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Special Event Proposal and Fundraising Guide

Thank you for your interest in raising funds for **Make-A-Wish® Michigan**. We appreciate your desire to help grant wishes to children in our community who face life-threatening medical conditions.

Make-A-Wish 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 but dreamed of becoming a police officer. Chris' family, friends and the State Highway Patrol made his wish come true, shortly before he passed away. Chris' mother and those who helped grant his wish created Make-A-Wish in his memory, enabling his legacy to live on in the thousands of wishes that have since been granted.

Make-A-Wish Michigan is held accountable to the highest ethical standards of fundraising and is 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.

In completing the Budget Worksheet and Special Event Proposal and License Agreement (included as part of this packet) and planning your fundraiser, there are some guidelines we ask you to follow. Please review the following information carefully.

This guide is intended to help you structure a successful fundraiser in compliance with Make-A-Wish Michigan requirements. The Special Event Proposal and License Agreement form must be approved by Make-A-Wish Michigan before you can begin to raise money on our behalf. Before signing the License Agreement, please review the following information carefully and let us know if you have any questions.

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 Foundation. **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. You must demonstrate a willingness and ability to fully coordinate a successful effort in order for your event to be approved.

Proposed Event Check List

After consulting with Make-A-Wish Michigan, and before filling out the Special Event Proposal and License Agreement form, you should do the following with respect to your proposed fundraiser:

- ✔ Determine what the event will be and an appropriate name
- ✔ Select a date and location for the event
- ✔ Set a realistic goal in terms of the dollar amount you will raise
- ✔ Create an event budget, with an estimate of revenues and expenditures
- ✔ Determine how funds will be raised (e.g., selling tickets for the event, conducting a silent auction, obtaining sponsors, selling t-shirts, etc.)
- ✔ Determine who your audience is and how you will tell them about your event

Approval Process

At the end of this packet, you will find a Special Event Proposal and License Agreement (the "Agreement"). **Please return it to your Make-A-Wish Michigan contact a minimum of eight weeks prior to your event date for approval.** Your submission will be reviewed by the Foundation's VP of Philanthropy. We will call you with any questions and help revise any areas that are not in compliance with our standards.

Once your event is approved, you may then use the Make-A-Wish name and logo in accordance with the terms of the Agreement and the guidelines herein. You can expect a response within one week of receipt of the Agreement by the Foundation. **You are not permitted to use the Make-A-Wish name or logo for ANY reason until you have received a copy of the Agreement signed by a Foundation representative.**

Using the Make-A-Wish Logo and Name

A copy of the Make-A-Wish logo will be attached to your approval email in jpeg format. Some rules for using the logo:

- ☆ **Do not use non-Michigan logos found on the Internet.** We will provide you with the most current version, which includes our chapter name.
- ☆ The logo's typestyle was developed especially for Make-A-Wish Michigan and must be used as it appears.

- ☆ Please do not use “Make-A-Wish” in the title of your event such as Make-A-Wish Golf Outing, instead you can use “Golf Outing to benefit Make-A-Wish Michigan” or “Golfing to Grant Wishes” or “Golf for Wishes,” etc.
- ☆ When referring to Make-A-Wish in printed materials, **please be sure that you include hyphens and capitalize the “A.”**
- ☆ Any products for your fundraiser that incorporate the Make-A-Wish logo (such as t-shirts, flyers, press releases) must be approved by the Foundation.
- ☆ 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® Michigan – not Make-A-Wish Michigan®).

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

[Sharing the Make-A-Wish Message](#)

Do not use the terms “terminally ill,” “dying” or “last wish” when referring to our children. Our wish kids have “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 provide a critically ill child with hope, strength and joy - especially if you use language consistent with our mission.

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.

[Disclosing Your Donation](#)

The BBB Wise Giving Alliance requires specific disclosure language for indicating how your fundraiser is benefiting the Foundation. Please include this language in all publicity that mentions Make-A-Wish. If you need assistance determining the appropriate language, please ask your Make-A-Wish Michigan contact.

You must clearly disclose how Make-A-Wish Michigan 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 Foundation (e.g., 5 cents will be contributed to Make-A-Wish Michigan for every XYZ company product sold).
- ☆ 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 \$20,000).

Donation Type	Sample Language
100% of funds collected will be donated to Make-A-Wish Michigan.	“100% of ticket sales/registration fees/purchase price benefits Make-A-Wish Michigan.”

<p>If all the money minus your expenses on the event will be donated to the chapter, state the minimum portion or percentage of the amount charged that will benefit Make-A-Wish.</p>	<p>“A minimum of \$___ from every ticket sold will benefit Make-A-Wish Michigan.” “Eighty percent of ticket sales will benefit Make-A-Wish Michigan.”</p>
<p>If a specific dollar amount in the purchase of a product is going to the Make-A-Wish, state the dollar amount.</p>	<p>“For every car we sell on Sunday, \$100 will go to Make-A-Wish Michigan.”</p>

Unacceptable Fundraising Methods

Make-A-Wish America policies prohibit our chapter and any of our external fundraisers from telemarketing, conducting door-to-door solicitations and conducting Internet sales. Any proposals using these methods of fundraising will be declined.

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

Raffles

The State of Michigan has specific laws about raffles, and in many cases, raffles are illegal without a license or permit. **Make-A-Wish Michigan will not apply for raffle licenses on behalf of Third-Party Events.** Please contact the Charitable Gaming Division of the State of Michigan to find out more information about the rules for hosting a raffle. Their website is: <http://www.michigan.gov/cg/> and phone number is (517) 335-5780.

Raising Money for a Wish

If an event is expected to raise the average cost of a wish, a wish ambassador (a child who has had their wish fulfilled) may be available to attend and they or their family can share how a wish has impacted their life. All events have the option to receive our “featured wish story” that they can share with their supporters to show the impact of a wish.

Because these children are medically fragile, we do not designate specific wishes to a fundraising project or event until after the fundraiser has taken place.

If your event raises the average cost of a wish \$6,000 – you can choose to adopt a child's wish. After we receive the funds from your event, we will share with you the story of a special child and the wonderful wish experience the gift provided to them.

Getting Donations for Your Event

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**, because we may already have

relationship with them. It is not our desire to limit your plans, but to protect our own relationships with those who give directly to Make-A-Wish Michigan on a regular basis.

We may also have recommendations on those who might or might not be good to approach. Because many area companies and organizations do so much for us, we must be careful about duplicating efforts and making these groups feel like a lot of people are asking for donations on our behalf.

PLEASE DO NOT APPROACH THE DETROIT TIGERS, DETROIT PISTONS, DETROIT RED WINGS, OR DETROIT LIONS FOR EVENT DONATIONS. Wish kids from across the country visit Detroit to meet their heroes, and we need to preserve our carefully coordinated relationships to make their wishes possible.

Resources Available to You

We appreciate the hard work that goes into your fundraising efforts and understand you may require some support or resources from Make-A-Wish Michigan to make your event a success. Although we are happy to consider proposed events at any donation level, because our resources are limited **we hope each external event using the Make-A-Wish trademarks will raise at least \$1,000.** Here is a listing of resources available upon request.

- | | |
|-------------------|---|
| All Events | <ul style="list-style-type: none">* Permission to use the Make-A-Wish Michigan name* Kit containing fact sheets, brochures, banners, and balloons* Friends, Family and Fans online fundraising page* Featured Wish Story* Donation tracking sheet* Template for a press release* Template for thank you letters |
| \$2,500 + | <ul style="list-style-type: none">* All of the above plus* Permission to use the Make-A-Wish Michigan chapter logo* Foundation representative to attend your event |
| \$6,000 + | <ul style="list-style-type: none">* All of the above plus* Ability to become an Adopt-A-Wish® partner and adopt one child's wish* Limited inclusion on Make-A-Wish Michigan social media* Event may be listed in our online calendar of events |
| \$10,000 + | <ul style="list-style-type: none">* All of the above plus* Assistance with contacting media* Ability to become an Adopt-A-Wish partner and either adopt two children's wishes or one child's international travel wish* Invite a wish family to attend the event or organize meet and greet after event |
| \$15,000 + | <ul style="list-style-type: none">* All of the above plus* Ability to become an Adopt-A-Wish partner and either adopt three children's wishes or one child's wish and one child's international travel wish |
| \$20,000 + | <ul style="list-style-type: none">* All of the above plus* Will work with groups of this size on a case by case basis |

Is A Guaranteed Minimum Contribution Required for My Event?

If you are planning a cause-related marketing fundraiser, where an individual or company will make a profit while giving a portion of the proceeds to Make-A-Wish, we may ask for a guaranteed minimum donation, especially if there is a risk that the expenses of your event will be so high that very little will be left for the Foundation.

Establishing levels enables our staff to set priorities for fundraising efforts and to pursue other important parts of our mission, such as medical outreach, public awareness and granting wishes. Levels also allow us to allocate resources to those parties who are willing to undertake the time and commitment required to organize, manage and execute a successful fundraiser.

Closing Out Your Event

After your event we do have a few housekeeping items that will need to be completed for us to properly close out your event file within the guidelines provided by Make-A-Wish of America.

- ☆ **Deliver funds to the Foundation 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.
- ☆ Complete the Financial Summary Report which includes all income and expenses with copies of receipts for expenses that exceed \$500.
- ☆ Do not deposit any checks made payable to "Make-A-Wish" or attempt to open a bank account in the name of "Make-A-Wish." Please deliver all checks made payable to Make-A-Wish to our office and we will deposit them.



Michigan

BUDGET WORKSHEET

Please complete this budget and submit with your License Agreement

Expenses	Dollar Amount		Income	Dollar Amount
Supplies			Ticket Sales/ Entry Fees	
Security			Pledges (ex: walk-a-thon)	
Postage & Shipping			Sponsorships	
Equipment Rental			Sale of Goods (ex: bake sale/tshirts)	
Entertainment			Auction	
Awards & Gifts			Consignment Items (from MAW)	
Insurance			% of Proceeds (ex: \$1/ticket sold)	
Cost of Goods Sold			Other	
Travel				
Advertising				
Printing & Signage				
Decorations				
Facility Rental				
Food/Beverage				
Other				
Total Expenses			Total Income	
Total Income minus Total Expenses = Net Proceeds				
<i>Total Anticipated donation to Make-A-Wish Michigan</i>				

100% of event funds will benefit Make-A-Wish Michigan

See completed BUDGET WORKSHEET

Guaranteed Minimum Donation: \$

What charitable BBB Wise Giving Alliance disclosure language will you use on all marketing materials to disclose your donation to participants? (see pages 3-4 for guidance)

Please list all potential sponsors and donors for your event. *Attach a separate sheet if necessary. Please do not contact our local sports teams for donations.*

Indicate resources you request from Make-A-Wish Michigan:

- Make-A-Wish Kit (Free)**
Includes (4) generic 8½" x 11" fact sheets, (10) Balloons featuring the Make-A-Wish logo, (2) Banners featuring the Make-A-Wish logo, (10) Make-A-Wish wristbands, (20) Make-A-Wish Paper Star cut outs
- Additional Materials**
✦ Make-A-Wish Paper Star Cut Outs (\$10 each pack of 100) Quantity:
✦ Make-A-Wish Wristbands (\$10 each pack of 25) Quantity:
✦ Make-A-Wish Magnets (\$10 each pack of 25) Quantity:
- Friends, Family and Fans Online Fundraising Page (Free)**
Allows your group to raise funds online with a customized online fundraising page
- Template for writing a press release (Press releases may only be released on a local level, and may not be issued outside of the territory served by Foundation.)**
- Featured Wish Story**
- Make-A-Wish representative to attend**
- Donation tracking sheet**
- Template for thank you letters**
- Add our event to www.michigan.wish.org online calendar of events**
Description for calendar listing:

Please read the license terms and conditions and agree to them by signing below.

Terms and Conditions

1. Sponsor agrees to provide Make-A-Wish Foundation[®] of Michigan with all of the net proceeds from the Event, along with a written accounting of Event within thirty (30) days after the Event. Accounting must be in a format acceptable to Foundation and set forth the total amount raised by the event and the total expenses incurred, including an itemization and supporting documentation for any expenses in excess of \$500. Foundation may audit the Event revenues and expenses, if necessary.
2. Sponsor acknowledges: (a) that Foundation 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"); and (b) that Sponsor's use of the Marks is for the benefit of Make-A-Wish. If (and only if) this proposal is approved by Foundation, 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, i.e., [describe chapter territory]. Sponsor recognizes the need and agrees to maintain high standards in promoting, producing and conducting the Event, for the protection and enhancement of the Marks and the goodwill associated therewith.
3. The term of the license granted hereunder shall be from the date Foundation approves Sponsor's proposal until the conclusion of the Event; provided, however, that Foundation 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. Sponsor understands and agrees that any use of the Marks is subject to the prior written approval of Foundation, such approval not to be unreasonably withheld. Accordingly, Sponsor agrees to submit to Foundation for approval all printed materials (e.g. flyers, invitations, t-shirts, etc.) that contain the Marks, as well as all publicity releases and advertising relating to the Event (whether television, radio, newspaper, internet or any other form), prior to the production, distribution, broadcast, or publication thereof.
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 Foundation'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 (Michigan), nor may it use the Marks on the Internet and/or in conjunction with any news wire service without Foundation's prior written approval.
6. In accordance with standards adopted by the BBB Wise Giving Alliance, Sponsor agrees that any solicitations made in conjunction with the sale of products or services that state or imply that Foundation will benefit from a consumer sale or transaction will disclose at the point of solicitation, and in a manner acceptable to Foundation: (a) that Foundation is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Foundation; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount. In addition, all solicitations shall specify that written information about Foundation is available by calling (800) 622-9474 or by visiting www.wishmich.org.
7. Sponsor understands and agrees: (a) that it is the sponsor of the Event; (b) that Foundation is in no way responsible for the Event; and (c) that the Event will result in no cost or expense to Foundation whatsoever, unless Foundation has expressly agreed in writing to the contrary.
8. In order to avoid inadvertently jeopardizing existing relationships between Foundation and its donors, Sponsor agrees to receive approval from Foundation before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.

9. Sponsor represents to Foundation: (a) that it will comply with all applicable federal, state and local laws during the planning, promotion and conduct of the Event; and (b) that all necessary insurance and requisite licenses and permits will be obtained and will be in full force during the Event.

10. Sponsor agrees to defend, indemnify, and hold harmless Foundation, any affiliated and related organizations, and the officers, directors, employees, agents, and legal representatives of each, from and against any and all claims, losses, damages, costs and expenses, and liabilities of whatever kind or nature caused by, arising out of, or occurring in connection with, or claimed to have been caused by, arisen out of, or occurred in connection with, any act or omission of Sponsor relating to the Event.

11. Sponsor agrees that Foundation has the right to withdraw its name from affiliation with Sponsor or the Event if the Board of Directors of Foundation determines, in its reasonable discretion, that the Event is or will likely be injurious to Foundation or the Marks.

12. Sponsor's license to use the Marks shall terminate at the conclusion of the Event. Thereafter, Sponsor may continue to receive funds for Foundation, provided such funds are paid promptly to Foundation. However, Sponsor shall discontinue use of the Marks following the termination date unless expressly authorized to the contrary in writing by Foundation.

13. Nothing in the document shall be construed to authorize Sponsor, or any of its employees or representatives, to act as an agent of Foundation, nor shall it create a joint venture, partnership or other similar relationship between Foundation and Sponsor, and it is the specific intent of the parties that no such relationship be established hereby. Thus, for example, Sponsor may not open a bank account in Foundation's name, nor may it endorse or attempt to negotiate any checks made payable to Foundation, all of which must be promptly forwarded to Foundation for processing.

14. This Fundraising License Agreement reflects the entire agreement between the parties and supersedes all prior understandings and agreements, whether written or oral. It may be amended or modified only by a subsequent writing signed by both parties.

THANK YOU SO MUCH FOR HELPING US MAKE WISHES COME TRUE!

Note: This Special Event Proposal and License Agreement does not become effective until it is signed by an authorized Make-A-Wish representative.

PROPOSED BY:

APPROVED BY:

*Signature of authorized representative
of Sponsor*

*Signature of authorized representative
of Foundation*

Print name

Print name

Title

Title

Date

Date