



Make-A-Wish®

OHIO, KENTUCKY AND INDIANA

SPECIAL EVENT
FUNDRAISING GUIDE

Welcome!



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Thank you for your interest in fundraising to benefit Make-A-Wish® Ohio, Kentucky & Indiana (MAW OKI/Make-A-Wish OKI)! This guide is designed to walk you through the process and what happens before, during, and after a third-party fundraising initiative. It also walks through the paperwork involved and answers frequently asked questions.

The mission of Make-A-Wish Ohio, Kentucky & Indiana is to create life-changing wishes for children with critical illnesses. Since our founding in 1983, we've granted over 20,000 wishes for kids across our three states. Make-A-Wish is more than wish granting, it's a global movement of transforming lives through hope.

This guide is intended to help you structure a successful fundraiser in compliance with Make-A-Wish requirements. The Special Event Proposal and Licensing Agreement (the Agreement/SEPLA) form provided by Make-A-Wish must be approved by our team before you can begin to use our logo, marks, brand, or raise money on our behalf.

Before signing the SEPLA, please review the following information carefully and let us know if you have any questions about the agreement, this guide, your proposed fundraiser, or anything else.

We look forward to working together to make your fundraising efforts the best possible!



*I wish to have
a themed room
makeover*

Katherine, 6
leukemia

Make-A-Wish Ohio, Kentucky & Indiana
Chapter Headquarters
2545 Farmers Drive, Suite 300
Columbus, Ohio 43235



Logistics

THIRD-PARTY RESPONSIBILITIES

You, the fundraising 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. It is your job to develop logistics and acquire any venue, partners, publicity, prizes, entertainment, and staff that are necessary for a successful event, including its fundraising aspects.

Our Make-A-Wish OKI staff members are available to answer questions. However, they are not responsible for the execution and success of your fundraiser.

FUNDRAISING TYPES

Kids For Wish Kids

This is an umbrella program for students of all ages. Through this program, local schools and universities are given the opportunity to raise funds throughout the entire school year. The KFWK program includes various fundraising methods, and there is an entire KFWK kit that has been developed for this campaign, including one specifically for collegiate fundraisers.

External Event

External events are planned, organized, and executed by a third-party, with very little Make-A-Wish involvement. The most important characteristic of an external event is that there is an actual “event” occurring. Typically, entrance to the event requires paying an admission fee or purchasing a ticket. Attendees receive some sort of direct donor benefit such as food or entertainment. External events generally take place on a specific date, rather than over a long period of time.

General Individual or Group Giving

Sometimes an individual or group will encourage others to make donations to us. While there may be an event or party going on, fundraising for charity is secondary to the main purpose of the event. There is no admission fee to attend.

Corporate Event

Corporate events are planned, organized, and executed by a corporation or business, with very little Make-A-Wish involvement. Similar to external events, there is an actual “event” occurring. However, participation is limited to employees and close business associates. It is not open to the public.

General Corporate Giving

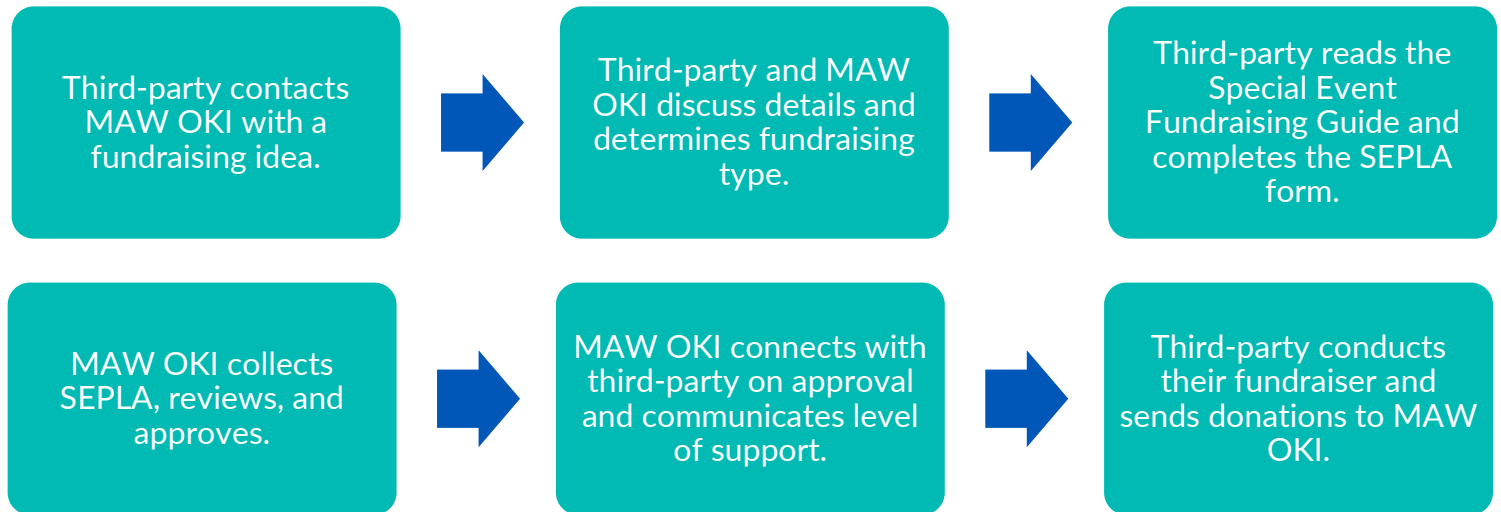
Sometimes a business or corporation will encourage their customers to make donations. This would include things such as placing a donation jar on the counter or offering paper star sales. The customers are the ones making the donation, not the business, and the customer donation is entirely voluntary.

APPROVAL PROCESS

When you have determined the type of event you would like to host, including all the logistical details, you are ready to fill out the Special Event Proposal and Licensing Agreement form. Once you have completed this paperwork, please return it to Make-A-Wish as soon as possible for approval. You may submit this paperwork directly by completing it online, emailing your local Make-A-Wish contact or to donate@oki.wish.org.

Our team will review your agreement and will contact you if there are any questions or concerns. If approved, the Agreement will be signed on behalf of Make-A-Wish OKI and if requested, a copy can be sent to you. Please note that you may not use the Make-A-Wish logo, marks, or brand until we have approved, signed, and returned the agreement.

Timeline



Fundraising Tiers and Provided Support

TIER 3 – First time fundraisers or donors without an established fundraising history or anything raising less than \$10,000.

Responsibilities of the Third-Party Fundraiser:

- Must read and sign a [SEPLA](#) form.
- Creation of any marketing materials based on our templated resources at oki.wish.org/eventsinabox
- Cover all expenses needed for your fundraiser.
- Creation and management of any online giving page(s).
 - Make-A-Wish OKI's online donation platform, **Wish Your Way** if available. [Click here to get started.](#)

Support Make-A-Wish Provides:

- A local point of contact at Make-A-Wish to support and answer questions.
- Provide the templated resources and materials for your fundraiser.
- Any technical support for Make-A-Wish's online giving platform, **Wish Your Way**.
- Creation of volunteer sign-up (if needed).

TIER 2 – Reasonable expectation to raise between \$10,000 - \$20,000.

Responsibilities of the Third-Party Fundraiser:

- Must read and sign a [SEPLA](#) form.
- Creation of any marketing materials based on our templated resources at oki.wish.org/eventsinabox
- Cover all expenses needed for your fundraiser.
- Management of any online giving page(s).
 - Additional options and support are available at this level.
 - Make-A-Wish OKI's online donation platform, **Wish Your Way** if available. [Click here to get started.](#)

Support Make-A-Wish Provides:

- A local point of contact at Make-A-Wish to support and answer questions.
- Provide the templated resources and materials for your fundraiser.
- Any technical support for Make-A-Wish's online giving platforms.
- Creation of volunteer sign-up for up to 10 volunteers (if needed)
 - All volunteers will need a point of contact for the entirety of your fundraiser.
- Will accept invitation to co-host Facebook event created by the fundraiser.

TIER 1 – Established record of fundraising success, raising a minimum of \$20,000.

Responsibilities of the Third-Party Fundraiser:

- Must read and sign a [SEPLA](#) form.
- Creation of any marketing materials based on our templated resources at oki.wish.org/eventsinabox
- Cover all expenses needed for your fundraiser.
- Management of any online giving page(s).
 - Additional options and support are available at this level.
 - Make-A-Wish OKI's online donation platform, **Wish Your Way** if available. [Click here to get started.](#)

Support Make-A-Wish Provides:

- A local point of contact at Make-A-Wish to support and answer questions.
- Provide the templated resources and materials for your fundraiser.
- Any technical support for online giving platforms.
- Creation of volunteer sign-up for up to 30 volunteers (if needed)
 - All volunteers will need a point of contact for the entirety of your fundraiser.
- Will accept invitation to co-host Facebook event created by the fundraiser.
- Attend the fundraiser to support on-site efforts.
- Publish fundraiser on oki.wish.org calendar of events.
- Elevated marketing support.

IMPORTANT NOTES FOR ALL TIERS:

- Make-A-Wish is unable to provide support for any charitable gaming, alcohol, or any other related permits.
- No donor acknowledgment with tax language can be provided to donors.
- In-kind donations secured for the event will not be recorded or acknowledged by Make-A-Wish.



*I wish to be an
airline pilot*

Kael, 14
blood disorder



Guidelines



PROHIBITED 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:

- Door-to-door or telephone solicitation.
- Use of the Make-A-Wish name at the direct point-of-purchase sale of alcoholic or tobacco products.
- Use of the Make-A-Wish name in relation to any business activity that cannot guarantee full accounting for funds generated, such as vending machines and candy boxes.
- Customer prospect campaigns conducted by independent contractors.
- Promotions to attract new patients to any form of medical treatment.
- Promotions related to the delivery of professional services.
- No sales and/or raffles or auctions of firearms.

Our chapter also reserves the right to choose not to affiliate with any fundraising methods that do not complement the organization's mission.



CHARITABLE GAMING

Per the Make-A-Wish Special Event Proposal and License Agreement, fundraising organizers conducting charitable gaming activities are responsible for compliance with all federal, state, and local laws that may require a state or local (city and/or county) license. Per the Make-A-Wish Special Event Proposal and License Agreement, fundraising organizers are responsible for obtaining all necessary licenses related to their fundraiser. Make-A-Wish is unable to obtain a gaming license for your fundraiser.



PARTNERSHIP

If you are planning to solicit companies or organizations for your fundraiser, **please let us know who you are planning to approach before you make the ask because we may already have a relationship with them.** Some companies in Ohio, Kentucky and Indiana already provide great support to Make-A-Wish and have asked that they not be solicited with requests for external fundraisers. Please contact us before approaching potential donors.

Additionally, we must be careful about contacting a company outside the states our chapter serves. Therefore, please refrain from soliciting organizations, companies, and stores that are headquartered outside the states of Ohio, Kentucky, and Indiana. There are Make-A-Wish chapters across the country, and we want to be sure we are not infringing on another chapter's donor and/or territory. Example: you may not solicit your local Starbucks because their corporate office is in Seattle, WA. You may, however, solicit organizations/companies/stores in your area if you have received prior approval from the Make-A-Wish office.



LIQUOR LICENSE

If you plan to serve alcohol at your fundraiser, state and local laws may require that you obtain a liquor license. Per the Make-A-Wish Special Event Proposal and License Agreement, third-party fundraisers are responsible for obtaining all necessary licenses related to their fundraiser. If you have any questions about licensing, please connect with your Make-A-Wish OKI contact. Make-A-Wish is unable to obtain a liquor license for your fundraiser.



TRACKING MONEY

Money may come before, during and after the fundraiser. It is important to keep track of how much, by whom, when and method of payment (cash, credit, check, in-kind). Groups wishing to host events on our behalf are required to meet the financial demands of their fundraiser.

- **Accepting Payments:** to keep track of payments and donations for your fundraiser and any activities, keep a running spreadsheet with a budget form.
 - **Cash Donations** – please convert cash and coins into a check or money order prior to sending to Make-A-Wish OKI. Do not mail cash. Donations of cash can also be accepted during business hours at your local Make-A-Wish OKI office. You may contact your local representative to arrange for pick-up and/or check presentation.
 - **Checks** – please make sure all checks are made payable to Make-A-Wish Ohio, Kentucky, and Indiana.
 - **Credit Cards** – the donor may call Make-A-Wish toll free at (877) 206-WISH during regular business hours (8am-5pm) and state the fundraiser, organizer's name and the donation amount that they are making towards the fundraiser. You may also ask your Make-A-Wish OKI contact to send you credit card donation forms if you plan to accept credit cards at your event.
 - **Online Fundraising** – Make-A-Wish utilizes an online platform called Wish Your Way (WYW) which tracks and accepts donations. With WYW you can include a photo and details about why you're fundraising for Make-A-Wish. If you would like to utilize WYW platform, please click here to get started. If you have any questions, please connect with your local Make-A-Wish OKI contact.
 - We also have a resource called OneCause that supports event ticketing, registrations, and auctions. This platform is only available to fundraisers expected to raise over \$10,000.

Per the Make-A-Wish Special Event Proposal and License Agreement, the third-party is required to send a final accounting statement and funds within 30-days of your fundraiser.



*I wish to go to
Walt Disney
World Resort®*

Nacho, 6
cystic fibrosis



Resources & Responsibilities

RESPONSIBILITIES AS A THIRD-PARTY FUNDRAISER

You will be responsible for your fundraiser from inception to the day the check is issued to Make-A-Wish Ohio, Kentucky & Indiana. It is your job to obtain the donors, the publicity, the prizes, etc. Make-A-Wish cannot be held responsible for any costs associated with your event.

WHO SIGNS LEGAL CONTRACTS

As the third-party fundraiser, you will also be responsible for understanding and agreeing: (a) that neither you, nor any of your employees or representatives, is 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; and (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.

RESOURCES AVAILABLE TO YOU

We are available to answer your questions and provide support where we can, based on your fundraising goal and past success, but please remember that our resources are very limited. We may be able to provide services, subject to availability and commitment level. Please speak with your OKI contact about what [Events in a Box](#) resources are available for your specific fundraising event. You may also access those resources by clicking the button below.

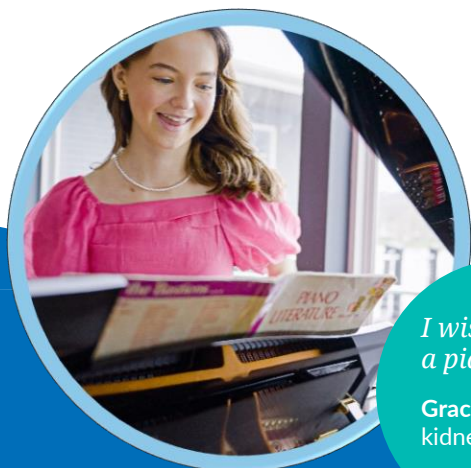
[CLICK HERE TO ACCESS
EVENTS IN A BOX](#)

CLOSING OUT YOUR FUNDRAISER

Funds must be delivered to the chapter within 30-days. You may 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 other third-party donors who contribute to your fundraiser both through donations and any in-kind giving.

The chapter does not provide tax advice. Donors and third-party participants should contact their personal tax representative for guidance. A donation acknowledgement letter can or will be provided once donations are received, however no donor acknowledgement with tax language can be provided to donors.



*I wish to have
a piano*

Grace, 16
kidney transplant

Event Ideas

AUCTIONS

Silent Auction: Secure items to be auctioned off through solicitation and display all donated items. Next to each item, place a “bid sheet” where those interested in that item can write their name and the amount, they are willing to pay. OneCause is another resource for online auctions.

Live Auction: Secure a high-ticket item to be auctioned in front of a live audience to the highest bidder.

SPORTING EVENTS

Golf, Kickball, Wiffleball, Tennis, or Pickleball Tournament: After a location is chosen, determine the cost per person and charge each person a certain amount over cost. That amount will be donated. You can also sell partnerships.

Walks, Runs, Marathons, Triathlons: Ask for pledges if you or your employees are participating in any type of endurance event for Make-A-Wish OKI to raise more funds.

Bowl-A-Thon: Ask your local bowling alley to donate a few lanes for the event.

TICKET SALES

Hold a month-long promotion where a portion of admission ticket sales will be donated to grant wishes for children.

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 cutouts provided by us from \$1, \$2, or \$5 and fill a wall. This is great to hold during the holidays as well!

USE WHAT YOU KNOW

How can you incorporate fundraising into what your company is already doing? Include a donation link on your invoices or 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 donate 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 can provide you with envelopes.



All the funds you raise for Make-A-Wish will go towards making more wishes come true for local kids in our community!

Style Guide

MAKE-A-WISH LOGO AND NAME

A copy of the “benefitting” Make-A-Wish OKI logo will be available to you upon approval of the proposal. Please note the rules and guidelines for using our logo:

- Our benefitting logo appears at the bottom of this page. It utilizes 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.
- Please only use the benefitting Make-A-Wish OKI chapter logo provided to you on communications and print materials, the Make-A-Wish American logo (no chapter name) may not be used.
- **Please do not add shadow or other effects to the logo or modify the swirl or star.**
- The logo and chapter name must never be used in the title of the fundraiser.
- Any products and/or collateral you develop for your fundraiser which incorporates the Make-A-Wish logo (such as t-shirts and advertisements) **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 the body of the text). The circle-R symbol should 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® or Make-A-Wish® Ohio, Kentucky & Indiana – not Make-A-Wish Ohio, Kentucky & Indiana®).
- The logo cannot be used as part of a sentence or phrase to take the place of words.

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.



TALKING POINTS & KEY MESSAGES

- **OUR MISSION:** Together, we create life-changing wishes for children with critical illnesses.
- **OUR VISION:** To grant the wish of every eligible child.
- Please refer to us as Make-A-Wish or Make-A-Wish Ohio, Kentucky & Indiana, not Make-A-Wish Foundation.
- Did you know about 80% of wish kids beat their illness and live typical healthy lives? Once in adulthood, many wish kids tell Make-A-Wish that their wish marked a turning point in their road to treatment and recovery. Please **never** use the word “terminal” when describing our wish kids.
- We’ve granted 20,000+ wishes in Ohio, Kentucky & Indiana since our founding in 1983 and are on track to grant 1,200+ within in fiscal year 2024. Currently, 1,700 children in our chapter are waiting for a wish.
- We serve children in every county of Ohio, Kentucky, and Indiana – 300 counties in all – and we receive referrals from 14 different children’s hospitals.
- Every 20 minutes, a child is diagnosed with a critical illness. 80% will experience traumatic stress because of this diagnosis.
- Make-A-Wish more than wish granting; it’s a global movement of transforming lives through hope. Now more than ever, the world needs the hope of a wish.
- Wishes provide what medicine cannot – extraordinary and memorable experiences that allow children to take their focus off the illness and give a sense of renewed normalcy. Research shows that children who have wishes granted can build the physical and emotional strength they need to fight their critical illnesses, potentially improving their quality of life and producing better health outcomes.
- According to our 2022 national wish impact study of Make-A-Wish alumni, parents, and medical professionals:
 - **9 out of 10** wish kids reported that the wish experience relieved them from traumatic stress.
 - **9 out of 10** wish parents saw their child’s emotional well-being improve with a wish.
 - **9 out of 10** medical providers say a wish increased compliance with treatment.
 - **8 out of 10** wish kids report that their wish gave them the strength to fight their critical illness.
- The children we serve often live in a climate of “no” – no friends, no sports, no playing outside, etc. But Make-A-Wish says “yes” to something they deeply want, and that “yes” is very powerful.
- Make-A-Wish is the second “most loved” nonprofit in the world, according to Morning Consult’s 2022 “Most Loved Nonprofits” survey. Morning Consult, an independent data and analysis company, looked at 100 of the largest national and global nonprofits across the following metrics: favorability, trust, community impact, and donation consideration.
- Learn more about how you can donate, volunteer, get your company/school involved with wish granting, start a fundraiser, or attend a Make-A-Wish event by visiting oki.wish.org or calling (877) 206-9474.

MAKE-A-WISH BRAND COLORS

PRIMARY COLOR PALETTE

Make-A-Wish blue is the core color of the Make-A-Wish brand.

Make A Wish Blue

PMS 2935 C C100 / M52 / Y0 / K0
R0 / G87 / B184 HEX #0057B8

SECONDARY COLOR PALETTE

Bright colors should play a supporting role. Use them only as secondary accents to complement the primary blue. In most cases, only 1-2 secondary hues should be used in addition to the blue to avoid a cluttered appearance.

Make A Wish Red

PMS 178 C C0 / M70 / Y58 / K0
R255 / G88 / B93 HEX #FF585D

Make A Wish Orange

PMS 1365 C C0 / M34 / Y76 / K0
R255 / G181 / B73 HEX #FFB549

Make-A-Wish Yellow

PMS 1215 C C0 / M6 / Y53 / K0
R251 / G216 / B114 HEX #FBD872

Make A Wish Teal

PMS 2398 C C71 / M0 / Y36 / K0
R0 / G186 / B179 HEX #00BAB3

Make A Wish Light Blue

PMS 2905 C C45 / M1 / Y0 / K1
R141 / G200 / B232 HEX #8DC8E8

Make A Wish Dark Gray

PMS Cool Gray 9 C C30 / M22 / Y17 / K57
R117 / G120 / B123 HEX #75787B

Make A Wish Light Gray

PMS Cool Gray 4 C C12 / M8 / Y9 / K23
R187 / G188 / B188 HEX #BBBCBC

Social Media

EVENT PROMOTION TIPS

Incorporating social media and video into your event promotion is an excellent way to expand your reach and attract new supporters. The following includes helpful tips as you share about your event on digital channels. Including creating an event hashtag and use it consistently across social media channels.

FACEBOOK

- Ask your followers and social media supporters to share and comment on the event page.
- Make the RSVP list public to encourage people to respond.
- Create a custom cover photo that stakeholders can use on their personal profile to promote the event.
- Use visuals, such as a video clip or photos in all posts.
- Plan to share posts and update content regularly leading up to your event.
- Share success following the event.

Note: Tagging on Facebook can be done by going to the Make-A-Wish Ohio, Kentucky and Indiana Facebook page and clicking "Like". To include us in your post, type @makeawishohkyin and our name should appear and can then be selected for tagging.

INSTAGRAM

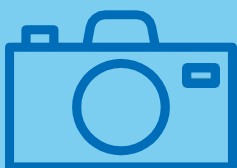
- Use photos of people smiling, whether candid or a group shot.
- Use Instagram Stories on the day of your event.
- Tag @makeawishohkyin in your posts.

LINKEDIN

- Approach your content through a professional lens:
 - Highlight photos of your staff engaging in your event/support of OKI
 - Discuss how supporting OKI aligns with your company culture.
- Tag other partner organizations or partners of your event to boost post audience size.
- Use broader, more common hashtags to increase the visibility of your content and contribute to a wider conversation.
- Use niche hashtags to curate content for existing supporters and drive engagement.

YOUTUBE

- YouTube is where we house our long form content and is a great resource for storytelling.
- [CLICK HERE](#) to find complete wish stories to share as well as overviews of our mission.
- If you're looking to embed a video, you can click the "Share" button on a video to access embed code. Videos can also be added to email marketing platforms like Constant Contact by using the video URL which is accessed the same way.



PHOTOS

There's no such thing as too many photos! Please share any photos or videos you capture with your Make-A-Wish contact. Photograph the event setup, donations from your partner(s), groups of attendees and more. We'd love to see them!

FAQ

- Q:** If my 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 OKI. Annual events are common and encouraged, however, and the second year take 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 OKI and will be recorded as donations received for the purpose of granting wishes.
- Q:** If I am soliciting for a Make-A-Wish event, is there anything I need to do before contacting a partner/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:** May we open a bank account to cash checks made out to Make-A-Wish or will you do that for us?
- A:** **No.** No party other than Make-A-Wish may cash a check made out in our name. Please suggest to the group that you are working with to ask their participants or patrons to make checks payable directly to Make-A-Wish Ohio, Kentucky & Indiana. These checks can then be forwarded to our office for deposit. Make sure the checks clearly indicate for which activity and event it is intended. One option to accept event donations is to use our Wish Your Way platform which will collect and track donations.
- Make-A-Wish cannot re-issue a check to an event organizer that has been sent to the Make-A-Wish office. Event organizers can cover their costs through cash donations or through seed money carried over from the previous event.*
- Q:** How does Make-A-Wish acknowledge donations from an event for charitable tax purposes?
- A:** Make-A-Wish Ohio, Kentucky & Indiana is unable to issue thank you letters for charitable donations through your fundraising event. If you would like to discuss opportunities to provide an acknowledgement, please contact your Make-A-Wish representative.



FAQ (cont.)

Q: What do I do with the cash from the event?

A: All cash money collected the day of the event should be collected and given to a pre-designed individual from the organization partnering with the event. This cash money should be kept in a safe place at the location of the event or in a locked box monitored by the designated individual until the money can be counted and deposited into the partner's account. Checks should be given directly to Make-A-Wish or a single check from the partnered organization should be sent to Make-A-Wish with the grand total form the event.

Due to regulations from Make-A-Wish America, Make-A-Wish chapters cannot accept any change form any kind of "coin-raising activity". Please ask the event organizer to cash in all change and present it to Make-A-Wish in the form of a check.

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. This is decided on a case-by-case basis as we must be protective of our wish children and their privacy.

Q: A local business wants to support my event, but they need the Make-A-Wish tax ID number?

A: The purpose of the Make-A-Wish tax ID number is to have sales tax waived when purchasing anything that is for the direct benefit of Make-A-Wish. Since the proposed event is not being produced by Make-A-Wish, the IRS does not allow for the waiver of sales tax for items going towards the production of the event.

More than likely, the local business wants our 501(c)(3) letter that identifies the Make-A-Wish Foundation as a legal charity in the eyes of the government. Businesses will include this letter with their tax filings to prove that the charity they supported was legitimate. Some companies may need the tax ID to process a payment to Make-A-Wish and will require a W9 form from Make-A-Wish. Please contact your Make-A-Wish contact and we will be happy to provide this for you.

Q: How much does granting a wish cost?

A: The average total cost for one wish in Ohio, Kentucky & Indiana is \$10,000. Wish costs vary based on the type and complexity of the wish and may be more or less expensive than the average. There is no cost to the family in fulfilling a child's wish. Every expense, phone call, meal, and travel arrangement are taken care of.



*I wish to go to
Walt Disney
World Resort®*

Chase, 7
leukemia

Special Event Proposal and License Agreement

The Make-A-Wish Foundation® of Ohio, Kentucky and Indiana ("Make-A-Wish") appreciates your interest in holding a fundraising event to help us grant the wishes of children battling 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. When a 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.

Please note, you may also complete this form online by [CLICKING HERE](#)

Sponsor and Event Information

Sponsor: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Name of Contact Person: _____ Phone: _____

Date and Location of Event: _____

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.]

Please note that if you plan to have alcohol and/or charitable gaming at the event, certain permits may be required.

Budget Information

Will an admission fee be charged? Yes No If so, how much? _____

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

Do you plan on having alcohol at the event? Yes No

Do you plan on having charitable gaming (e.g., raffle, bingo, poker, etc.) at the event? Yes No

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 Ohio, Kentucky and Indiana 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., across Ohio, Kentucky and/or Indiana.
3. The terms 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 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 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, 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.

WE ARE DEEPLY GRATEFUL TO YOU FOR PROPOSING THIS EVENT TO BENEFIT THE MAKE-A-WISH FOUNDATION. IT IS BECAUSE OF CARING PEOPLE LIKE YOU THAT WE HAVE BEEN ABLE TO BRING HOPE, STRENGTH, AND JOY TO SO MANY CHILDREN IN THIS AREA OVER THE YEARS. THANKS FOR HELPING US MAKE WISHES COME TRUE!

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

PROPOSED BY:

APPROVED BY:

Signature of authorized representative

Signature of authorized representative of Sponsor of Make-A-Wish Foundation

Print name

Print name

Title

Title

Date

Date