



I wish to be a U.S. Coast Guard Rescue Swimmer
Andrew, wish granted 2017
life-threatening
neurologic condition



I wish to ride "horseys in the mountains"
Carmel, wish granted 2018
genetic condition

Together, we create life-changing wishes for children with critical illnesses

COMMUNITY FUNDRAISER RESOURCE BOOK



MAKE-A-WISH® ALASKA AND WASHINGTON

WESTERN WASHINGTON OFFICE

811 First Ave, Suite 620
Seattle, WA 98104
Contact: Jessica Quijada
jquijada@akwa.wish.org
206.588.8959

EASTERN WASHINGTON OFFICE

104 S Freya St
Yellow Flag Building, Suite 207
Spokane, WA 99202
Contact: Angela Miller
amiller@akwa.wish.org
509.456.5627

ALASKA OFFICE

430 W 7th Ave, Suite 110
Anchorage, AK 99501
Contact: Brook Pigg
bpigg@akwa.wish.org
907.375.9063

wish.org/akwa/host-event

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Each year, fundraiser and wish-granting volunteer, Lou Cutler, hosts an annual run with Seattle elementary students in honor of his birthday. The event has raised more than \$80,000 in 17 years for Make-A-Wish locally.

Welcome

Thank you for your interest in hosting a fundraiser to benefit Make-A-Wish Alaska and Washington. We appreciate your desire to help grant wishes to children in our community with critical 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 dreamt 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 500,000+ wishes that have been granted worldwide since.

Celebrating 35 years of wish-granting, our chapter has granted more than 7,500 wishes thanks to community supporters like you. But, our work is far from over and we need your help to reach our vision of a wish for every eligible child.

In completing the Special Event Proposal and planning your fundraiser, there are some rules that you are required to follow. Please review the following information carefully.

Sincerely,



Melissa Arias
President and CEO
Make-A-Wish Alaska and Washington



Logistics & Logo Guide

APPROVAL PROCESS

At the end of this packet, you will find a Special Event Proposal and License Agreement. Please fill it out and return to your chapter contact as soon as possible for approval.

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.** We look forward to answering your questions and providing support where we can.

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 critical illnesses.**” 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 children with critical illnesses with hope, strength and joy during a time that is often cluttered with worry and uncertainty. Research shows that when people learn that we grant wishes to children with life-threatening medical conditions and not children with terminal illnesses, we raise more money.

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.

USING THE MAKE-A-WISH® LOGO AND NAME

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

- ★ Our current logo appears at the right. Do not use logos found on the internet. We will provide you with the logo file.
- ★ The words “Make,” “A,” and “Wish” must all be capitalized and separated by hyphens: Make-A-Wish.

BENEFITING



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.**

Fundraising Guidelines



DISCLOSING DONATIONS

You must clearly disclose how the chapter benefits from the fundraiser (e.g. 100% of proceeds benefit Make-A-Wish® Alaska and Washington).



TAX-DEDUCTIBLE DONATIONS

Make-A-Wish can only provide a receipt for a monetary donation made directly to the chapter. Donations through community events will not receive a receipt. The chapter does not provide tax advice. Donors and community event participants should contact their personal tax representatives for guidance.



RAFFLES

The states of Alaska and Washington have specific laws about raffles, and in many cases, raffles are illegal without a license or a permit. Make-A-Wish Alaska and Washington will not apply for a raffle license on behalf of third-party events. To learn more about the states' raffle regulations please visit <http://www.tax.alaska.gov/programs/programs/index.aspx?54160> for Alaska or <https://www.wsgc.wa.gov/education/raffles> for Washington.



FUNDRAISING GOAL

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, it is our goal that each external event will raise \$2,000+. We are 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.



SPONSORSHIPS

If you are planning to get 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 relationships with those who give directly to the chapter on a regular basis.

Additionally, we must not approach any company outside the area our chapter serves (Alaska and Washington except Clark County). 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.

Fundraising Guidelines (continued)



FUNDRAISING TACTICS TO AVOID

Make-A-Wish® America policies prohibit our chapter and any of our community fundraisers from using telemarketing, door-to-door solicitations and 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.

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 donors who contribute to your event. If you would like the chapter to send a Thank You letter to your event supporters, submit the donor names and addresses to the chapter following the event. The Thank You letter will not include gift information for tax purposes.

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 our chapter to make your event a success. Here is a list of resources available upon request pending the approval of the proposal.

- ★ Permission to use the Make-A-Wish Alaska and Washington name and logo
- ★ Make-A-Wish banners and electronic fact sheets
- ★ Make-A-Wish confirmation letter to support your efforts
- ★ Printed marketing material support, such as newsletters and brochures

\$2,000+

- ★ Items above, plus one or two Make-A-Wish volunteers to help at a single event associated with promotion, including a representative to speak at the event

\$5,000+

- ★ Items above, plus wish gratitude plaque commemorating your fundraising achievement

\$10,000+

- ★ Items above, plus wish child/family invited to attend the event (participation not guaranteed, 30-day minimum notice required)
- ★ Collaboration with staff to issue one press release, providing that the event/promotion falls within a mutually-agreeable media window

Event Ideas

ENDLESS FUNDRAISING OPTIONS

AUCTIONS

Secure items or services to be auctioned off through solicitation and display all donated items. Next to each item, place a bid sheet where those interested in that particular item can write their name and the amount they are willing to pay.

SPORTING EVENTS

Golf or Tennis Tournament: After a location is chosen for this event, determine the cost per person and charge each person a certain amount over cost. That amount will be donated. You can also sell sponsorships and/or hold mini challenges to raise more funds.

-----A-Thon: Get moving and get raising! Participants ask their friends and family to sponsor them for a certain amount per lap, score, etc. Think bowling, swimming, biking, dancing, rowing...any movement.

VIRTUAL EVENTS

When an in-person event isn't possible, uniting virtually for a purpose can inspire. Rallying your community together for a wish kid helps bring joy, connection and positivity to all involved. Make-A-Wish can help you pivot a planned in-person event to a compelling "Wishmaker" fundraiser that meets your interests. We have an easy-to-use online donation website to help our community partners fundraise from their coworkers, clients, vendors, friends or family. Host one large event or a series of smaller events such as:

Rock out! Host a live streamed concert or a virtual karaoke night. Collect donations for requested songs.

Brain Games! Host an online trivia night or Zoom pictionary. Charge an entry fee to players in order to participate.

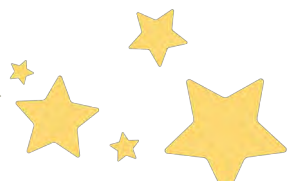
A fancy night in! Host a virtual happy hour with friends. Ask your guests to contribute what they would have spent on a nice evening out.

Binge watch together! Use Netflixparty.com to watch a show together and comment throughout. Ask your friends to contribute what it would cost to go to the movies. Or ask friends to donate a certain amount for every episode they watch of their favorite show.

Coffee date. Catch up with friends with your favorite coffee or tea. Ask your friend to donate what they would have spent on their drink in a café.

Show off your skills! Host a cooking class, bartending class, dance party, yoga class – whatever you love to do and ask for a donation to get the Zoom link.

*I wish to have an all terrain wheelchair
Reid, wish granted 2020
metabolic disorder*



Event Ideas (continued)

ENDLESS FUNDRAISING OPTIONS



WINE TASTING

Get a wine company to donate the wines as well as sending a representative to discuss the wine. Charge an amount to get in that will be donated. If food is included, the price can be increased.



COMPANY PICNIC

Partner with a food truck or cater a BBQ lunch for employees, and sell lunch for \$5 a plate! Include a senior management dunk tank or pie-in-the-face contest for more fundraising!



SALES

Organize a bake sale, garage sale, cookbook sale (with recipes from your coworkers), candy sale, flower sale, office furniture sale, book sale, etc. Make and sell t-shirts promoting your company's Make-A-Wish campaign.



WISH WALLS

Sell Make-A-Wish star papers from \$1, \$2 or \$5 and fill a wall.



USE WHAT YOU KNOW

How can you incorporate fundraising into what your company is already doing. Include a donation link on your invoices! Encourage your vendors and partners to get in on the fun, or include fundraising at your holiday party.



DRESS DOWN DAY

Employees donate in exchange for a day of wearing casual clothes to the office. Perhaps it could be for an entire Dress Down Week.



BIRTHDAY/WEDDING/ANNIVERSARY

Request that guests make a donation in lieu of presents. To make it easier, you can put a basket at the party for your guests to put their donations in. Make-A-Wish will provide you with envelopes.



TALENT SHOW

You and your friends supply the videos – cooking, playing the piano, dog doing tricks, etc – and Make-A-Wish will host them on a voting website. A \$5 gift counts as a vote and donors can vote as many times as they'd like.

PACE Engineers has raised over \$100,000 for Make-A-Wish with an annual golf tournament

Save the Date!

PAGE'S 25TH ANNUAL GOLF TOURNAMENT

SATURDAY, SEPTEMBER 14, 2019
THE GOLF CLUB AT NEWCASTLE



FAQs

Q. Why do I need to fill out the event proposal?

A. Make-A-Wish must ensure fundraisers follow the highest standards of fundraising and align with our mission. The proposal information also helps us keep track of how our community is supporting the organization.

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 time frame 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 Alaska and Washington. Annual events are common and encouraged, however, and the second year takes far 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 Make-A-Wish Alaska and Washington and will be recorded as donations received for the purpose of granting wishes.

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

A. Yes. The chapter 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. If requested, Make-A-Wish Alaska and Washington can issue an acceptance letter on official letterhead verifying that your event has been approved.

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

A. 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 through vending machines, or solely from liquor sales (proceeds from all food and beverage sales combined are acceptable).

Q. Does Make-A-Wish provide volunteers for my event?

A. Make-A-Wish can provide one or two volunteers to help at your event if you plan to raise \$2,000+.



I wish to go to the Australia Zoo

Rowen, wish granted 2019

leukemia

FAQs

Q. Does Make-A-Wish Alaska and Washington have insurance that covers liquor liability, gambling, raffles, bingo, etc.?

A. Make-A-Wish Alaska and Washington 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 invite wish children to attend my event?

A. We are happy to discuss inviting a wish child to attend or speak at your event if your fundraising goal is \$10,000 or higher. 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. Make-A-Wish can provide the story and photo of a wish child to use to demonstrate how your event donations can be used, however your donations will not be tied to that wish.

Q. Can Make-A-Wish provide auction items?

A. No. It is up to the event organizers to find items for auctions. You are however more than welcome to send out a solicitation letter which includes information on your event benefitting Make-A-Wish. Similarly, Make-A-Wish can provide a letter for you to distribute to potential donors and sponsors.

Q. Where can we find Make-A-Wish giveaways?

A. Make-A-Wish Alaska and Washington is extremely limited with the number of giveaway items for your event participants, organizers, etc. You can find branded Make-A-Wish merchandise by visiting the Make-A-Wish Marketplace at MakeAWishMarketplace.com. Once your event is approved, you are also able to create your own custom merchandise with the Make-A-Wish Alaska and Washington name and logo.

Q. Can I get a copy of Make-A-Wish's W9 or EIN?

A. As a registered external fundraiser for Make-A-Wish Alaska and Washington, you can share our W9 with potential sponsors and donors. Our EIN is 91-1329433. W9 provided upon request.



*I wish to have a billionaire's
night out with my girlfriends*

Saleea, wish granted 2018
blood disorder





Special Event Proposal and License Agreement

The Make-A-Wish Foundation® of Alaska and Washington appreciates your interest in holding a fundraising event to help us grant the wishes of children with critical illnesses. 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: _____

Phone: _____

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? Yes No (Attention to paragraphs 4-6 if yes)

Budget Information

Will admission fee be charged? Yes No 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 and 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 tradenames 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, 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 o 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 anyway 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.

Proposed By:

Signature of authorized representative of sponsor

Print name

Title

Date

Approved By:

Signature of authorized representative of Make-A-Wish Foundation

Print name

Title

Date