

*I wish to be  
a princess*

Lucja, 5  
cancer



# *External Events*

## 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® Greater Virginia before you can begin to use our name or raise money on our behalf.

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





# Welcome

Thank you for your interest in holding a special event for Make-A-Wish® Greater Virginia. We appreciate your desire to help us grant wishes to children in our community who face critical illnesses.

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 270,000 wishes that have been granted since.

Make-A-Wish Greater Virginia (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 fundraiser, there are guidelines we ask you 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 Make-A-Wish Greater Virginia. **It is your responsibility to obtain the donors, venue, sponsors, publicity, prizes, entertainment and staff that are necessary for a successful event, including the 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 **Emily White** at [ewhite@va.wish.org](mailto:ewhite@va.wish.org) 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 signed approval of your event.**

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

A copy of the Make-A-Wish Greater Virginia logo will be sent to you upon request pending approval of the proposal. 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 distribution. **Before publishing, please send an electronic copy of all materials to Emily White at [ewhite@va.wish.org](mailto:ewhite@va.wish.org) for approval.**



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 logo must never be used in the title of the event or within a sentence. The logo must stand separately.**
- Any products you develop for your fundraiser which incorporate the Make-A-Wish logo (such as t-shirts) must be approved by the Chapter.



Some rules for using the Make-A-Wish name/mark:

- The name of the Chapter may be used in Lato or Droid Serif.
- When using "Make-A-Wish®" or "Make-A-Wish® Foundation" in a headline, the trademark symbol (®) must follow the mark, superscripted, and one font smaller.
- When using any of our marks (including "Make-A-Wish®" and "Make-A-Wish® Foundation"), the trademark symbol (®) must appear after the mark, superscripted, in the first reference per body of text.
- The words "Make," "A," and "Wish" must all be capitalized and separated by hyphens.

## 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 term is "children with critical illnesses." This is not just the expression we use, but also the accurate and complete description of the population. Many of the 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 child with a critical illness with hope, strength and joy during a time that is often full of worry and uncertainty.

**Please 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 of how your fundraiser is benefitting Make-A-Wish Greater Virginia. Please include this language in all publicity that mentions **Make-A-Wish**.

You must clearly disclose how the Chapter benefits 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 Make-A-Wish Greater Virginia).
- The duration of the campaign (e.g. the month of September).
- 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 Virginia Charitable Gaming Provision requires a permit for any event that holds a raffle. This permit is required **45 days prior** to the event. To learn more about our state's raffle regulations, please visit: <https://www.vdacs.virginia.gov/food-charitable-gaming.shtml>

## 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 raise **\$1,000+**. We are still happy to discuss and assist with fundraising efforts at any donation level.

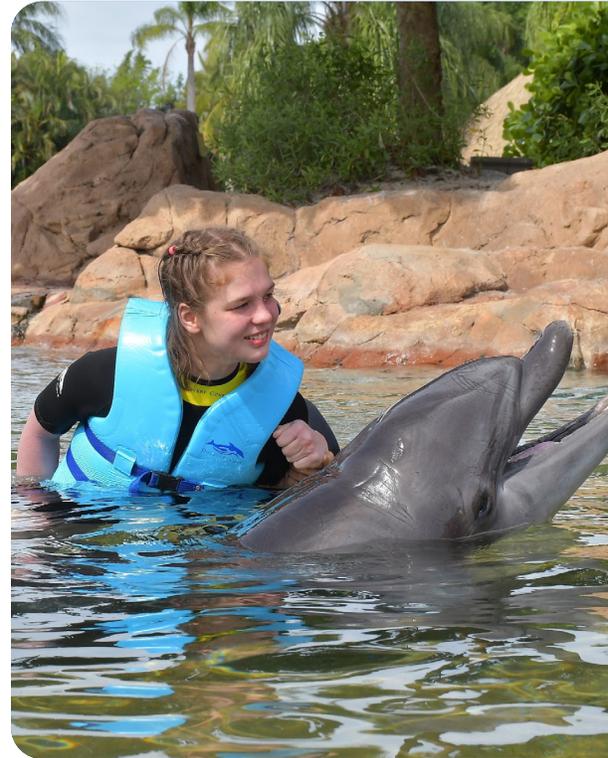
If you are planning a cause-related marketing fundraiser – one in which an individual or company will make sales or profit with a portion of the proceeds going to the Chapter – we may ask for a guaranteed minimum donation.

## Mailing Lists

Because the Foundation respects the privacy of its donors, the Foundation does not share its mailing list with anyone and cannot send mailings on behalf of your company or organization's event to its database of constituents. The Foundation will not be able to solicit sponsorships or in-kind donations for third-party events.

## 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.



## 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 \$1,000.** Establishing levels allows 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.

### Guaranteed donation less than \$1,000:

- Permission to use the Make-A-Wish Greater Virginia name (text only).

### Guaranteed donation of \$1,000-\$5,000:

- Use of Chapter-specific Make-A-Wish logo (ALL uses of the name or logo must be approved before printing or public use).
- Kit containing banners, donation envelopes and fact sheets.
- Endorsement letter indicating Make-A-Wish Greater Virginia as the beneficiary.

### Guaranteed donation of \$5,000-\$10,000:

- All items listed above.
- Social media recognition
- Inclusion in the Make-A-Wish Greater Virginia newsletter and/or e-news, if time permits.
- Promotional wish story and wish kid photo.

### Guaranteed donation above \$10,000:

- All items listed above.
- Collaboration with Make-A-Wish Greater Virginia's staff to issue one press release, providing that the promotion falls within mutually agreeable media window.
- Staff member present at the event.
- MAWGVA volunteer(s) to volunteer at event (minimum 30-day notice).
- Wish child/family invited to attend event (participation not guaranteed, 45-day minimum notice required).
- Opportunity for check presentation with MAW staff or volunteers.

If you would like to move forward with any of the benefits listed above, please contact the Chapter to coordinate available resources associated with your fundraiser's donation level.

## Closing Out Your Fundraiser

Please deliver funds to the Chapter within 30 days. You can mail donations to our office or deliver the donations in person. We rely on these funds to grant wishes, so please deliver them at your earliest opportunity.

It is your responsibility to **acknowledge any third party donors who contribute to your event.** If you would like the Chapter to send a thank you letter to third 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 third party participants should contact their personal tax representative for guidance.





# Event Budget

Please complete this budget and submit with your Special Events Proposal and License Agreement.

Expenses	Dollar Amount		Income	Dollar Amount
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)	
Cost of Goods Sold			Sale of Goods Sold (ex: bake sale/ t-shirts)	
Travel			Other	
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 Greater Virginia</b>				



# Special Event Proposal and License Agreement

The Make-A-Wish Foundation® of Greater Virginia 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

Sponsor:

Address:

Phone:

Fax:

E-mail:

Name of contact person:

Phone:

Date and location:

Briefly describe the Event:

What participation or resources, if any, do you request from Make-A-Wish?

Do you plan on publicizing the Event?    Yes    No

*[Note: If "yes," please pay particular attention to paragraphs 4-6 below before signing this proposal.]*

## Budget Information

Are there beneficiaries other than Make-A-Wish?    Yes    No

If so, who?

Do you plan to seek support from commercial or other partners for sponsorship?    Yes    No

Will an admission fee be charged?    Yes    No    If so, 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 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”). 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., all of Virginia except counties Loudon, Fairfax, Arlington, Fauquier, Prince William and the City of Alexandria.
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 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 Greater Virginia’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 deserving children in our community.

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

**PROPOSED BY:**

**APPROVED BY:**

Signature of authorized representative of Sponsor

Signature of authorized representative of  
Make-A-Wish® Greater Virginia

Print name

Print name

Title

Title

Date

Date



**For more information,  
please contact:**

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