




YOU'RE INVITED TO JOIN

# KIDS FOR WISH KIDS

Make-A-Wish<sup>®</sup>  
IOWA

Kids For Wish Kids is a customizable fundraising program that provides schools and youth organizations the opportunity to engage in philanthropy and service activities in partnership with Make-A-Wish Iowa.



I wish to have  
a traveltrailer  
Lolo, 6  
leukemia

# PROGRAM TOOLKIT.

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# KIDS HELPING KIDS.

**Give the gift of hope.**

Right now, in Iowa, we have over 350 children waiting for their wish to be granted. We, at Make-A-Wish Iowa have a vision to grant the wish of every eligible child in the state of Iowa.

Kids for Wish Kids is a customizable fundraiser as you plan out your next school year with your students.

In the meantime, contact Chelsea Koenig with questions

Chelsea Koenig  
Manager of Key Partners  
[ckoenig@iowa.wish.org](mailto:ckoenig@iowa.wish.org)  
515.207.9383

# WELCOME.

Thank you for your interest in Kids For Wish Kids® - we're so glad you're here! This toolkit has been designed to provide an overview of the program and show the impact of your support, as well as share tips and ideas to help you plan an amazing event, answers to frequently asked questions and what to expect.

## ABOUT KIDS FOR WISH KIDS

Kids For Wish Kids is a customizable fundraising program that provides schools and youth organizations the opportunity to engage in philanthropy and service activities in partnership with Make-A-Wish. The program encourages community service, leadership, volunteerism and teamwork. It helps build school spirit and creates partnerships outside of the classroom while providing students hands-on experience fundraising to help create life-changing wishes for kids fighting critical illnesses.

## ABOUT MAKE-A-WISH IOWA

Since 1987, Make-A-Wish Iowa has been granting the life-changing wishes of local children with critical illnesses. More than 30 years later, over 4,500 children have experienced the joy of a wish.

Make-A-Wish Iowa is a movement, powered by you, to renew families and communities disrupted by childhood illness. We all have the power to make wishes come true.

## OUR MISSION

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

## OUR VISION

To grant the wish of every eligible child.

# STEPS TO SUCCESS.

Think about fundraisers and event your school has held in the past. Were these successful? What is the best time of year for you to hold your event? Will planning in conjunction with other school events - like Homecoming Week, be a springboard or a hindrance for a fundraiser? Every school and situation is different, be aware of school happenings when selecting your fundraiser and dates.

## **1. Choose your fundraising activity and set your fundraising goal.**

Mix and match ways to include as many students, families and staff as possible. Select dates in conjunction with all planning parties to ensure a successful and cohesive fundraiser.

## **2. Complete and submit your Kids for Wish Kids agreement form on page 9 and return it to Chelsea Koenig at [ckoenig@iowa.wish.org](mailto:ckoenig@iowa.wish.org).**

## **3. Plan and promote your fundraiser.**

Meet with your planning team to find the most effective way to promote your fundraiser. For a online peer to peer fundraiser, reach out to Chelsea Koenig for options of staff support.

## **4. HOST AN AWESOME EVENT!**

## **4. Post-event wrap up.**

Be sure to send thank-you notes to all donors and volunteers and publish your results so everyone can celebrate how awesome you are! Complete your event and send all funds associated with your event within 30 days. Mail a check to Make-A-Wish Iowa (3009 100th Street Urbandale, IA 50322) OR Venmo us @Make-A-WishIowa



**venmo**

# BRAND GUIDELINES



**MAKE-A-WISH IOWA MUST APPROVE ALL USES OF ITS NAME AND LOGO IN ADVANCE OF ITS REPRODUCTION, PRINTING OR DISTRIBUTION.**









## LOGO

- Once the partnership has been approved, we will send the Make-A-Wish Iowa logo. **Please do not use old logos found on the internet.**
- Any products you develop for your event that incorporate the Make-A-Wish Iowa logo (such as t-shirts or flyers) must be approved.
- Our preferred fonts are Lato and Droid Serif.



## COLOR PALETTE

Below is the MAW color palette. While you are not required to use these colors when creating your promotional materials, we find that events that embrace the Make-A-Wish branding find more success in connecting attendees to our mission.

	Blue CMYK: 110, 52, 0, 0 RGB: 0, 87, 184		Light Blue CMYK: 45, 1, 0, 1 RGB: 141, 200, 232
	Red CMYK: 0, 70, 58, 0 RGB: 255, 88, 93		Orange CMYK: 0, 34, 76, 0 RGB: 255, 181, 73
	Yellow CMYK: 0, 6, 53, 0 RGB: 251, 216, 114		Teal CMYK: 71, 0, 36, 0 RGB: 0, 87, 184
	Dark Gray CMYK: 30, 22, 17, 57 RGB: 117, 120, 123		Light Gray CMYK: 12, 8, 9, 23 RGB: 187, 188, 188

## NAME

- The registered trademark symbol should appear with Make-A-Wish® Iowa when the chapter name is used in a headline or in the first instance in text.
- When possible, superscript the registered trademark symbol after Make-A-Wish.
- The words “Make”, “A”, and “Wish” must be capitalized and separated by hyphens.

## LANGUAGE

Please refrain from using the phrases “terminally ill”, “dying”, or “last wish” when referring to our wish children. Make-A-Wish serves families beyond a terminal diagnosis, and many of our kids live into adulthood. The correct terminology is “children with critical illnesses”.

Your support provides these children with hope as they battle their medical conditions. Wishes offer something exciting to look forward to during a time often cluttered with worry and uncertainty.

## DISCLOSING YOUR DONATION

The BBB Wise Giving Alliance has established standards as to how you must indicate your fundraiser is benefitting Make-A-Wish Iowa. When advertising a fundraiser that states or implies the chapter will benefit from the sale of products or services, you must clearly disclose how Make-A-Wish Iowa benefits. Such promotions must disclose:

- The actual or anticipated portion of the purchase price that will benefit the Chapter (e.g. 10 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).

## APPROVAL

Any information you distribute, publish or send using any Make-A-Wish Iowa marks, including advertisements and press releases, must be reviewed by your primary contact at Make-A-Wish Iowa before it goes out.

# TERMS AND CONDITIONS & LICENSING AGREEMENT



1. Sponsor agrees to provide Make-A-Wish with the agreed minimum contribution amount 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® Iowa is a licensed chapter of Make-A-Wish® 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.

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 (including via the Internet).

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 benefitting 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, 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 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 Partnership Proposal and License Agreement will not become effective unless and until it is approved by Make-A-Wish Iowa, as evidenced by the signature of an authorized Make-A-Wish Iowa representative below.**

# PARTNERSHIP PROPOSAL.



Make-A-Wish Iowa sincerely appreciates your interest in fundraising 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 by returning a signed copy of this form to Make-A-Wish Iowa. Once this proposal has been approved your license to use the Make-A-Wish Iowa name and logo will become fully effective.

A Make-A-Wish Iowa logo will be sent to you upon your request.

## PARTNER INFORMATION

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

School Name: \_\_\_\_\_

Student Group Name (if applicable): \_\_\_\_\_

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

City: \_\_\_\_\_ State: IOWA Zip: \_\_\_\_\_

## EVENT INFORMATION

Event / Campaign Name: \_\_\_\_\_

Location: \_\_\_\_\_

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

Do you plan on publicizing the event? YES NO

Describe the event / campaign: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What resources, if any, would you request from Make-A-Wish Iowa? \_\_\_\_\_

\_\_\_\_\_

## BUDGET INFORMATION

Will an admission fee be charged? YES NO If so, how much?: \$ \_\_\_\_\_

What % or amount of the admission fee will Make-A-Wish Iowa receive: \_\_\_\_\_

If the event generates other types of revenue, how much will Make-A-Wish Iowa receive?: \_\_\_\_\_

Estimated total revenues: \$ \_\_\_\_\_

Estimated total expenses: \$ \_\_\_\_\_

Estimated total donation to Make-A-Wish Iowa: \$ \_\_\_\_\_

PROPOSED BY: \_\_\_\_\_ APPROVED BY: \_\_\_\_\_

DATE: \_\_\_\_\_ DATE: \_\_\_\_\_





# WISH IMPACT.

Every 20 minutes a child is diagnosed with a critical illness. Every one of these children needs a wish to help give them strength and joy. Research shows that wishes can help children feel stronger, more energetic and more willing to battle their critical illnesses. For many, a wish marks a turning point in their fight with their critical illness.

# THANK YOU.

**For giving the gift of hope.**

When a wish is granted, a child replaces:  
fear with **CONFIDENCE**  
sadness with **JOY**  
anxiety with **HOPE**

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