



External Event Guide



Our Mission:

Make-A-Wish® Iowa grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Make-A-Wish Iowa – 3024 104th Street – Urbandale, IA 50322
Phone: 515-334-2638 – Fax: 515-334-2638 – iowa.wish.org

Introduction

Thank you for your interest in holding a fundraiser to benefit Make-A-Wish® Iowa. We appreciate your desire to help us grant wishes of children with life-threatening medical conditions.

This guide is designed to walk you through the event process and to inform you what happens before, during and after an event. It also walks you through the paperwork involved and answers many commonly asked questions.

About Make-A-Wish®

Make-A-Wish was inspired by the love that 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 the Make-A-Wish Foundation in 1980, enabling his legacy to live on through more than 285,000 wishes that have been granted since that date, all across the country.

The Make-A-Wish Foundation is now the largest wish-granting charity in the world, with 62 chapters in the US and its territories. Make-A-Wish grants a wish, on average, every 34 minutes. We believe that a wish can be a game-changer, because of that belief, Make-A-Wish Iowa grants a wish every other day.

Please familiarize yourself with our mission and the process of how a wish is granted. Most likely you will be asked questions specific to Make-A-Wish and we hope the following details are helpful. Our website is also a great resource to learn more.



Information

This guide is intended to help you structure a successful fundraiser in compliance with Make-A-Wish® requirements. The Special Event Proposal and 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 Check List

After consulting with Make-A-Wish Iowa, and before filling out the Special Event Proposal and 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
- Set a realistic goal in terms of 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.)
- Determine who your audience is and how you will tell them about your event

Approval Process

At the end of this packet, you will find a Special Event Proposal and License Agreement. Once completed, please return the forms to Make-A-Wish Iowa as soon as possible for approval. Your submission will be reviewed by the organization. We will call you with any questions and help revise any areas that are not in compliance with our standards.

Once your fundraiser is approved, you may then use the Make-A-Wish Iowa name and logo in accordance with the terms of the Agreement and the guidelines herein. You can expect a response within one week of receipt of the agreement by Make-A-Wish Iowa. You are not permitted to use the Make-A-Wish Iowa name or logo for ANY reason until you have received a copy of the Agreement signed by a Make-A-Wish Iowa representative.

Event Organizer Checklist

	Items Needed BEFORE Event	Date Submitted
	Event License Agreement	
	Publicity Form	
	List of prospective corporate and local sponsors if you plan to solicit any	
	Examples of publicity materials for review by chapter	
	Items Needed AFTER Event	Date Submitted
	Funds raised should be turned into Make-A-Wish Iowa office within 30 days	
	Log of all donors or participants for Make-A-Wish Database (include name, address, phone number, email and gift amount)	
	Event financial statements	

Make-A-Wish® Name and Logo Usage

In addition to being a children’s charity, Make-A-Wish is also a corporation. Like any other corporation, Make-A-Wish has a registered name and logo and adheres to rules for the proper usage of that name and logo in marketing and publicity efforts. These rules are called graphic standards.

“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 Make-A-Wish. Our chapter is licensed to use and sublicense the marks in our geographic territory. After your event is approved and you receive a signed license agreement back from us, you may use the marks in conjunction with your event, subject to 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 online), and any products you plan to create that contain the marks must be reviewed and approved by the chapter PRIOR to printing, distribution, publication or production.** This information can be faxed to us at (515) 334-2638 or emailed at lcopley@iowa.wish.org. Our goal is to provide you with a prompt response, which you will receive within two business days of your submission.

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

Some rules for using the logo:

- Our logo appears at the right. It is in a typeface developed especially for Make-A-Wish and must be used as it appears.
- **Do not use logos found on the internet.** We will provide you with the most current version, which includes our Chapter name.
- The name of the chapter may be used in Futura, Century Schoolbook or Century Gothic (online).
- **The logo and name must never be used in the title of the event.**
- Any products and/or collateral you develop with incorporate the Make-A-Wish logo (such as t-shirts) must be approved by the Chapter.
- **In all cases**, the words "Make", "A", and "Wish" must all be capitalized and separated by hyphens.
- The registered trademark symbol (®) should always be used on the first or most prominent reference of each registered trademark (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® or Make-A-Wish® Iowa – **not** Make-A-Wish Iowa®)



Sharing the Make-A-Wish® Message

Do not use the terms “terminally ill”, “dying” or “last wish” when referring to our children. Our wish kids have “life-threatening medical conditions.” A lot of children for whom we have fulfilled wishes are still living, and many are now adults. We believe their wish had a positive impact on their well-being. Your fundraiser will provide a critically ill child with hope, strength and joy especially if you use language consistent with our mission. Please communicate this important information to everyone involved in promoting your event, and remember to share all materials with us before distributing them.

Fundraising for Make-A-Wish®

Unacceptable Methods of Fundraising

Make-A-Wish America policies prohibit our Chapter and any of our external fundraisers from employing the following types of fundraising tactics:

- Telemarketing
- Door-to-door solicitations

The Chapter also reserves the right to choose not to affiliate with any event where fundraising methods do not complement the organization's mission.

Online Fundraising

If you are interested in an online fundraising component for your event, please contact Lena Copley at lcopley@iowa.wish.org to figure out a platform that will work best for you.

Raffles

The state of Iowa has specific laws about raffles, and in many cases, raffles are illegal without a license or a permit. Make-A-Wish® Iowa will not apply for raffle permits on behalf of a third party. There are various types of permits and applicable rules and regulations across the state and vary by city. Please check with your local officials to be sure you are following all permit laws. For more information about raffles you can contact the Iowa Department of Inspections and Appeals.

Guaranteed Minimum Donation

We appreciate the hard work that goes into your organization's fundraising efforts. Therefore, we strive to provide the support and resources needed to make your event a success. However, because of our limited resources, we hope that each external event will raise \$5,000+. We are still happy to discuss and assist with fundraising efforts at any donation level.

If you are planning a cause-related marketing fundraiser – one in 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.

Sponsorships

If you are planning to go to companies or organizations to get donations or sponsors for your event, **please provide us with a list of who you plan to approach prior to approaching them**, because we may already have a relationship with them. It is not our desire to limit your plans, but to protect our own relationships with those who give directly to the Chapter on a regular basis.

Because there are some companies who already provide great support to our Chapter, we must be careful about duplicating efforts and making these groups feel like a lot of people are asking for donations on our behalf.

Additionally, we must not approach any company outside the state 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 donors and/or territory. The Chapter is legally prohibited from approaching donors outside of its territory.

Disclosing Your Donation

The BBB Wise Giving Alliance requires specific disclosure language for indication how your fundraiser is benefitting the Chapter. Please include this language in all publicity that mentions Make-A-Wish® Iowa.

You must clearly disclose how the Chapter benefits from the sale of products or services (i.e. cause-related marketing) when you state or imply that a charity will benefit from a transaction. Such promotions should 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)

Donation Type	Sample Language
100% of funds collected will be donated to Make-A-Wish® Iowa	"100% of ticket sales/registration fees/purchase price benefits Make-A-Wish® Iowa"
If all the money minus your expenses on the event will be donated to the chapter, state the minimum portion or percentage of the amount charged that will benefit from Make-A-Wish®	"A minimum of \$__ from every ticket sold will benefit Make-A-Wish® Iowa" "Eighty percent of ticket sales will benefit Make-A-Wish® Iowa"
If a specific dollar amount in the purchase of a product is going to the organization, state the dollar amount	"For every __ we sell on __, \$100 will go to Make-A-Wish® Iowa"

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

Resources Available to You

Make-A-Wish® Iowa is very grateful for your generosity and efforts in raising funds and awareness in support of our mission to grant the wishes of local children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. In an effort to provide the best support to you and to continue to direct most of our resources to granting wishes, the Foundation is pleased to provide the following based on your level of fundraising.

Please note that these resources are not guaranteed, and the distribution of these resources will be dependent upon the progress of the event. The Foundation reserves the right to check in with the event organizer on a bi-weekly basis leading up to the event.

Less than \$5,000

- Permission to use the Make-A-Wish Iowa name
- The use of Make-A-Wish Iowa disposable banners and digitally distributed fact sheets
- Event endorsement letter indicating the Foundation as event beneficiary

\$5,000 or More

- Items noted above
- Use of Make-A-Wish Iowa logo on print promotional materials such as posters, flyers, etc.
- Receive the Make-A-Wish Iowa toolkit

\$10,000 or More

- Items noted above
- Opportunity to request Make-A-Wish Iowa staff or Wish family involvement (attendance, speech, wish story, etc.)

Closing Out Your Fundraiser

After your event we do have a few housekeeping items that will need to be completed for us to properly close out your event file within the guidelines provided by Make-A-Wish® America.

- **Deliver funds to the organization within 30 days.** You can mail donations to our office, deliver donations in person or we can arrange to pick them up from you. We rely on these funds to grant wishes, so please deliver them at your earliest opportunity.
- Complete the Financial Summary Report which includes all income and expenses with copies of receipts for expenses that exceed \$500.
- Do not deposit any checks made payable to “Make-A-Wish” or attempt to open a bank account in the name of “Make-A-Wish.” Please deliver all checks made payable to Make-A-Wish to our office and we will deposit them.
- It is your responsibility to **acknowledge any 3rd party donors who contribute to your event.** If you would like the chapter to send a Thank You letter to 3rd party participants in your event, you must submit the donor’s name and address to the chapter following the event.
- Make-A-Wish Iowa will not provide tax acknowledgements for any 3rd party events.

Frequently Asked Questions

Who can run an event to benefit Make-A-Wish Iowa?

Anyone! Any individual or group (employees of a corporation, school/university organization, religious group, etc.) can host an event as long as it is approved by Make-A-Wish Iowa.

What kinds of events do people hold?

Individuals and groups hold all sorts of events from golf outings to bowl-a-thons, wine tastings, sports tournaments, and more!

There are two types of events that you can host to benefit Make-A-Wish Iowa, Public Support of External Events.

Public Support- are events you are hosting and then donate a portion of the proceeds back to Make-A-Wish.

External Events- are events that donate a minimum of \$5,000 back to Make-A-Wish.

How do I get approval to host an event?

Once you have decided on what type of event you'd like to host and when you'd like to host it, the first step towards getting approval is to complete, sign and return the [Public Support Event](#) or [External Events Licensing Agreement](#). We ask that you allow one week for the office to approve your event.

Is there a minimum donation required to host a fundraiser?

There is no minimum amount required to host a fundraiser, but the amount of logistical support you can expect to receive from Make-A-Wish Iowa as well as the use of our trademarks and logo in your publicity and advertising materials will depend on the proceeds you anticipate donating.

I want to publicize this event through media outlets in my community. Is that okay?

All publicity materials (posters, invitations, e-mail announcements, press releases, etc.) need to be approved by Make-A-Wish Iowa *prior* to print and distribution. This is so we can make sure that the terminology used to describe the Make-A-Wish mission is correct.

Where does the money raised at my event go?

The proceeds from your event go directly towards our mission of granting wishes to children with life-threatening medical conditions in the state of Iowa.

Thank You!

Once again, thank you for your interest in hosting an external fundraising event on behalf of Make-A-Wish® Iowa. By giving to Make-A-Wish Iowa, you are helping very deserving kids from all across Iowa have their one true wish come true!

Please do not hesitate to contact our office with any questions, concerns or ideas. We look forward to working with you on your external event. Through partners like you we are able to raise awareness, increase referrals, and raise funds to grant wishes. You are an important part of the wish process!



Special Event Proposal
AND LICENSE AGREEMENT

Make-A-Wish® Iowa appreciates your interest in holding a fundraising event to help us grant the wishes of children battling 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® name and Marks will become effective. All information below must be completed for consideration.

Sponsor and Event Information

Event Name: _____

Sponsor: _____

Address (Sponsor): _____

Date, time & Location: _____

Or – Dates of ongoing fundraiser: _____

Name of contact person: _____

Phone: _____ E-mail: _____

Briefly describe the Event: _____

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

Do you plan on publicizing the Event? ____ Yes ____ No [**Note:** If “yes,” please pay particular attention to paragraphs 4-6 below before signing this proposal]

- **A web posting form may be requested from our office to post this event on our web calendar and social media.**

Budget Information

Will admission fee be charged? _____ If so, how much? \$ _____

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

Anticipated total revenues: \$ _____

Anticipated total expenses: \$ _____

Agreed minimum contribution to Make-A-Wish: \$ _____ 5,000 _____

Anticipated total donation to Make-A-Wish: \$ _____

Terms and Conditions

1. Sponsor agrees to provide Make-A-Wish with the agreed minimum contribution amount of the net proceeds from the Event (at least \$5,000), 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. The Make-A-Wish Foundation® of Iowa (Make-A-Wish Iowa) is a licensed chapter of the Make-A-Wish Foundation® of America (Make-A-Wish America), the owner of certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish, Make-A-Wish Foundation 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 "terminally 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 benefitting 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, 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 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.

WE ARE DEEPLY GRATEFUL TO YOU FOR PROPOSING THIS EVENT TO BENEFIT THE MAKE-A-WISH® IOWA. IT IS BECAUSE OF CARING PEOPLE LIKE YOU THAT WE HAVE BEEN ABLE TO BRING HOPE, STRENGTH, AND JOY TO SO MANY SPECIAL CHILDREN IN THIS AREA OVER THE YEARS. THANKS FOR HELPING US MAKE WISHES COME TRUE!

[Note: The 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.]

PROPOSED BY:

APPROVED BY:

Signature of authorized Sponsor Representative

Signature of authorized representative of Make-A-Wish Foundation® of Iowa

Print name

Print name

Title

Title

Date

Date

Financial Summary Report

Please complete this budget and submit with your License Agreement

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