies or organizations to get donations or sponsors for your event, **please provide us with a list of who you plan to approach prior to approaching them**, because we may already have a relationship with them. It is not our desire to limit your plans, but to protect our own relationships with those who give directly to the chapter on a regular basis.

Because there are some companies who already provide great support to our chapter, we must be careful about duplicating efforts and making these groups feel like a lot of people are asking for donations on our behalf.

**Additionally, we must not approach any company outside the counties our chapter serves.** There are Make-A-Wish chapters all

across the country and we want to be sure we are not infringing on any other chapter's donors and/or territory. The chapter is legally prohibited from approaching donors outside of its territory.

## Resources Available to You

Make-A-Wish Mid-Atlantic is very grateful for your generosity and efforts in raising funds and awareness in support of our mission to grant the wishes of local children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. In an effort to prove the best support to you and to continue to direct most of our resources to granting wishes, the Foundation is pleased to provide the following based on your level of fundraising.

Please note that these resources are not guaranteed, and the distribution of these resources will be dependent upon the progress of the event. The Foundation reserves the right to check in with the event organizer on a bi-weekly basis leading up to the event.

### Less than \$1,000

- Permission to use the Make-A-Wish Mid-Atlantic name\*
- The use of Make-A-Wish Mid-Atlantic disposable banners and digitally distributed fact sheets
- Event endorsement letter indicating the Foundation as event beneficiary

### \$1,000 or more

- Items noted above
- Use of Make-A-Wish Mid-Atlantic logo on print promotional materials such as posters, flyers, etc.\*

### \$2,500 or more

- Items noted above
- Opportunity to request Make-A-Wish Mid-Atlantic Volunteers and Wish Ambassadors\*\*

### **\$5,000 or more**

- Items noted above
- Upon request, social media recognition, providing that the event/promotion falls within a mutually agreeable media window\*\*\*
- Promotional Wish Stories with Wish Kid Photos
- Opportunity to request Make-A-Wish representative to be present at your event or check presentation
- Upon request, inclusion in the chapter newsletter, if timing permits

### **\$10,000 or more**

- Items noted above
- Upon request, wish child/family invited to attend the event \*\*
- Upon request, collaboration with staff to issue one press release, providing that the event/promotion falls within a mutually agreeable media window\*\*\* (media not guaranteed)

**PLEASE NOTE:**

*\*The Foundation MUST APPROVE all uses of its name and logo in advance of its reproduction, printing or distribution. Please see #4 under Terms and Conditions on the Special license Agreement.*

*\*\* The Foundation will do its best to accommodate volunteer and wish family requests, but requests are not guaranteed. Confirmations of volunteers, wish ambassadors, and wish child attendance is dependent on event's progress 14 days prior to the event.*

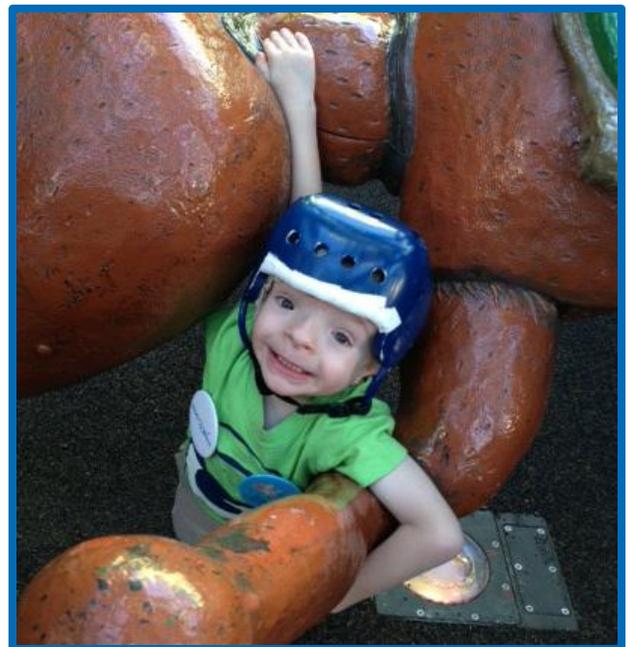
*\*\*\*Media not guaranteed*

## **Closing Out Your Fundraiser**

**Please deliver funds to the chapter within 30 days.** You can mail donations to our office, deliver donations in person, or we can arrange to pick them up from you. We rely on these funds to grant wishes, so please deliver them at your earliest opportunity.

It is your responsibility to **acknowledge any 3<sup>rd</sup> party donors who contribute to your event.** If you would like the chapter to send a Thank You letter to 3<sup>rd</sup> party participants in your event, you must submit the donor's name and address to the chapter following the event.

Make-A-Wish Mid-Atlantic will not provide tax acknowledgements for any 3<sup>rd</sup> party events.



***Thank you again for choosing to organize an event to help grant wishes for local children with life-threatening medical conditions. Should you have any questions, or should you want to speak with a staff member for any reason, please feel free to call our Headquarters office at 301-962-WISH(9474).***

# Frequently Asked Questions

As you begin to plan your event please be sure to read over the commonly asked questions and answers below. They serve as guidelines and will help you stay within the Terms and Conditions of the Special Event Proposal and License Agreement and will aid in having a successful event.

**Q. If my external event is approved and I hold the same event next year, can I use the same agreement from the previous year?**

A. No. The licensing agreement is good for only the event and timeframe outlined in the agreement and expires at the conclusion of the event, one year from the date of approval, or upon the decision of Make-A-Wish. Annual events are common and encouraged, however, and the second year takes less time to approve

**Q. If I conduct an external event, can I reserve funds for the next year's event in a special account?**

A. No. The money raised from a fundraising event must be turned into the chapter and will be recorded as donations received for the purpose of granting wishes.

**Q. If I am soliciting for a Make-A-Wish event, is there anything I need to do before contacting a sponsor/vendor?**

A. Yes. The Foundation will require a list of businesses that you are interested in contacting before planning your event, so that we will not jeopardize existing relationships with donors.

**Q. What type of credentials can I provide when I solicit funds?**

A. Upon request, each approved event will be issued an acceptance letter on official Make-A-Wish Mid-Atlantic letterhead, verifying that your event has been approved by the chapter.

**Q. Are there any events or types of fundraising that the Make-A-Wish does not permit?**

A. The Make-A-Wish national policy states that we are **NEVER** permitted to use telemarketing or door-to-door solicitation in our fundraising efforts. We also cannot raise funds via Internet, through vending machines, or solely from liquor sales (proceeds from all food and beverage sales combined are acceptable).

**Q. Does Make-A-Wish Mid-Atlantic have insurance that covers liquor liability, gambling, raffles, bingo, etc.?**

A. Make-A-Wish does not provide insurance coverage for external events. The event host must obtain insurance when necessary. *Please note: special permits or licenses can take up to 4-6 weeks.*

**Q. May I contact celebrities for my event?**

A. Make-A-Wish has approval procedures in place for contacting celebrities on behalf of the organization. Even if you have personal contact with celebrities, please talk to your chapter contact before you contact anyone. Make-A-Wish will not contact celebrities on behalf of your event. *This policy is in place so that we do not jeopardize our celebrity contacts for wish children.*

**Q. May I invite wish children to attend my event?**

A. We are happy to discuss inviting a wish child to attend or speak at your event. This is decided on a case by case basis as we must be protective of our wish children and their privacy.

**Q. Can I sponsor a specific child?**

A. You can be provided the story and photo of a specific wish child to use to demonstrate how your event donations can be used. All funds from events go into our general fund. At times we are able to get much of the wish expenses donated which releases funds for use on other wishes, and we do not hold a child's wish because they are waiting for a sponsor to raise the funds, for this reason all funds go to granting all wishes.

**Q. What are the IRS and Better Business Bureau laws and regulations regarding charitable contributions?**

A. A quid pro quo donation is when a donor gives money to a charity that is partly a contribution and partly an exchange for goods and/or services. Only the excess contribution from the money given less the value of the goods and services is allowable for the donor to use as a charitable deduction (e.g. the golf tournament cost \$75 per player; the estimated value for each player was \$40, so the difference of \$35 may be tax

deductible). *The percentage or amount that is deductible MUST be disclosed at the point-of-sale (printed on the raffle ticket, poster, advertisement, etc.).*

**Q. How is Fair Market Value Determined?**

A. IRS Publication 561 defines fair market value as "...the price that property would sell for on the open market." The fair market value of goods or services that generally are not commercially available may be determined by using the fair market value of similar or comparable goods or services. Goods or services may be similar or comparable even if they do not have the unique qualities of the goods or services being valued. A "good faith estimate" must be made in determining the value of the exchange.