

## Program Overview and About Make-A-Wish®

### Kids for Wish Kids®

This program is designed to give young people the opportunity to sponsor wishes for children with life-threatening medical conditions. The ideas for fundraising come from the kids themselves. Each group or individual has complete ownership of the program and is responsible for carrying it out. Developing a program to assist their peers gives kids the opportunity to share the power of a wish®!

### Program Objectives

- To increase awareness of Make-A-Wish among students, teachers and parents
- To encourage students to become actively involved in fulfilling the wishes of children
- To encourage community service and fulfill community service requirements
- To provide a positive learning experience about life-threatening medical conditions and demonstrate ways everyone can make a difference
- To support and encourage interaction among children, teachers and parents

### About Make-A-Wish Foundation®

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**. The primary objectives of the organization are to grant wishes in a fiscally responsible manner to every eligible child referred to our organization and ensure that a child's most desired wish is granted.

The Make-A-Wish Foundation began in 1980 with the wish of 7-year-old, Chris Greicius, a leukemia patient in Phoenix, Arizona. He dreamed of becoming a police officer. Thus...a group of local officers granted his wish by designating him an honorary member of the state trooper force. The happiness that radiated from Chris, after his wish, was the inspiration for the Make-A-Wish Foundation. Since 1983, more than 3,500 wishes have been granted to local children in Missouri and the metro Kansas City area...most of whom continue to thrive.

A granted wish is a powerful experience in the life of a critically ill child. It provides happiness, excitement and comfort during an incredibly difficult time in his or her young life. For the moment he or she can **go anywhere, do anything, have anything** or **be anyone!** When wishes are granted, they let Wish Children and their families know that anything is possible--even the future.



KIDS FOR WISH KIDS

## Planning, Hosting and After Your Event

The Make-A-Wish Foundation® encourages groups and individuals to be creative! Think of an event or project you, your friends, parents and teachers will enjoy planning and attending. In case you need some project ideas to get you started, check out this list of fundraisers others have enjoyed:

- Art Gallery
- Auction
- Bingo
- Bowl-A-Thon
- Candygram Sale (sell spirit items, flowers, etc.)
- Car Wash
- Carnival
- Dress-Up Day, Dress-Down Day, Clash Day, or Pajama Day
- Fun Run
- Holiday Party
- Lemonade Stand
- Make-A-Wish® Wristband Sale
- Marathon (Dance, Jump rope, Cartwheels, Biking, etc.)
- Movie Night (Indoor, Outdoor)
- Paper Chain Link Contest
- Penny War
- Read-a-Thon
- Rummage Sale
- Scavenger Hunt
- Skating Party
- Spelling Bee
- Sell Make-A-Wish® Star Cut-outs
- Talent Show (Students, Teachers)
- Teacher Talent Show
- Walk-a-Thon

### Getting Started

- Decide what type of event you would like to host. Also consider the number of participants expected and choose a location and date to hold your event.
- Call the Make-A-Wish Foundation if you need guidance in planning your event. Ask if you need help with publicity or if you would like to borrow Make-A-Wish posters, flyers or banners for your event.
- Read the 'Important Guidelines' section of this packet.
- Complete and send in the proposal and license agreement form located in this packet.
- Begin planning your event!

### Planning and Hosting Your Event

- Contact the Make-A-Wish Foundation for any Make-A-Wish items that you need to borrow, and discuss solicitations.
- Create a budget for your event, including the expected expenses and revenue.
- Make a list of donors to approach and create a letter. (please send to the Make-A-Wish Foundation first for approval)
- Secure donations of necessary items. (auction, food, etc.)
- Advertise your event! (send out postcards, post flyers, etc)
- Contact the Make-A-Wish Foundation if you would like a representative present on the day of the event.
- Take pictures during the event! Make-A-Wish would love to see all of the hard work you put into the event, and might use your photos in future newsletters.
- Throughout the event, remember that you are a liaison for the Make-A-Wish Foundation. Also remember that the Make-A-Wish Foundation must approve all items that use the Make-A-Wish name or logo.

### After Your Event

- Please contact Make-A-Wish to arrange a visit to the Make-A-Wish Foundation office or to make other arrangements for a check presentation and photo opportunity.
- If you have pictures, please mail or email them to the Make-A-Wish office.
- If you haven't already had a speaker, one can be arranged to talk about the Make-A-Wish Foundation and how you have helped a specific wish child.
- If you borrowed any posters or banners, contact Make-A-Wish to arrange a time to return them.
- Call the Make-A-Wish office if you have any questions! *Thanks for sharing the power of a wish®!*

# Important Guidelines

## Kids for Wish Kids® Fundraising Guidelines

Thank you for helping us make wishes come true! While you are planning and conducting your fundraiser, please keep the following guidelines in mind:

### Solicitations

- Ⓢ No residential door-to-door or telephone solicitation is allowed.
- Ⓢ A list of organizations each Kids for Wish Kids group plans to solicit should be turned in (in writing) to the Kids for Wish Kids Coordinator before solicitation begins.
- Ⓢ The solicitation letter that the Kids for Wish Kids group plans to use should be approved by the Kids for Wish Kids Coordinator. The Kids for Wish Kids Coordinator will be happy to help write the letter or provide examples of past letters for your use.
- Ⓢ In-kind donations (meaning donations of products instead of funds) must be limited to items consumed during the fundraiser or planning for the event, or become the property of Make-A-Wish following the event.
- Ⓢ Items consumed during the event may include snacks for event guests, paper for event programs, auction items, etc. Anything else must be given to Make-A-Wish following the event's conclusion.
- Ⓢ Items solicited that will not be consumed during the event and are not to be used by Make-A-Wish following the event (e.g. shoes, other accessories for a fashion show) must be borrowed and returned to the store. Copies of written agreements (signed by stores) stating the items will be returned to the stores must be forwarded to the Kids for Wish Kids Coordinator by fax or mail.

### Make-A-Wish Foundation Name, Logo and Mission

- Ⓢ Please use care when using the Make-A-Wish Foundation name and logo. Note that "Make-A-Wish" is spelled with a capital "A" and with hyphens (not "Make a Wish"). Also, please do not alter our "swirl and star" logo by customizing it to your specific event (e.g., do not change the logo to read "Make-A-Cake" if your school is conducting a cake walk). Taking care in these matters helps protect our brand.
- Ⓢ Our mission is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Currently more than 75% of the children whose wishes have been granted continue to thrive and lead great lives. Please do not refer to the children that we serve as "terminally ill" or "dying," as these labels can instill a sense of defeat and can be counterproductive as our wish kids fight to overcome their illnesses.
- Ⓢ If you are going to advertise your fundraising event outside of the school community, please coordinate this with the Chapter office.

### Other Guidelines

- Ⓢ Please keep careful track of the money you raise, and send the money directly to our Make-A-Wish chapter office within **one** month after the end of your fundraiser.
- Ⓢ If you would like more information about the Make-A-Wish Foundation or informational materials to distribute at your fund-raising event, please contact the Kids for Wish Kids Coordinator.

**Thank you, again, for your support!**

# Terms and Conditions

## Terms and Conditions

1. Sponsor agrees to provide the Make-A-Wish Foundation® of Missouri with all 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 the Make-A-Wish Foundation of Missouri, within thirty (30) days after the event. The Make-A-Wish Foundation may audit the event revenues and expenses, if necessary.
2. The Make-A-Wish Foundation of Missouri is a licensed chapter of the Make-A-Wish Foundation of America, the owner of certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish®, the Make-A-Wish Foundation® and the swirl-and-star logo (collectively, the "Marks"). If (and only if) this proposal is approved by the Make-A-Wish Foundation, 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 the Make-A-Wish Foundation 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 the Make-A-Wish Foundation for approval – prior to the production, distribution, broadcast, or publication thereof – all printed materials, publicity releases and advertising relating to the event that mentions the Make-A-Wish Foundation 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 specify at the point of solicitation, and in a manner acceptable to the Make-A-Wish Foundation: (a) that Make-A-Wish is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit the Make-A-Wish Foundation; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.
7. In order to avoid inadvertently jeopardize existing relationships between the Make-A-Wish Foundation and its donors, sponsor agrees to receive approval from the Make-A-Wish Foundation before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the event.
8. Sponsor states to the Make-A-Wish Foundation 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 the Make-A-Wish Foundation whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold the Make-A-Wish Foundation 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 under the Make-A-Wish Foundation name, nor may it endorse or attempt to negotiate any checks made payable to the Make-A-Wish Foundation, all of which must be promptly forwarded to the Make-A-Wish Foundation for processing.



# Kids for Wish Kids®

## Kids for Wish Kids® PROPOSAL AND LICENSE AGREEMENT

The Make-A-Wish Foundation® of Missouri appreciates your interest in holding a fundraising event to help us grant the wishes of children with life-threatening medical conditions. Please complete this proposal form and indicate your acceptance of the terms and conditions herein by returning all signed copies 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 will become effective.

### Sponsor and Event Information

School/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name of contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

Date and location: \_\_\_\_\_ (Only Approved for event/dates specified)

Briefly describe the Event: \_\_\_\_\_

Would you like a Make-A-Wish® representative to meet with your group, speak at an assembly, or attend a check presentation? (If yes, please describe.)

\_\_\_\_\_

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 on the "Terms and Conditions" page before signing this proposal.]

### Budget Information

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

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

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

\_\_\_\_\_

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

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

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

WE ARE DEEPLY GRATEFUL TO YOU FOR PROPOSING THIS EVENT TO BENEFIT THE MAKE-A-WISH FOUNDATION. 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: 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.]

### PROPOSED BY:

### APPROVED BY:

\_\_\_\_\_  
School/Organization Representative

\_\_\_\_\_  
Make-A-Wish® Representative

\_\_\_\_\_  
Print Name Date

\_\_\_\_\_  
Print Name Date