

# External Event Fundraising Kit

This packet will help you structure a successful fundraiser within  
Make-A-Wish® guidelines.

The enclosed contract must be completed and returned to  
the Make-A-Wish office for approval.

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



## Fundraising Kit

Thank you for your interest in holding a special event for the Make-A-Wish Foundation® of Metro New York. We appreciate your desire to help our very special children.

The Make-A-Wish Foundation 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 the Make-A-Wish Foundation in his memory, enabling his legacy to live on in the more than 163,000 wishes that have been granted since.



The Make-A-Wish Foundation® of Metro New York is held accountable to the highest ethical standards of fundraising; we are governed by policies established by our national organization, Make-A-Wish Foundation of America®. We also adhere to the principles of various watchdog agencies, including the Better Business Bureau. In completing this form and planning your fundraiser, there are some guidelines we ask you to follow. Please review the following information carefully.

## Approval Process

Once you complete the enclosed contract, please submit them to us as soon as possible. It will be reviewed by the Development Team and we will call you with any questions. Once your fundraiser is approved, you may then use the Make-A-Wish® name. We promise to make this process move quickly and will give you or send out a response within 2 weeks of receiving the form. Please do not use the Make-A-Wish name for fundraising until you have received a copy of the signed approval.

## Make-A-Wish Foundation® of America

Make-A-Wish Foundation of America is the national foundation for all chapters throughout the United States. This organization may become involved in any fundraising involving national celebrities or multiple state fundraising. In these cases, additional approval may be required from the national foundation.

## Using the Make-A-Wish® Name

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

Some guidelines for the logo:

- The ® symbol licensed should appear after the word *Foundation* in our name. The symbol needs to be used the first time the full name of the organization is mentioned in a letter or the most prominent place in a letter – it does not have to be used each subsequent time.
- Any products you develop for your fundraiser which incorporate the Make-A-Wish logo (such as mugs or t-shirts) must be approved by our Chapter office.
- The A must be capitalized and hyphens should appear on either side.
- Approved colors for the logo are black, white and PMS 293 blue. (royal)
- The proportion of the logo can not be changed. (stretched or elongated)
- Any information you distribute, publish or send out using the Make-A-Wish Foundation of the Metro New York name, including but not limited to advertisements and press releases must be reviewed by our office **before** it goes out. This information can be faxed to us at (516) 944-6441 or emailed to [klombardi@metrony.wish.org](mailto:klombardi@metrony.wish.org).
- Our Make-A-Wish logo appears below. 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 added in Century School 12 font.

“Bad example”

Proceeds from tonights event will benefit the



Foundation of Metro New York

“Good Example”



Proceeds to benefit  
 Make-A-Wish Foundation® of Metro New York  
**(Metro New York needs to be spelled out completely)**

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This information can be faxed to (516) 944-6441 or emailed to  
[klombardi@metrony.wish.org](mailto:klombardi@metrony.wish.org).

## Language to Use

Please refrain from using the terms “terminally ill”, “dying” or “last wish” when referring to our children. The expression we use is “children with life-threatening medical conditions”. Of course, our organization exists to serve these kids and their families and we are always careful to use language which is sensitive to them. Many of the children for whom we have fulfilled wishes are still alive – we like to think that perhaps their wish has had a positive impact on their well-being. Your fundraiser will provide a child with a

life-threatening medical condition with hope, strength and joy during a time that is often overwhelmed with worry and uncertainty.

### Language to use in Advertising

The Better Business Bureau has established guidelines as to how you must indicate your fundraiser is benefiting Make-A-Wish®. Please refer to the following chart:

What is going to Make-A-Wish	The Language to Use
If <i>all</i> the money collected is going to Make-A-Wish	<i>Proceeds benefit the Make-A-Wish Foundation® of Metro New York</i>
If <i>all the money minus your expenses</i> on the event are going to Make-A-Wish	<i>A portion of the proceeds benefit the Make-A-Wish Foundation of Metro New York <b>or</b> Net proceeds to benefit the Make-A-Wish Foundation of Metro New York</i>
If a <i>specific dollar amount</i> in the purchase of a product is going to the foundation	You must state the dollar amount. Example: <i>For every car we sell on Sunday, \$100 will go to the Make-A-Wish Foundation of Metro New York</i>
If a <i>percentage of the proceeds</i> are going to benefit Make-A-Wish	You must state what percentage of the proceeds will benefit the organization. For example, <i>25% percent of the proceeds to benefit Make-A-Wish of Metro New York.</i>

## Fundraising Methods

### Getting Sponsorships for Your Fundraiser

If you are planning to go to companies or organizations to get donations for your fundraiser, please let us know who you are planning to approach before you make the ask because we may already have a relationship with them. We may also have recommendations on those who might or might not be good to approach. There are some companies in the Metro New York region who already provide great support to the Make-A-Wish Foundation and they have asked that they not be approached with requests from those doing external fundraisers. Because these companies do so much for us, we must be careful about "how many times we go to the well." Therefore, we cannot ask these companies to provide something for your fundraiser and we ask that you do not go to these companies with requests for donations of any kind. In any case, contact our office 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 67 chapters of the Make-A-Wish Foundation® and we want to

be sure we are not infringing on any other chapter's donor. If you are planning to go to a company outside of our territory, please check with us first.

### Unacceptable Fundraising Methods

Make-A-Wish Foundation policies prohibit the following solicitation techniques:

- Telemarketing
- Door-to-door
- Most Online Donations (contact us for specifics)
- Use of vending machines or candy boxes

**\*\*\*Any proposals using these methods of fundraising will be declined\*\*\***

### Raffles

The Make-A-Wish Foundation is 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. Below are some examples:

- Print materials must disclose how event organizers can be reached, where the prize came from and the place, date and time of the drawing.
- Official rules must be printed and available at all times.
- All prizes must be awarded.
- You must state the odds of winning, including the maximum number of tickets sold.

## Tax Deductions

Make-A-Wish® is a 501(c)(3) organization, which means that donations to us are tax deductible to the full extent of the law. Receipts may be available for individual donors. This is the legal and proper language to use:

**"Donations to the Make-A-Wish Foundation® are tax deductible to the full extent of the law."**

## RESOURCES & RESPONSIBILITIES

### Your Responsibilities

You will be responsible for your fundraiser from inception to the day the check is issued to the Make-A-Wish Foundation®. It is your job to obtain the donors, the publicity, the

prizes, etc. Make-A-Wish cannot be held responsible for any costs associated with your event.

### Who Signs Legal Contracts?

As the event sponsor, you will also be responsible for understanding and agreeing: a) that neither you, nor any of your employees or representatives, is authorized to act as an agent of Make-A-Wish; b) that you may not open a bank account in Make-A-Wish's name; and (c) that you may not endorse, or attempt to negotiate, any checks made payable to Make-A-Wish, all of which shall be promptly forwarded to Make-A-Wish for processing.

### 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.

## FORMS & CONTACTS

Please complete the Special Event Proposal and License Agreement form and return it to our office for approval.

### **Make-A-Wish Foundation® of Metro New York**

**Phone:** (516) 944-6212  
**Fax:** (516) 944-6441  
**Email:** [klombardi@metrony.wish.org](mailto:klombardi@metrony.wish.org)

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

**Thank You For Your Support!**