

# MAKE·A·WISH®

## Southern Nevada



### *External Event Fundraising Packet*

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

Thank you for helping **Share the Power of a Wish®!**

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*Southern Nevada*  
*5105 S. Durango Drive, Suite 100*  
*Las Vegas, NV 89113*  
*Tel: 702.212.9474*  
*Fax: 702.367.0301*

### *External Event Fundraising Packet*

Thank you for your interest in holding a special event to benefit Make-A-Wish® Southern Nevada. 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 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 Make-A-Wish® in his memory, enabling his legacy to live on in the more than 197,675 wishes that have been granted since.

Make-A-Wish Southern Nevada (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.

**In submitting your proposal and planning your program, there are rules that you are required to follow. Please review the following information carefully.**

## *Organizer Responsibilities*

You, the 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 Development team. 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® Southern Nevada 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 (Mac), Century Gothic (PC) or Century Schoolbook.
- **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 (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<sup>®</sup> or Make-A-Wish<sup>®</sup> Southern Nevada – **not** Make-A-Wish Southern Nevada<sup>®</sup>).

Any information you distribute, publish or send 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<sup>®</sup> Message*

Please do not use the terms “terminally ill”, “dying”, or “last wish” when referring to our wish children. **The appropriate term is “children with life-threatening medical conditions.”** A lot of children for whom we have fulfilled wishes are still living, and many are adults now. We believe their wish had a positive impact on their well-being. Your fundraiser will help 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<sup>®</sup>**.

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**

The State of Nevada has specific laws about raffles, and in many cases, raffles are illegal without a license or permit. **Make-A-Wish® Southern Nevada will not apply for a license on behalf of third party events.** To learn more about our state's raffle regulations, please visit <http://gaming.nv.gov/modules/showdocument.aspx?documentid=2268>.

### **Guaranteed 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 highly encourage that each external event will raise **\$2,000+**. We are still happy to discuss and assist with fundraising efforts 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 Chapter—we may ask for a guaranteed minimum donation. Please refer to the Cause Marketing Fundraiser Packet for more information.

### **Sponsorships**

\*\* Our sponsors, corporate and local, are the backbone of our wish granting. Please initial the three boxes below to ensure you have read each statement.

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*

We appreciate the hard work that goes into your fundraising efforts and understand you may require some support from our Chapter to make your event a success. Although we are happy to consider proposed events at any donation level, because resources are limited **we hope each external fundraiser using the Make-A-Wish trademarks will raise at least \$2,000.** Here is a list of resources available upon request pending the approval of the proposal.

#### Guaranteed donation **Less than \$2,000:**

- Permission to use the Make-A-Wish Southern Nevada name
- Kit containing banners and electronic fact sheets
- Make-A-Wish recognition certificate to support your efforts

#### Guaranteed donation **\$2,000 or more:**

- Items above, use of the Chapter-specific Make-A-Wish logo (ALL uses of the name or logo must be approved before printing or public use)
- Social Media graphics to share on Facebook
- Up to two Make-A-Wish volunteers to help at a single event associated with promotion, including a representative to speak at the event

#### Guaranteed donation **5,000 or more:**

- Items above, plus use of Make-A-Wish name and/or logo in broadcast media
- Listing on the events page of the Chapter Web site
- Wish plaque commemorating your fundraising achievement
- Make-A-Wish representative to visit and share details and photo from a wish experience

#### Guaranteed donation **\$10,000 or more:**

- Items above, plus wish child/family invited to attend the event (participation not guaranteed, 30-day minimum notice required)
- Listing on the home page and events page of the Chapter Web site
- Collaboration with staff to issue one press release, providing that the event/promotion falls within a mutually agreeable media window

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 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.

The Chapter does not provide tax advice. Donors and 3 party participants should contact their personal tax representatives for guidance.

# *Event Budget*

Please complete this budget and submit with your Special Event Proposal

<b>Expenses</b>	<b>Dollar Amount</b>		<b>Income</b>	<b>Dollar Amount</b>
Supplies			Ticket Sales/ Entry Fee	
Security			Pledges (ex: walk-a-thon)	
Postage & Shipping			Sponsorships	
Equipment Material			Raffle Sales (Drawing)	
Entertainment			Auction	
Awards & Gifts			Consignment Items (from MAW)	
Insurance			% of Proceeds (ex: \$1/ticket sold)	
Costs of Goods Sold			Sale of Goods Sold (ex: bake sale/t-shirts)	
Travel				
Advertising				
Printing & Postage				
Decorations				
Facility Rental				
Food/Beverage				
Other				
<b>Total Expenses</b>			<b>Total Income</b>	
<b>Total Income minus Total Expenses = Net Proceeds</b>				
<b>Total Anticipated donation to Make-A-Wish® Southern Nevada</b>				



**Special Event Proposal and License Agreement**

The Make-A-Wish Foundation® of Southern Nevada 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.

**Sponsor and Event Information**

Event Sponsor/Name of Event: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Event Date and Location: \_\_\_\_\_

Description of the Event: \_\_\_\_\_

Resources requested from Make-A-Wish, if any? (Online donation page, volunteer, facts sheets etc.) \_\_\_\_\_

Do you plan on publicizing the Event? \_\_\_\_\_ (Attention to paragraphs 4-6 if yes)

**Budget Information**

Will admission fee be charged? \_\_\_\_\_ If yes, how much? \$ \_\_\_\_\_

What % or amount of the fee will Make-A-Wish receive? \_\_\_\_\_

Will the Event generate other types of revenue and, if 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: \$ \_\_\_\_\_

### **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 Foundation of Alaska & Washington is a licensed Chapter of 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 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, i.e., the States of Alaska and Washington.
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, which 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, nor may it use the Marks on the Internet and/or in conjunction with any news wire services without Make-A-Wish's prior written approval.
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.

**Thank you so much for helping us make wishes come true! 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 our territory.**

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 Make-A-Wish Foundation® of Southern  
Nevada*

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

**Make-A-Wish Foundation® of Southern Nevada**

5105 South Durango Drive, Suite 100 | Las Vegas, NV 89113 | 702.12.9474 | 702.367.0301 fax | [www.snv.wish.org](http://www.snv.wish.org)