



Brand, Content & AI Guidelines for Volunteers, Sponsors, Corporate Partners and Community Fundraisers

Protecting the Make-A-Wish® Brand

Thank you for helping bring hope, strength, and joy to children with critical illnesses across South Carolina. Your support makes life-changing wishes possible, and we are grateful for the role you play in protecting the trust, consistency, and integrity of the **Make-A-Wish®** and **Make-A-Wish® South Carolina** brands. Because our logos, trademarks, and brand assets are protected, they may only be used as authorized.

Approved Logo Usage

External supporters may use only approved community support logos provided by Make-A-Wish South Carolina:

Proud Supporter of Make-A-Wish South Carolina – [DOWNLOAD HERE](#)

- Can be used by any donor, fundraiser, volunteer or partner of Make-A-Wish South Carolina to denote their direct support of our mission
- Should not imply an official partnership or endorsement.
- Examples:
 - A Make-A-Wish South Carolina volunteer adding the Proud Supporter logo to their email signature or volunteer bio.
 - A donor displaying the Proud Supporter logo on a personal website or social media profile to show their support of Make-A-Wish South Carolina.
 - Trailblaze Challenge hikers, W.I.S.H. Society honorees, and Youth Leadership Council students who are actively fundraising and raising awareness for Make-A-Wish South Carolina.
 - A local small business highlighting its volunteer involvement, employee fundraising efforts, or financial support of Make-A-Wish South Carolina.

Proud Partner of Make-A-Wish South Carolina

- Partner logos are reserved for organizations with a formal, approved relationship with Make-A-Wish South Carolina. A Make-A-Wish South Carolina partner is a corporation, company, or organization that has a signed agreement or written permission to raise funds and awareness on behalf of Make-A-Wish America or Make-A-Wish South Carolina.
- Proud Partner logo will be provided by Kea Wade, Make-A-Wish South Carolina Director of Corporate & Community Engagement – kwade@sc.wish.org

Benefiting Make-A-Wish South Carolina – [DOWNLOAD HERE](#)

- Used to denote a promotion or event that benefits Make-A-Wish South Carolina
- Examples:
 - A golf tournament benefiting Make-A-Wish South Carolina.
 - A restaurant give-back night where a portion of sales benefits Make-A-Wish South Carolina.
 - A charity walk, run, or athletic challenge benefiting Make-A-Wish South Carolina.
 - A birthday fundraiser where donations benefit Make-A-Wish South Carolina.
 - A community event, auction, or gala that raises funds for Make-A-Wish South Carolina.
 - A retail promotion where customer purchases or donations benefit Make-A-Wish South Carolina.



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"I support Make-A-Wish South Carolina."



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"We have an official approved partnership with Make-A-Wish South Carolina."



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"This event or promotion raises funds for Make-A-Wish South Carolina."



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May not be used without permission from Make-A-Wish South Carolina.

Prohibited Logo Use

Volunteers, sponsors, partners, and community fundraisers may not:

- Use the **Make-A-Wish®** or **Make-A-Wish South Carolina®** logos in self-created marketing materials.
- Alter, recreate, or modify any Make-A-Wish logo or trademark.
- Use outdated, copied, or internet-sourced logo files.
- Create apparel, merchandise, or promotional products featuring Make-A-Wish logos without prior written approval.



AI-Generated Content & Fundraising Promotions

We recognize that AI tools can be helpful for brainstorming event ideas, drafting content, and supporting fundraising efforts. We are grateful for the creativity and commitment of the volunteers, sponsors, partners, businesses, schools, and community fundraisers who help advance our mission.

Examples of community fundraising activities include golf tournaments, benefit events, restaurant give-back nights, school fundraisers, workplace campaigns, birthday fundraisers, athletic challenges, and other events that support Make-A-Wish South Carolina.

When using AI tools:

- AI may be used to generate fundraising ideas, event concepts, social media captions, and draft written content.
- AI-generated flyers, graphics, advertisements, social media assets, merchandise designs, or other visual materials may **not** incorporate the **Make-A-Wish®** or **Make-A-Wish South Carolina®** logos, trademarks, or brand assets.
- AI may **not** be used to recreate, modify, imitate, or generate versions of any Make-A-Wish logo, trademark, or branded asset.
- AI-generated materials may **not** include fictitious wish kid stories, testimonials, donor quotes, statistics, or images that could be mistaken for actual wish kids or wish experiences.
- Community fundraisers may use only the approved **Proud Supporter** or **Benefiting Make-A-Wish South Carolina** logos, as appropriate and in accordance with logo usage guidelines.
- Examples:



Apparel & Merchandise

Any apparel, promotional products, giveaways, or merchandise using the **Make-A-Wish®** or **Make-A-Wish® South Carolina®** logo must be submitted for review and receive written approval before production begins.

Human Review Matters

While AI and other emerging tools can help accelerate content creation, thoughtful human oversight remains essential. Maintaining the integrity, consistency, and trust associated with the Make-A-Wish brand requires careful review of all materials that use Make-A-Wish marks, logos, or brand assets before production or distribution.

Wish Kid Stories, Photos & Personal Information

Only wish kid stories, photos, videos, and testimonials that have been approved for public use may be shared. A wish kid's privacy and dignity always come first. Approval to share a story or photo does not grant permission to disclose additional personal or medical information beyond what has been provided in approved materials.

Approved Content

The following content may be shared:

- Content approved by Make-A-Wish South Carolina for public distribution with explicit written consent from the wish child's parent or guardian.
- Content published on official Make-A-Wish South Carolina social media channels.
- Content shared directly by Make-A-Wish South Carolina for promotional use.
- Approved wish kid photos, videos, stories, and testimonials provided by Make-A-Wish South Carolina.

Do Not Share

Regardless of a wish kid's publicity status, do **not** share:

- Home addresses or specific locations of residence
- Personal phone numbers
- Personal email addresses
- School names, classroom locations, schedules, or educational records
- Medical records or protected health information
- Specific diagnoses, treatments, medications, or healthcare details not included in approved materials
- Dates of birth
- Social Security numbers or other government-issued identification information
- Personal family contact information
- Any private information not expressly approved for public communication

When in doubt, do not share the information and contact Make-A-Wish South Carolina for guidance.

Questions, Requests & Approvals

For brand guidance, merchandise or apparel approval requests, questions, or guidance on sharing wish kid stories, photos, and other content, please contact:

Lauren Nelson - Marketing & Communications Manager

lnelson@sc.wish.org