



Event

How-To Guide

for the

Make-A-Wish Foundation[®]

of the Mid-Atlantic, Inc.



Make-A-Wish Foundation of the Mid-Atlantic, Inc.
www.midatlantic.wish.org

Introduction

This how-to guide is designed to walk you through the event process. This guide informs you about what happens before, during, and after an event. It also walks you through the paperwork involved and answers the most commonly asked questions. Enjoy!

Thank you for your interest in creating, organizing and conducting an event to benefit the Make-A-Wish Foundation of the Mid-Atlantic, Inc. We at the Foundation look forward to your participation in making wishes come true for some very special local children.

Make-A-Wish® Information

The Make-A-Wish Foundation of the Mid-Atlantic, Inc. fulfills the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy. The Foundation serves children in Delaware, the District of Columbia, Maryland and Northern Virginia. We do not receive any state or federal funding; income is derived from individual contributions, grants, bequests, memorials, fundraisers organized internally, or fundraisers organized by third parties on behalf of the Foundation.

Founded in 1983, the Make-A-Wish Foundation of the Mid-Atlantic, Inc. has fulfilled the wishes of more than 6,000 children fighting illnesses such as cancer, pediatric AIDS, cystic fibrosis, Duchene's muscular dystrophy and heart disease.

This year, the Foundation anticipates an increase of approximately five percent in fulfilled wishes as we actively reach out to all medically eligible children in our region. This means the Foundation will fulfill approximately 350 wishes. Last year, the Foundation fulfilled 329 special wishes.

A wish fulfilled creates a memorable experience for a child fighting a life-threatening medical condition and gives him or her something positive to think about instead of medical treatments and hospital visits.

Recent wishes include visiting the *Walt Disney World®* Resort, taking family vacations, receiving home computers, having bedrooms redecorated and meeting celebrities including the President. The average wish cost is approximately \$7,500.



Event Planning & Progress Reports

The success of any event is ultimately dependent upon how well the event was planned and how well that plan was executed. Great plans lead to great events, and conversely, poor plans lead to poor events.

When an organization, group or individual undertakes an event to benefit the Foundation, that event becomes an extension of the Foundation in the community. In becoming an extension of the Foundation, the event must follow the rules set forth by the Internal Revenue Service and the Better Business Bureau. Therefore, the Foundation requires that the event organizers maintain regular and reported contact with the Foundation office.

In planning and organizing a fundraising event, always make sure you've considered the following aspects:

- Budget – both revenue and expenses
- Timeline
- What will the cost be to attend or participate?
- Who will attend or participate in the event?
- How will you market the event?
- What publicity efforts will you undertake?
- Supporters: individual and corporate
- What items can be solicited through in-kind contributions?
Will you have to pay cash for items? Can you get a discount?
- Location, facilities, parking, creature comforts, etc.
- Date & Time
- What will the minimum guaranteed contribution be to the Foundation?
- How will that money be raised (tickets sales, raffles, entry fees, sponsors, auction, other types of sales, etc.)? *Remember, this information must be disclosed to the participants at the point-of-sale.*
- How will you handle/account for income and expenses and who will be responsible?
- Is insurance required?
- How many people do you need to work the event and how will you recruit them?
- How will you measure the event's success?
- Will the event require special permits (city, state, federal)?

There are many other aspects to think about, and many of those items depend on the nature of the fundraiser you organize. The Foundation will assist you as much as possible, but the ultimate success of your event lies with you.

The Paperwork

There are **several** forms that need to be filled out before an event may be hosted to benefit the Make-A-Wish Foundation®. These forms provide information about the event to the Foundation and ask questions that are required to be on file by the BBB and the IRS.

Special Events and Licensing Agreement – This form allows Make-A-Wish representatives to see a brief overview of your event, along with the costs involved before any use of the trademarked names and logos is allowed. Therefore, before moving forward with any of your event planning, you will need permission from the Make-A-Wish Foundation prior to any use of the name and logo. The agreement must be signed by your event chairperson and must then be approved and signed by our president and CEO.



Throughout the course of a year, dozens of individuals, groups and corporations undertake fundraising projects on behalf of the Make-A-Wish Foundation. It is through the hard work and generous contributions of these people that we are able to continue to fund the wishes of children in Delaware, the District of Columbia, Maryland and Northern Virginia with life-threatening medical conditions.

Make-A-Wish Foundation® Name & Logo Usage

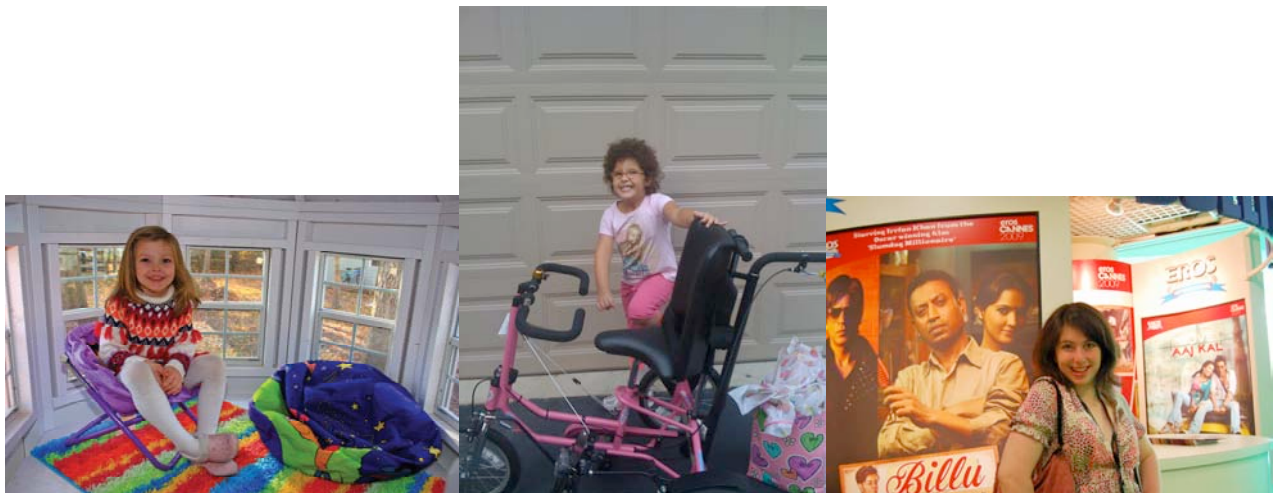
In addition to being a children’s charity, one must also realize that the Make-A-Wish Foundation of the Mid-Atlantic is a corporation — a corporation whose mission is to grant the wishes of children with life-threatening medical conditions.

Like any other corporation — *Coca-Cola®*, *McDonald’s®*, *Wal-Mart*, *Target*, *Ford*, *etc.* — the Make-A-Wish Foundation of the Mid-Atlantic has a registered name and logo, and adheres to rules for the proper usage of that name and logo in marketing and publicity efforts.

Event coordinators will need to make an appointment with the field office manager, community relations manager or other designee to review the guidelines.

After your event has been approved, the Foundation will forward appropriate logos if you would like to use them in your marketing efforts. The Foundation has strict guidelines that must be followed. **All materials displaying any Make-A-Wish Foundation logo, or using our name, must be approved by the field office manager, community relations manager or other designee PRIOR to being printed or exposed to the public.**

Intentional misuse and failure to strictly adhere to the graphic standards of the Make-A-Wish Foundation of the Mid-Atlantic will result in the immediate revocation of your licensing agreement and your right to use our name in fundraising efforts.



Make-A-Wish Foundation® of the Mid-Atlantic, Inc. Style Guide Cheat Sheet

The following information should help you in preparing any materials for your fundraiser.

I. Service Marks

The following service marks are registered to the Foundation. The service marks should always be denoted with the ® symbol (superscripted) on their **first or most prominent** reference. Letterhead service marks are separate. You must include service marks in text, even if used in letterhead.

- Make-A-Wish Foundation®
- Make-A-Wish®
- Make-A-Wish Foundation® of the Mid-Atlantic, Inc.
- Make-A-Wish Foundation ® of America
- Wishmaker®
- Kids For Wish Kids®
- Adopt-A-Wish®
- Share the Power of a Wish®
- *Destination Joy*® (always italicized)

Share the Power of a Wish® is the only service mark that may be used as a verb. It should not be altered in any way. The entire phrase and ® symbol should be bolded or italicized when used in a sentence: People everywhere will *share the power of a wish*®. If the phrase is used as a stand-alone unit, then the registered mark ® should be subscripted (lowered).

II. Make-A-Wish®

- In text that may be viewed by external audiences, do not use acronyms such as MAW, MAWF or MAWFMA.
- Use of Make-A-Wish always requires a hyphen between the words.
- The first letter of each word, including the A, must always be capitalized.
- Whenever possible, use Make-A-Wish Foundation® of the Mid-Atlantic, Inc. in the first reference and the Foundation in all subsequent references. Always capitalize Foundation when referring to our chapter.
- The term Make-A-Wish should only be used as an adjective – never as a noun.

Correct: The Make-A-Wish® experience provides unforgettable moments.

Correct: Thank you for supporting the Foundation.

Incorrect: Thank you for supporting Make-A-Wish®.

III. Fonts

- Make-A-Wish® type fonts are Futura and New Century Schoolbook.
- Chapter name and address should be set in Futura Bold.

IV. Extras

- The word “terminal” or “dying” should never be used when communicating the mission and or services.
- The words “fundraising” and “nonprofit” are one word with no hyphens.
- The term “wish granting” is a noun and should be written as two words with no hyphen. When the term is used as an adjective to describe a noun, it is one word with a hyphen: wish-granting volunteers.

Additional Logo Usage Information



Primary Make-A-Wish Logotype

For use on all communications. Do not alter the logotype in any way. Do not replicate the logotype as a solid pattern. Do not use the logotype as a watermark. Always include the registered trademark symbol (®) as shown.



Logotype Color

Make-A-Wish Blue on white, off-white, or a light-colored background that provides sufficient contrast. For [Make-A-Wish Blue](#), match Pantone* 293.



White reversed out of solid Make-A-Wish Blue background. For Make-A-Wish Blue, match Pantone 293.



Black on white, off-white, or any light-colored background that provides sufficient contrast.



White reversed out of black or any dark background that provides sufficient contrast.



Other than on Make-A-Wish letterhead, stand-alone use of the swirl and star is NOT permitted.



Clear Space

Keep the area around the Make-A-Wish logotype clear of all type, photos, illustrations, or other graphic elements. These elements should not be placed closer to the logotype than the clear space area shown here. Whenever possible, use more than the recommended clear space. The logotype should always appear on a clear and uncluttered layout. It may not be placed on a patterned or complex background.



Logotype Background

The Make-A-Wish logotype should always appear on a clear and uncluttered layout. It may not be placed on a patterned or complex background. The logotype can be placed against a photographic background. Make sure the area behind the logotype is not too busy and provides sufficient contrast



1.5" (38 mm)



1.0" (25.5 mm)

Minimum Size

The logotype may not appear smaller than the minimum size shown here, except on certain merchandising items such as pens where the print area is very small. Always check the logotype while it is being printed for quality and legibility.

Post-Event Follow Up

Post-event follow-up is just as critical as is the planning and execution of your fundraiser. Below are our requirements for follow-up on events that use the Foundation's name.

Financial

All funds received before, during the event itself, or immediately following the event must be tallied and remitted to the Foundation within 30 days. This ensures that all donations are tallied efficiently and that any checks received are cashed in a timely manner.

Thank You's

It is expected that all groups, companies, and/or individuals that played a significant role in your event's success will be sent a personal thank you within two weeks of the event's end. Additionally, should there be an organization or individual that you feel we should recognize, please let us know promptly so we can do so.



The most commonly asked questions about events!

Q. What is a third party fundraiser?

A. A ***third party*** fundraiser is an event that an individual or a group organizes on behalf of the Foundation. This event requires a signed Make-A-Wish Foundation of the Mid-Atlantic Licensing Agreement, approval from the president and CEO, a budget, and in some cases a list of sponsors. ***A third party event also requires the approval of Make-A-Wish Foundation of the Mid-Atlantic for any advertising undertaken on behalf of the event, including, but not limited to, print, broadcast, Internet, or collateral materials that include any Make-A-Wish Foundation name and/or logo.***

Q. If I go through the process of approving a third party event 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 timeframe outlined in the agreement and it expires at the conclusion of the event or upon the decision of the Foundation. Annual events are common; however, and the second year takes far less time to approve.

Q. If I chair or conduct a fundraiser for the Make-A-Wish Foundation of the Mid-Atlantic, what are my responsibilities?

A. You are asked to:

- Represent the Foundation in a professional way
- Follow the established policies and guidelines
- Work cooperatively with the Foundation staff
- Ensure that all funds are sent directly to the Make-A-Wish Foundation of the Mid-Atlantic office
- Keep a record of all expenses to be submitted to the Foundation at the close of your event
- Inform the Foundation immediately of any changes or problems that arise

Q. If I conduct a third party 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 the Foundation and will be recorded as donations received for the purpose of granting wishes.

- Q. If I am working on an event and there are left over items from raffles, door prizes or giveaways, can I keep them or purchase them?**
- A. All items left over from an event are the sole property of the Foundation and must be handed over to the office within one week following the event. This also applies to any items obtained free on behalf of the Foundation. Items will be reused for other events or given away to wish children.
- Q. If I am soliciting for a Make-A-Wish Foundation of the Mid-Atlantic event, is there anything I need to do before contacting a vendor?**
- A. Yes. The Foundation has many ongoing relationships with businesses in the Mid-Atlantic that regularly support the Foundation. The Chapter will require a list of businesses that you are interested in contacting *before* planning your event so that we will not jeopardize our relationship with these donors, or cause a conflict with your planned event.
- Q. What type of credentials can I provide the public when I solicit funds?**
- A. We have chapter-specific information about our mission, audited financial statements, as well as other support materials. These will be provided to you upon request on an as-needed basis.
- Q. Does Make-A-Wish Foundation of the Mid-Atlantic ever use telemarketing or door-to-door sales as a form of fundraising?**
- A. **NO.** The Make-A-Wish Foundation® of America has a national policy that states that we are NEVER permitted to use telemarketing or door-to-door solicitation in our fundraising efforts.
- Q. What are the IRS laws and regulations regarding nonprofit organizations?**
- A. Any gift of \$250 or more made payable to the Foundation can be recognized by the Foundation for tax purposes. We ask that a list is provided to us following the event so that we may send the letters out. ***The amount that is deductible MUST be disclosed at the point-of-sale. (Printed on the raffle ticket, poster, in advertisement, etc.)*** More information on these laws can be obtained from a tax accountant.

Q. Does the Foundation have insurance that covers liquor liability, gambling raffles, bingo, etc.?

A. Make-A-Wish Foundation of the Mid-Atlantic has basic liability insurance for the Foundation. It does not cover liquor handling, gambling, raffles, bingo, etc. of any kind for third party events to benefit the Foundation. Third-party events must adhere to all applicable local, state and federal laws. *Please note you must notify the field office manager, community relations manager or other designee of any licenses or permits you wish to pursue in the name of the Foundation. These special permits or licenses can take up to 4-6 weeks.*

Q. May I contact celebrities for my event?

A. The Make-A-Wish Foundation of America has strict policies regarding contacting celebrities on behalf of the Foundation. **Even if you have personal contact with celebrities and you would like to invite them to participate in your event, please talk to the field office manager, community relations manager or other designee before you contact anyone.** *This policy is in place so that we do not jeopardize our celebrity contacts for wish children.*

Q. Do I have to provide liability insurance?

A. Yes, if applicable. Make-A-Wish does **not** supply insurance for the events. All necessary permits and insurance papers need to be supplied by the chairperson and must hold the Make-A-Wish Foundation harmless. Remember, this is **not** a Foundation event, rather an event to benefit the Make-A-Wish Foundation.

Q. Can I open a separate bank account for a third party event?

A. You may open your own bank account under your event name only and checks should be written to your event for deposit. If you have a registered non-profit 501 (c)(3), you can open an account under that organization's name and use that name to receive donations and pay expenses. You should send one check at the end of the event to the Make-A-Wish Foundation of the Mid-Atlantic office.

YOU MAY NOT UNDER ANY CIRCUMSTANCES OPEN AN ACCOUNT ON BEHALF OF THE FOUNDATION OR USE THE FOUNDATION NAME ON YOUR OWN ACCOUNT. It is illegal for you to write tax-deductible receipts on behalf of the Make-A-Wish Foundation of the Mid-Atlantic. *Please remember that if a participant is making a donation directly to the Foundation, the check should be written to the Make-A-Wish Foundation of the Mid-Atlantic, Inc.*

Thank you for your time. I know this may seem overwhelming; however, all charity events must go through this process. I hope this how-to guide helps when planning your event to benefit the Make-A-Wish Foundation of the Mid-Atlantic.



Thanks for helping make wishes come true!