

Make-A-Wish®

ORANGE COUNTY AND
THE INLAND EMPIRE



Community Partnership Proposal



Introduction



OUR MISSION

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

MAKE-A-WISH AMERICA

In 1980, seven-year-old Christopher Greicius wished to be a police officer for a day. Little did he know his wish would create a movement that would transform millions of lives. Chris' wish inspired the eventual creation of Make-A-Wish. And since Chris' life-changing experience, Make A-Wish has granted the wishes of hundreds of thousands of children battling critical illnesses all around the world.

With each wish, comes renewed strength and encouragement for every child and family we serve. We believe that wish experiences will continue to play a vital role in children's treatment, as they have for decades. They serve as encouragement along a family's journey and provide a source of inspiration for millions of people.

MAKE-A-WISH ORANGE COUNTY AND THE INLAND EMPIRE

Since 1983, Make-A-Wish Orange County and the Inland Empire has been creating life-changing wishes for local children with critical illnesses. Over the years, more than 8,400 wishes have been granted, bringing hope and strength to countless members of our community.

IN APPRECIATION

We thank you in advance for considering Make-A-Wish Orange County and the Inland Empire as your charity of choice. We look forward to working together to make your event successful. You are helping to make wishes come true!



Brand Guidelines

OUR NAME

In all event materials, our name must appear as:

“Make-A-Wish Orange County and the Inland Empire”

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

After the first mention, you may abbreviate our name from ‘Make-A-Wish Orange County and the Inland Empire’ to ‘Make-A-Wish OCIE’.

OUR LOGO

Once the paperwork has been approved, we will send you the Make-A-Wish Orange County and the Inland Empire logo.

The logo must never be used in the title of the event or within a sentence; Make-A-Wish Orange County and the Inland Empire should be typed. The logo must stand separately.

Any products you develop for your fundraiser which incorporate the Make-A-Wish Orange County and the Inland Empire logo (such as mugs or t-shirts) must be approved by our staff.

FONTS AND 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

ADVERTISING

The Better Business Bureau Wise Giving Alliance has established standards as to how you must indicate your fundraiser is benefiting Make-A-Wish Orange County and the Inland Empire.

State either:

()% of proceeds to benefit Make-A-Wish Orange County and the Inland Empire

OR

Benefiting Make-A-Wish Orange County and the Inland Empire

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 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.

APPROVAL PROCESS

At the end of this packet, you will find the Partnership Proposal and Terms and Conditions pages.

Please fill out pages 6 and 7 and submit it to Make-A-Wish Orange County and the Inland Empire to be reviewed for approval. Once your fundraiser is approved, you may then use the Make-A-Wish name and marks.

You are not permitted to use the Make-A-Wish name for any reason until you have received the approved copy of your Partnership Proposal.

Any information you distribute, publish or send out using any of the Make-A-Wish Orange County and the Inland Empire 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 emailed to **eleavey@ocie.wish.org**. Please allow 48 business hours for approval.

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!

DONATION TIER BENEFITS

UP TO \$999	• Publicity for event (when applicable) ◦ Website listing in our calendar of events. ◦ Social media mention once prior to your event (timing of these posts are dependent on Chapter posts). ◦ Social media mention after the event with thank you and check presentation picture (if applicable). • Collateral for event (upon request).
\$1,000 - \$4,999	• Items listed above • In addition: ◦ 1-2 additional social media mentions prior to your event (timing of these posts are dependent on Chapter posts). ◦ Wish photo books to be displayed at event (must return after event).
\$5,000 - \$9,999	• Items listed above • In addition: ◦ Staff representation at the event is possible (dependent on schedules).*
\$10,000 & UP	• Items listed above • If applicable, we do our best to have a wish family attend and speak at the event. • A customized package to promote your event.*

*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.

Reminder: Make-A-Wish OCIE must approve all uses of its name and logo in advance of its reproduction, printing or distribution. Please allow 48 hours for approval.

Fundraising Considerations ---

OBTAINING SPONSORSHIPS

If you are planning to approach companies or organizations to sponsor your event, there are two things you should keep in mind:

- Our chapter may only solicit donors within Orange, San Bernardino, and Riverside counties.
- There are some local companies that provide a great deal of support to our chapter which have specifically asked not to be approached with additional requests regarding external fundraising events; and it is important that we not inadvertently jeopardize these existing relationships.

For these reasons we ask that you consult with our chapter in advance about your list of potential sponsors, which will give us an opportunity to let you know whether it is okay for you to approach them or not.

ACKNOWLEDGEMENTS

It is the responsibility of the event organizers to acknowledge any third party who participates in or otherwise supports your event. If you would like the chapter to send a letter thanking individuals for participating in your event, please provide us with their contact information and a brief description of their participation. It is important to understand, however, that our chapter is not permitted to provide tax advice, and event supporters and participants should contact their personal tax representative for guidance on such matters.

ADDITIONAL INFORMATION

As a matter of policy, chapters are not allowed to participate in cause-related marketing initiatives involving the sale of any of the following items:

- Tobacco products
- Alcoholic beverages
- Firearms or other weapons designed to cause harm
- Pornographic or sexually-oriented adult entertainment, goods or services

Failure to comply with these requirements can jeopardize our chapter's good standing with the BBB Wise Giving Alliance, which is another reason that we require that all written collateral about your event be submitted to us for our prior approval. In addition, we may ask for a guaranteed minimum contribution if you plan to conduct a cause-related marketing fundraiser on our behalf.

Partnership Proposal

Make-A-Wish Orange County and the Inland Empire appreciates your interest in holding a fundraising event or promotion 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 Orange County and the Inland Empire name and marks will become effective.

CONTACT INFORMATION

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Contact Person _____ Phone _____

CAMPAIGN INFORMATION

Promotion/Event Name _____

Location _____

Date(s) _____ Time _____

Describe the Promotion or Event:

What participation or resources, if any, do you request from Make-A-Wish Orange County and the Inland Empire?

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 OCIE receive? _____

Will the event generate other types of revenue? Yes No

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

Anticipated total revenues _____ Anticipated total expenses _____

Anticipated total donation to Make-A-Wish OCIE? _____

Terms and Conditions

1. Organizer agrees to provide Make-A-Wish Orange County and the Inland Empire with all of the agreed upon proceeds from the Event, within thirty (30) days after the Event.

2. Make-A-Wish Orange County and the Inland Empire 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 sub-licensed 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 the Make-A-Wish mission (including phrases like "terminal illnesses," "dying children," "last wishes," etc.). 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 the Make-A-Wish 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, as evidenced by the signature of an authorized Make-A-Wish Orange County and the Inland Empire representative below.
- Proposed by Organizer:**

Name of Organization Hosting Event/Campaign

Printed Name

SignatureDate
- Approved by Make-A-Wish OCIE:**

Signature

Date