



Alabama

## Special Events Proposal

Thank you for your interest in holding a special event for Make-A-Wish® Alabama. We appreciate your desire to help our very special children and support our charitable mission:

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

Thank you for helping ***share the power of a wish***®!

# Guidelines for Make-A-Wish® Alabama Events

## Approval Process:

Once you complete the enclosed contract and budget forms, please submit them to the chapter as soon as possible. They will be reviewed by the Development Manager who will call you with any questions. We promise to make this process move quickly and provide a response within 2 weeks of receiving the forms. **You may not use the Make-A-Wish Marks (as defined herein) until we have approved your event licensing agreement.**

## Make-A-Wish® America:

- Our chapter is held to the highest legal and ethical standards of fundraising and we are governed by policies established by our national organization, the Make-A-Wish America (the "Foundation").
- The Foundation is the national organization for all Make-A-Wish chapters throughout the United States, and may become involved in any fundraising involving national celebrities or multiple state fundraising, in which additional approval may be required.
- Foundation owns certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish and the Make-A-Wish swirl-and-star logo (the "Make-A-Wish Marks"). Once your fundraiser is approved, you may then use the Make-A-Wish Marks, subject to the terms and conditions set forth herein.

## Using the Make-A-Wish® Alabama Name:

Once the fundraiser has been approved, we will send you the Make-A-Wish Alabama logo.

### Rules for using the Make-A-Wish Alabama logo:

- It is in a typestyle developed especially for Make-A-Wish and must be used as it appears.
- The name of the chapter may be used in Futura (MAC)/Century Gothic (PC) or New Century Schoolbook typestyle
- The logo must never be used in the title of the event or within a sentence; the Chapter name should be typed. The logo must stand separately.
- Any products you develop for your fundraiser which incorporate the Make-A-Wish Alabama logo (such as mugs or t-shirts) must be approved by the Chapter.



### Rules for using the Make-A-Wish name/mark:

- When using "Make-A-Wish" in a headline, the trademark symbol (®) must follow the mark, superscripted, and one font smaller.
- When using any of our marks (including "Make-A-Wish"), the trademark symbol (®) must appear after the mark, superscripted, in the first reference per body of text.
- The words "Make", "A", and "Wish" must all be capitalized and **separated by hyphens.**

**Any information you distribute, publish or send out using any of the Make-A-Wish Marks, including advertisements and press releases, must be reviewed by the Chapter before it goes out.** This information can be faxed to us at (205)254-9479 or emailed to [nbanks@alabama.wish.org](mailto:nbanks@alabama.wish.org) and, once again, we promise a quick response.

## About the Make-A-Wish® Foundation

Make-A-Wish was inspired in 1980 by the love that a family and friends had for a seven-year-old Phoenix boy named Chris, who had leukemia. Chris dreamed of becoming a police officer, and his family, friends and the State Highway Patrol made his wish come true – just four days 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 the more than 220,237 wishes that have been granted since.

## Make-A-Wish® Alabama

Make-A-Wish has been serving the state of Alabama since 1984. Our goal is to provide children with the hope for better times, the strength for the tough times and the joy to experience the present.

Our hope is to be a unique part of the treatment process. With doctors providing the medicine and the Make-A-Wish Foundation supplying the magic, we strive to create miracles in the lives of some very extraordinary children.

For more information visit:

[Alabama.wish.org](http://Alabama.wish.org)

# Fundraising Methods

## Getting Sponsorships for Your Fundraiser

We may already have relationships with certain companies or organizations. Therefore, if you are planning to approach companies or organizations to get donations for your fundraiser, please let us know before you approach them. We may have recommendations on certain companies or organizations that may or may not be good sponsorship candidates.

There are some companies in Alabama who already provide great support to the chapter and they have asked that they not be approached with requests from those doing external fundraisers. Since these companies do so much for us, we must be careful about how many times we approach them. We ask that you do not go to these companies with requests for donations of any kind. In any case, please contact the chapter before approaching potential donors. **\*\*\*Please don't put these relationships at risk for us!\*\*\***

**Additionally, we must be careful in approaching any company outside the counties our Chapter serves.**

There are Make-A-Wish chapters all across the country, and we want to be sure we are not infringing on any other chapter's donor and/or territory. The Chapter is legally prohibited from approaching donors outside of its territory.

## Unacceptable Fundraising Methods:

Make-A-Wish policies prohibit the following forms of solicitation and will reject any proposals using these methods:

- Telemarketing
- Door-to-door
- Most Online Donations
- Use of vending machines or candy boxes

## Raffles

Chapters are not responsible for raffles hosted by external fundraisers. Individual states have specific rules about raffles. Usually, raffles require a license/permit through your local Sheriff's Office and prizes may be subject to a federal income tax. It is your responsibility to investigate rules and regulations in your area.

## Expected Minimum Donation

We appreciate the hard work that goes into your organization's fundraising efforts. We strive to provide the support and resources needed for your event success. However, due to our limited resources, we hope that each external event will raise **\$5,000** as a goal. We are happy to discuss and plan fundraising at any donation level.

If you are planning a cause-related marketing fundraiser—one which an individual or company will make sales or profit with a portion of the proceeds going to the Chapter—we may ask for a guaranteed minimum donation.

## Impact of a Wish

**97 percent of wish families and 96 percent of health professionals observe increases in wish kids' emotional health**

**89 percent of nurses, doctors, social workers and child life specialists combined believe that the wish experience can influence wish kids' physical health**

**81 percent of parents observed an increased willingness by their wish kids to comply with treatment protocols**

**74 percent of parents saw the wish experience as a positive turning point in the wish kids' battle against their illnesses**

## Language to Use:

**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 life-threatening medical conditions.”** This is not just the expression we use, but also the accurate and complete description of the population we serve, and must always be 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 like to think that perhaps their wish has had a positive impact on their well-being. Your support provides these children with hope and something exciting and positive to look forward to during a time that is often cluttered with worry and uncertainty.

### **Language to use in advertising:**

The Better Business Bureau (BBB) Wise Giving Alliance, which serves as our watchdog agency, has established standards as to how you must indicate your fundraiser is benefiting the chapter.

**Each advertisement that states or implies that the Chapter will benefit from the sale of products or services must clearly disclose how the Chapter benefits.** Such promotions must disclose, at the point of solicitation:

- The actual or anticipated portion of the purchase price that will benefit the Chapter (e.g., 5 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)

## Resources and Responsibilities

### **Your Responsibilities**

You will be responsible for your fundraiser from inception to the day the check is issued to the Chapter. It is your job to obtain the donors, the publicity, the prizes, etc. The Chapter cannot be held responsible for any costs associated with your event. Please remember to keep the Chapter apprised of your activities, and contact the Chapter for any approval for publicity.

### **Resources Available To You**

We are standing by to answer your questions and provide support where we can, but please remember that our resources are very limited. We may be able to provide services subject to availability and commitment level. This includes media resources, staff, and volunteer support and consignment items for purchase.

## Acknowledgements

### **Your Responsibilities**

It is **your responsibility** to acknowledge any 3<sup>rd</sup> party donors who contribute to your event. If you would like the Chapter to send a 'Thank You Acknowledgement' letter to 3<sup>rd</sup> party participants in your event, you must fill out the attached form and submit it to the Chapter following the event.

**The Chapter does not provide tax advice.** Donors and 3<sup>rd</sup> party participants should contact their personal tax representatives for guidance.

## FORMS & CONTRACTS

**Please complete the budget and event forms and fax to the office.**

Phone: 205-440-1933  
Fax: 205-254-9479  
Email: [nbanks@alabama.wish.org](mailto:nbanks@alabama.wish.org)  
Contact: Nora Banks, Development Manager

---

**Make-A-Wish® Alabama**

244 Goodwin Crest Drive, Suite 200  
 Birmingham, AL 35209  
 205 440-1933  
 205 254-9479 fax  
 www.alabama.wish.org



## Thank You Acknowledgement - Letter Request - For 3<sup>rd</sup> Party Contributors

Individual Name	Mr./Mrs./Ms./Dr.				
Organization			Job Title		
Address					
Address					
City		State		ZIP	
Work Phone		Home Phone		Fax	
Email					

Individual Name	Mr./Mrs./Ms./Dr.				
Organization			Job Title		
Address					
Address					
City		State		ZIP	
Work Phone		Home Phone		Fax	
Email					

Individual Name	Mr./Mrs./Ms./Dr.				
Organization			Job Title		
Address					
Address					
City		State		ZIP	
Work Phone		Home Phone		Fax	
Email					

**Make-A-Wish® Alabama**

244 Goodwin Crest Drive, Suite 200

Birmingham, AL 35209

205 440-1933

205 254-9479 fax

[www.alabama.wish.org](http://www.alabama.wish.org)

# BUDGET

Please complete this budget and submit with your Special Event Proposal

<b>Expenses</b>	<b>Dollar Amount</b>		<b>Income</b>	<b>Dollar Amount</b>
Supplies			Ticket Sales/ Entry Fees	
Security			Pledges (ex: walk-a-thon)	
Postage & Shipping			Sponsorships	
Equipment Rental			Drawing	
Entertainment			Auction	
Awards & Gifts			Consignment Items (from MAW)	
Insurance			% of Proceeds (ex: \$1/ticket sold)	
Cost of Goods Sold			Sale of Goods (ex: bake sale/tshirts)	
Travel				
Advertising				
Printing & Signage				
Decorations				
Facility Rental				
Food/Beverage				
Other				
<b>Total Expenses</b>			<b>Total Income</b>	
<b>Total Income minus Total Expenses = Net Proceeds</b>				
<b>Total Anticipated donation to Make-A-Wish Alabama®</b>				

# SPECIAL EVENT PROPOSAL FORM

Before you hold an event, Make-A-Wish® Alabama must approve this application

## Sponsor and Event Information

Date of Event: \_\_\_\_/\_\_\_\_/\_\_\_\_

Name of group/company planning event:

Name of individual responsible:

Address:

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

Email:

Phone:

Name of Event:

Location of Event:

Briefly describe event and how funds will be raised:

What participation or resources, if any, do you request from Make-A-Wish Alabama?

Do you plan to publicize the event?

\_\_\_\_ Yes \_\_\_\_ No If yes, How? \_\_\_\_\_

\*If yes, pay close attention to our logo standards

## Budget Information

Will admission fee be charged? \_\_\_\_ Yes \_\_\_\_ No  
If so, how much? \$ \_\_\_\_\_

Will the Event generate other types of revenue and, if so, what % or amount of that revenue will Make-A-Wish Alabama receive?

Anticipated total revenues: \$ \_\_\_\_\_

Anticipated total expenses: \$ \_\_\_\_\_

Anticipated total donation: \$ \_\_\_\_\_

The organization sponsoring the event assumes all risks and liabilities associated with the event and hereby releases and holds harmless Make-A-Wish Alabama and its directors, employees, agents, successors and assigns from and against any and all claims, damages, liabilities, costs and expenses, which may occur in conjunction with the event, including, without limitation, any personal injuries or damage to property which may occur in conjunction with the event.

[**Note:** This proposal will not become effective until it is approved by Make-A-Wish Alabama]

## Proposed by:

Signature of authorized representative or sponsor

Print Name/ Title

Date

## Approved by:

Signature of authorized representative of Make-A-Wish® Alabama

Print Name/Title

Date

We are deeply grateful for your proposal of this event to benefit Make-A-Wish Alabama. It's because of caring people like you that we have been able to bring hope, strength, and joy to many courageous children in this area. Thanks for helping us make wishes come true!



## 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 America is 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 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 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 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 Special Event 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 representative below.]***