



Make-A-Wish<sup>®</sup>

MAINE

COMMUNITY EVENTS  
FUNDRAISING GUIDE



# Introduction



## HELP MAKE WISHES COME TRUE

Thank you for your interest in holding a fundraising event for Make-A-Wish® Maine. We appreciate your support and desire to help children with critical illnesses throughout the state.

You can help bring a ray of hope to local children. A fulfilled wish can replenish a child's faith in the basic wholeness and goodness of the world. It lifts them up and carries them to a place where wishes still do come true. It brings the magic back and, with it, hope, as valuable a treatment as any medicine on earth.



## OUR MISSION

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



## MAKE-A-WISH AMERICA

The inspiration for Make-A-Wish® began in 1980 from the love that family and friends had for a seven-year-old Phoenix boy named Chris Greicius, who had leukemia. Chris dreamed of becoming a police officer, and his family, friends and the Arizona Department of Public Safety made his wish come true – just four days before he passed away. Chris' mother, Linda, and those who helped grant his wish created Make-A-Wish® in his memory, enabling his legacy to live on in the more than 500,000 wishes that have been granted since.



## MAKE-A-WISH MAINE

Since 1992, Make-A-Wish® Maine has been creating life-changing wishes for local children with critical illnesses. Now, more than 1,600 wish children and families have been impacted by the **power of a wish.**

# Your Support Matters

This year, Make-A-Wish® Maine is working to fulfill the wishes of more than 75 kids with critical illnesses. Wishes give kids something to look forward to, a chance to be a kid again, and hope and strength for the future.

## QUALIFICATIONS FOR A WISH

Any child over the age of 2 ½ and under the age of 18, diagnosed with a progressive, degenerative or malignant critical illness, may be referred for a wish regardless of the family's race, gender, creed, socio-economic or cultural background.

A child's medical eligibility is determined with the treating physician. Once qualified, a team of two Make-A-Wish volunteers visits the child to determine his or her wish.

## TYPES OF WISHES

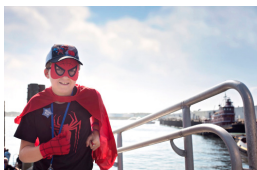
The wish requests Make-A-Wish receives are as unique as the children who make them. The majority of wishes fall into four categories:



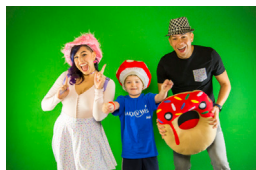
*I wish to go...*



*I wish to have...*



*I wish to be...*



*I wish to meet...*

*Thank you for  
your support!*

## SUPPORT WITH CONFIDENCE

Financial support for Make-A-Wish comes from individual, corporate and foundation donors. Make-A-Wish consistently dedicates approximately 80 percent or more of dollars received to granting wishes.

## WISH IMPACT

A wish come true helps children feel stronger, more energetic and more willing and able to battle their critical illness. For many, it marks a turning point in their fight against their illnesses, according to a recent study.

- 89% percent of nurses, doctors, social workers and child life specialists surveyed say they believe that the wish experience can influence wish kids' physical health.
- 99% of parents reported that the wish experience gave their children increased feelings of happiness.
- 91% observed that the wish experience decreased their children's depression or sadness.
- 97% of parents said the wish experience strengthened their families.

## FOLLOW US ON SOCIAL MEDIA

@MakeAWishMaine

FACEBOOK  
TWITTER  
INSTAGRAM

# Brand Guidelines

## OUR NAME

In all event materials, our name must appear as:

**“Make-A-Wish® Maine”**

The registered trademark symbol should appear with Make-A-Wish® Maine when the chapter name is used in a headline or in the first instance in text.

Superscript the registered trademark symbol after Make-A-Wish, when possible.

The words “Make,” “A,” and “Wish” must all be capitalized and separated by hyphens. (Make-A-Wish)

## OUR LOGO

Once the paperwork has been approved, we will send you the Make-A-Wish® Maine logo.

The logo must never be used in the title of the event or within a sentence; Make-A-Wish® Maine should be typed. The logo must stand separately.

Any products you develop for your fundraiser which incorporate the Make-A-Wish® Maine logo (such as mugs or t-shirts) must be approved by our office in advance.

## FONTS & COLOR

The organization’s preferred fonts are Lato and Droid Serif. Arial or Georgia can be substituted, respectively.



**Make-A-Wish Blue**

**PMS 2935 C**

**C100 / M52 / Y0 / K0**

**HEX #0057B**

**R0 / G87 / B184**

## LANGUAGE

**Focus on the positive!** Please refrain from using terms that are contrary to our mission, such as “terminally ill”, “dying”, or “last wish” when referring to our wish children.

The appropriate expression is “children with critical illnesses.” This is not just the expression we use, but also the accurate and complete description of the population we serve.

Our organization exists to serve these kids and their families and we are always careful to use language that is sensitive to them. Many of the children for whom we have fulfilled wishes have overcome or are on their way

to overcoming their medical conditions. We believe in the importance of keeping a positive mindset.

## ADVERTISING

The Better Business Bureau Wise Giving Alliance has established standards as to how you must indicate your fundraiser is benefiting Make-A-Wish® Maine.

State either:

*(\_)% of proceeds to benefit Make-A-Wish® Maine*

**OR**

*Benefiting Make-A-Wish® Maine*

## APPROVAL PROCESS

At the end of this packet, you will find the **Event Proposal** and **Terms and Conditions** pages. Please fill this out and submit it to the Make-A-Wish® Maine office as soon as possible so that it can be reviewed for approval. We will provide a response within 2 weeks of receiving the form and we will call you with any questions. Once your fundraiser is approved, you may then use the Make-A-Wish name.

You are not permitted to use the Make-A-Wish® name for any reason until you have received the approved copy of your External Event Proposal and Licensing Agreement.

Any information you distribute, publish or send out using any of the Make-A-Wish® Maine marks, including advertisements, must be reviewed before it goes out.

Please send all print and digital materials as they will appear once distributed for review and approval.

This information can be faxed to 207-221-2028 or emailed to [events@maine.wish.org](mailto:events@maine.wish.org)



# Event Guidelines

## TAX DEDUCTIONS

Make-A-Wish is a 501(c)(3) organization, which means that a donation (i.e., cash or checks) made directly to our organization, “Make-A-Wish Maine,” may be tax deductible to the fullest extent of the law. However, we are unable to provide tax acknowledgements to donations made to a third-party event and not directly to Make-A-Wish Maine. Donors and 3rd party participants should contact their personal tax representatives for guidance.

## GETTING SPONSORSHIPS

Before you approach companies and local businesses for donations to your event, please contact Make-A-Wish Maine first. There are some companies in Maine who already provide great support to Make-A-Wish and they have asked that they not be approached with requests from those doing external fundraisers.

*Please do not put these relationships at risk for us.*

Please do not reach out to companies outside of the state of Maine for donations to your event. Since there are 62 Make-A-Wish chapters throughout the United States who are also seeking support from local businesses, we are not able to solicit outside our state borders.

Make-A-Wish Maine will at no time solicit sponsorships or in-kind donations for third party events. To prove you are holding an event for Make-A-Wish Maine, you may request a letter from Events Manager, Samantha Elliott.

## PRESS

Make-A-Wish Maine maintains relationships with media outlets throughout Maine, with promotions and campaigns going on year-round. So that we may continue to deepen our relationships with the media, if you are planning to promote an event in your area, please contact our offices first for approval. Please do not contact the media directly.

## RESTRICTIONS

As the Event Sponsor, you will be responsible for understanding and agreeing:

- a. that neither you, nor any of your employees or representatives, are authorized to act as an agent of Make-A-Wish;
- b. that you may not open a bank account in the name of Make-A-Wish;
- 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.

Please understand that Make-A-Wish Maine cannot:

- Sell tickets for your event.
- Provide mailing lists of donors, vendors, board members, or other affiliated constituencies.
- Guarantee attendance of employees, wish families, or board members at the event.
- Provide funding or reimbursement for expenses.
- Provide insurance or State required licensing for your event.
- Act as the primary contact or organizer for your event.
- Provide celebrity attendance for your event. We reserve the contacting of celebrities for Wish Granting purposes in the hopes that they will donate their valuable time to make our children’s wishes come true. As we are unable to ask celebrities to attend fundraising events, we also respectfully request that you do not reach out directly for celebrity attendance as that may put the celebrity relationship at risk for us.

## CONTACT US

Make-A-Wish Maine  
66 Mussey Road  
Scarborough, ME, 04074

Phone: 207.221.2306  
Fax: 207.221.2805  
maine.wish.org

# Promotional Support

To best promote your fundraising activity and to continue to direct our resources to granting wishes, we will provide the following based on your fundraising commitment. We will make every effort to support your event to help surpass the levels below. We look forward to granting wishes together!

## ESTIMATED DONATION TIER

## BENEFITS & SUPPORT

## REQUIREMENTS

ESTIMATED DONATION TIER	BENEFITS & SUPPORT	REQUIREMENTS
<b>Up to \$1,000</b>	<ul style="list-style-type: none"> <li>• Use of Foundation name and Marks</li> <li>• Electronic documents about the Make-A-Wish mission, single use “banner-on-a-roll”, donation envelopes</li> <li>• Event posting on website &amp; Facebook calendar co-host permission</li> </ul>	<ul style="list-style-type: none"> <li>• Two weeks notice</li> <li>• Signed Event Proposal agreement</li> <li>• Proposed event description for web calendar</li> </ul>
<b>\$1,001 - \$7,000</b>	<ul style="list-style-type: none"> <li>• Additional Make-A-Wish Maine promotional materials (buttons, balloons, etc.)</li> <li>• Volunteer or staff representative at event*</li> <li>• All previous benefits included</li> </ul>	<ul style="list-style-type: none"> <li>• One month notice</li> <li>• Signed Event Proposal agreement</li> <li>• Proposed event description for web calendar</li> <li>• Speaker request completed</li> </ul>
<b>\$7,001 - \$15,000</b>	<ul style="list-style-type: none"> <li>• Opportunity to join Adopt-A-Wish program</li> <li>• Wish family presence at event*</li> <li>• All previous benefits included</li> </ul>	<ul style="list-style-type: none"> <li>• One month notice</li> <li>• Signed Event Proposal agreement</li> <li>• Proposed event description for web calendar</li> <li>• Speaker request completed</li> </ul>
<b>\$15,000 +</b>	<ul style="list-style-type: none"> <li>• Pre or post-event press release</li> <li>• All previous benefits included</li> </ul>	<ul style="list-style-type: none"> <li>• Two months notice</li> <li>• Signed Event Proposal agreement</li> <li>• Proposed event description for web calendar</li> <li>• Event photos**</li> <li>• Links to social media accounts**</li> </ul>

\* Due to limited resources and availability, we will make every effort to provide a representative for a check presentation, speaking engagement, or event assistance if requested, but we cannot guarantee it.

\*\* These items are optional.

**Please Note:** Make-A-Wish Maine must approve all uses of its name and logo in advance of its reproduction, printing or distribution. If you would like to have your event listed on the Make-A-Wish Website, please add this to the resources request in the Event Proposal.

# Event Proposal

Make-A-Wish® Maine appreciates your interest in holding a fundraising event to help us create life-changing wishes for 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® Maine name and marks will become effective.

## CONTACT INFORMATION

Event Organizer/Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

## EVENT INFORMATION

Event Name \_\_\_\_\_ Location \_\_\_\_\_

Date(s): \_\_\_\_\_ Time: \_\_\_\_\_

Describe the Event:

What participation or resources, if any, do you request from Make-A-Wish Maine? (See page 6)

## BUDGET INFORMATION

Do you plan on publicizing the event?    Yes    No

All publicity must be approved by chapter before distribution.

Will admission fee be charged?    Yes    No    If so, how much? \_\_\_\_\_

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

Anticipated total revenues \_\_\_\_\_ Anticipated total expenses \_\_\_\_\_

Anticipated total donation to Make-A-Wish Maine: \_\_\_\_\_

# Terms and Conditions

1. Organizer agrees to provide Make-A-Wish Maine with all of the agreed upon 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 Maine is a licensed chapter of Make-A-Wish 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.

3. The term of the license granted hereunder shall be from the date Make-A-Wish approves Organizer’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. Organizer 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 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.

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

## Proposed by Organizer:

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Signature

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Date

## Approved by Make-A-Wish® Maine Staff:

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Signature

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Date