



Philadelphia, Northern Delaware
& Susquehanna Valley

A Guide for Hosting an External Fundraiser



Mission

We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Vision

We are dedicated to making every eligible child's wish come true.

Values

Integrity, Child Focus, Excellence, Community, Inspiration

External Event Guide

Thank you for your interest in holding a fundraiser to benefit Make-A-Wish® Philadelphia, Northern Delaware & Susquehanna Valley (the “Chapter”). We appreciate your desire to help us grant the wishes of very special children who are battling life-threatening medical conditions. Make-A-Wish was inspired in 1980 by the love that a family and friends had for a seven-year-old boy in Phoenix named Chris, who had leukemia but dreamed of becoming a police officer. Chris’ family, friends and the State Highway Patrol made his wish come true, shortly 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 more than 285,111 wishes that have been granted since.

Our 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 as well as various charity watchdog agencies including the Better Business Bureau (“BBB”) Wise Giving Alliance. If your fundraiser is approved and you are granted a license to use the Make-A-Wish® “Marks” (as defined below), it is important that you comply with these policies and standards as well, so as not to jeopardize our Chapter’s good standing with the Foundation, the BBB Wise Giving Alliance and other agencies.

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 “License Agreement”) form provided by the Chapter must be approved by the Chapter before you can begin to use the Marks or raise money on our behalf. Before signing the License Agreement, 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.

PROPOSED FUNDRAISER CHECKLIST

After consulting with our Chapter, and before filling out the License Agreement form, you should do the following with respect to your proposed fundraiser:

- Determine what the event will be and an appropriate name
- Select a date and location for the event (allowing at least six months to plan the event, if possible)
- Set a realistic goal in terms of the dollar amount you will raise
- Create an event budget, with an estimate of revenues and expenditures
- Determine how funds will be raised (e.g., selling tickets for the event, conducting a silent auction, obtaining sponsors, selling t-shirts, etc.)

APPROVAL PROCESS

Once you fill out the License Agreement form, please submit it to the Chapter as soon as possible. It will be reviewed by your Event Liaison who will call you if there are any questions. If approved, the Agreement will be signed on behalf of the Chapter and a copy will be sent to you. Our goal is to make this process move quickly and we strive to provide a response within 2 business days of receiving the Agreement. Please note that you may not use the Make-A-Wish® Marks until we have approved, signed and returned the License Agreement to you.

Make-A-Wish® MARKS

“Make-A-Wish,” “Make-A-Wish Foundation” and the Make-A-Wish swirl-and-star logo (collectively, the “Marks”) are federally registered trademarks owned by the Foundation. Our Chapter is licensed to use and sublicense the Marks in our geographic territory, which consists of the following counties in Pennsylvania: Bucks, Chester, Cumberland, Dauphin, Delaware, Lancaster, Lebanon, Montgomery, Perry and Philadelphia and New Castle County in Delaware. After your fundraiser is approved and you receive a signed License Agreement back from us, you may use the Marks in conjunction with your fundraiser, subject to the terms and conditions contained in the License Agreement and in this Guide. Because it is imperative that our Marks always be used correctly, any written collateral you plan to print, distribute or publish (including on the Internet), and any products you plan to create, that contain the Marks must be reviewed and approved by the Chapter before printing, distribution, publication, or production. This information should be sent to your event liaison at Make-A-Wish.

In order to facilitate the approval process, we have set forth below some of the basic rules that must always be followed when using the Make-A-Wish Marks.

Using Make-A-Wish® Names

References to “Make-A-Wish” must always include hyphens and a capital “A” (not “Make a Wish”).

“Make-A-Wish” should be used only as an adjective – never as a noun, or a verb phrase in a sentence. The registered trademark symbol (®) should always be used on the first or most prominent reference of each Mark (e.g., in a headline, or when the Marks first 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®

Using the Make-A-Wish® Logo

Once your fundraiser has been approved, we will send you our chapter-specific Make-A-Wish logo, which appears below:



Always use the logo exactly as it appears, with the registered trademark symbol (®) as shown. Do not alter the logo in any way. The logo should always appear on a clear and uncluttered layout (i.e., it may not be placed on a patterned or complex background). The logo must always stand alone. It may not be incorporated within a sentence or used as or in the title of an event.

Appropriate Language

Our mission: “We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.” You may not use language that is inconsistent with our mission, including phrases like “terminally ill,” “dying,” “last wish,” etc. Such phrases do not accurately describe the population of children we serve.

In fact, many of the children for whom we have granted wishes have overcome, or are in the process of overcoming, their medical challenges – and most would agree their wish experience had a positive impact on their well-being by providing them with hope and something joyous to look forward to during a time that is often filled with fear and uncertainty.

FUNDRAISING ACTIVITIES

Obtaining Sponsorships

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

- Our Chapter is not permitted to solicit donors outside our territory (we are limited to the following counties: Bucks, Chester, Cumberland, Dauphin, Delaware, Lancaster, Lebanon, Montgomery, Perry and Philadelphia in PA and New Castle County in Delaware).
- 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 obviously important that we not inadvertently jeopardize these existing relationships. For these reasons, we ask that you consult with us 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.

Unacceptable Fundraising Methods

Make-A-Wish policies prohibit the following types of solicitation:

- Telemarketing
- Door-to-door
- Use of vending machines, canister donations, or candy boxes
- Most online solicitations outside the Make-A-Wish portal (contact us if you would like to request an online fundraising page)

Expected Minimum Donation

We appreciate the hard work that goes into your fundraising efforts and understand you may require some support or resources from our Chapter to make your event a success. Although we are happy to consider proposed events at any donation level, because our resources are limited we hope each external fundraiser using the Make-A-Wish Marks will raise at least \$1,000 for our Chapter.

Cause-Related Marketing

If you are planning a “cause-related marketing” fundraiser – i.e., one in which the sale of a product or service triggers a donation to the Chapter – there are specific rules about what kind of information must be disclosed to potential purchasers at the time of solicitation. It is not sufficient to advertise merely that “proceeds” or “net proceeds” will benefit the Chapter because such phrases are too vague to allow a consumer to make an informed decision whether to participate or not. In accordance with standards established by the BBB Wise Giving Alliance,

each solicitation made in conjunction with the sale of products or services that states or implies the Chapter will benefit from the sale or transaction must clearly disclose at the point of solicitation:

- The actual or anticipated portion of the purchase price that will benefit the Chapter (e.g., \$__ or __% of the purchase price, etc.);
- The duration of the campaign (e.g., the month of _____); and
- Any maximum or guaranteed minimum contribution amount (e.g., “with a guaranteed minimum contribution of \$____,” or “up to a maximum contribution of \$____”).

Failure to comply with these requirements can jeopardize our organization’s good standing with the BBB Wise Giving Alliance, which is another reason 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.

RESPONSIBILITIES & RESOURCES

Your Responsibilities

You will be responsible for your fundraiser from the day it is approved by the Chapter until the day we receive the check from you. Unless we expressly agree to the contrary, it will be up to you to obtain the sponsors, participants, prizes, publicity, etc. you need; and under no circumstances will the Chapter be responsible for any costs associated with your event. Please remember to keep us apprised of your activities and to let us know if you have any questions about your obligations under the License Agreement or this Guide.

Resources Available To You

Our Chapter will be pleased to answer your questions and provide resources or support where we can, subject to availability and the commitment level. Such resources and support may include media assistance, staff or volunteer support, small giveaways, banners or brochures. Please feel free to contact the Chapter if you have any questions about what kind of resources or support may be available.

Acknowledgements

It is your responsibility to acknowledge any third parties who participate in or otherwise support 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 representatives for guidance on such matters.