

*I wish to have
a playhouse*

Lucy, 3
cancer



Photo Credit: Julia Jane Photography

Transform lives,
one wish at a time.

Make-A-Wish® | Community Wish Partners



WELCOME

Thank you for your interest in creating, organizing and conducting an event to benefit Make-A-Wish® Missouri & Kansas. We truly appreciate your support and desire to help local children with critical illnesses.

Hosting a fundraising event is a great way to support Make-A-Wish while building **camaraderie**, **community spirit** and **enthusiasm** amongst members of your company or organization.

Your involvement helps to increase awareness of the Make-A-Wish mission and directly funds the wishes of local children facing overwhelming odds.

The fundraising possibilities are endless - anything from online fundraising to an ice cream social. By being a Community Wish Partner, you can help bring a ray of hope to local children when they need it most. A fulfilled wish can replenish a child's faith in the basic wholeness and goodness of the world. It lifts them up and carries them to a place where wishes still do come true. It brings the magic back and, with it, hope, as valuable a treatment as any medicine on earth.

This how-to guide is designed to walk you through the entire event process and includes, overview of the mission of Make-A-Wish, steps to success, fundraising ideas, planning worksheets, FAQs and even a wish ambassador biography.

You can also find information on the Community Wish Partners program at wish.org/cwp.

Thank you in advance for transforming the lives of local children facing critical illnesses!



ABOUT MAKE-A-WISH

Make-A-Wish is on a quest to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight critical illnesses.

Headquartered in Phoenix, Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the U.S. and in 50 countries worldwide.

The local chapter serves every community in Missouri & Kansas. Since 1983, it has granted over 9,000 wishes to date. For more information about Make-A-Wish Missouri & Kansas, visit our website at wish.org/mokan.



I wish to be a princess

Jocelyn, 3
brain tumor



WHY PARTICIPATE?

- Partner with a top 10 charitable brand
- Show your employees, community and customers you care
- Strengthen camaraderie while building community spirit
- Make a difference in the life of a local child who is fighting overwhelming odds
- Experience the power of a wish!

A WISH ISN'T JUST NICE. IT'S NECESSARY.

Wishes often represent pivotal moments in children's lives, a time that reminds them of what they are fighting for. Our latest medical research shows that a wish can give a child the resilience he or she needs to fight a critical illness.

A wish brings healing beyond medicine. As doctors work to diagnose and treat critical illnesses, many include a wish as part of the child's medical treatment plan.

They believe that wishes and the entire wish process have a powerful and essential effect on the well-being and health outcomes of their patients.

It is for these very reasons that your generous support of Make-A-Wish is crucial to our mission of granting life-changing wishes for hundreds of local children in our chapter's footprint.



I wish to be a cowgirl

Kionna, 6
Wilms' tumor

MORE CHILDREN WITH CRITICAL ILLNESSES NEED YOUR HELP, TODAY.



I wish to have a she shed

Mamie, 10
cystic fibrosis





STEPS TO SUCCESS

1 CHOOSE YOUR ACTIVITIES

Check out the fundraising ideas in this toolkit for inspiration or come up with your own creative concept. Choose an idea that you think will work best or mix and match a few options to give everyone different ways to get involved. Some of our most successful fundraising groups have sold Make-A-Wish stars, held "Jeans For Wishes" days, donated a percentage of sales, held a cause related marketing campaign, hosted golf tournaments or other sporting events, and even held online fundraisers.

HELPFUL TIP

Think about past fundraisers and events your company/group has held. What was successful? What was lots of fun? Instead of coming up with a new activity, you can also do something you've done in the past with a Make-A-Wish twist!

2 SHARE YOUR PLANS WITH YOUR LOCAL MAKE-A-WISH TEAM

We can't wait to hear your activity ideas! Share them with us as soon as possible, using the fundraising forms at the end of this toolkit, and in return, you will be assigned a Make-A-Wish support team, who will send other helpful program materials and reach out via telephone to answer any questions.

Forms can be mailed to:

Make-A-Wish Missouri & Kansas
13523 Barrett Parkway Dr., Suite 241
Ballwin, MO 63021

Or emailed to your regional Make-A-Wish representative.
Please refer to page 5 of this packet for contact information.

3 SET A GOAL

A goal can only be reached if it's been set! Use our goal-setting grid on Page 9 to help with this. Then, share your fundraising goal with everyone involved and challenge them to meet it – or beat it!

Consider adding fun incentives to help drive up your fundraising success.

4 PLAN THE ACTIVITIES

Now, it's time to get to work! Recruit a team to help you and divide the work between everyone. Create a detailed "to do" list using the questions below and the worksheet on Pages 8 & 9 as a starting point:

- Where and when will our fundraiser(s) take place?
- Do we have approval for these activities/dates?
- What type of donations will we ask for and what is our collection plan for the funds?
- What supplies and facilities will we need for our fundraiser?
- Will there be any expenses? What items could be donated from staff and the community to off-set expenses? **Before contacting local businesses for donations, please connect with your Make-A-Wish support team.**
- How many people will we need to help run our fundraiser and what community assistance will we need?
- What opportunities are available to promote our fundraiser within our company, group and/or community? Will we have an opening and/or closing celebration and if so, when will it take place?
- What assistance will we need from Make-A-Wish to help make our fundraiser a success?

HELPFUL TIP

Timing is everything! When possible, schedule your fundraising activities at times that allow staff, clients, and community supporters to attend. Be aware that other company/community happenings should be taken into consideration when selecting your dates.



STEPS TO SUCCESS (CONT.)

5 PROMOTE THE ACTIVITIES

One of the keys to a successful fundraising activity is making sure people know about it! There are many easy ways to spread the word and make a direct impact. Hold an opening celebration or kick off to build excitement and share important details about your event(s). Hang posters, flyers and banners to make sure everyone knows about this important cause and how they can help. Use social media and email as easy, fun ways to keep the momentum going throughout the campaign. Make a personal ask to friends and family to encourage them to get involved and ask them to do the same with their network.

6 HOST AN AMAZING ACTIVITY

The hard work has paid off and the event/campaign is here. Enjoy and have fun! These tips will help ensure things run smoothly:

- For large activities, utilize volunteers to spread the workload. After all, many hands make light work!
- Photograph the festivities so everyone can remember your efforts. Photos may also come in handy when planning or promoting next year's event.
- Say thank you often! Thank your volunteers, donors and any clients and/or other supporters who are involved.

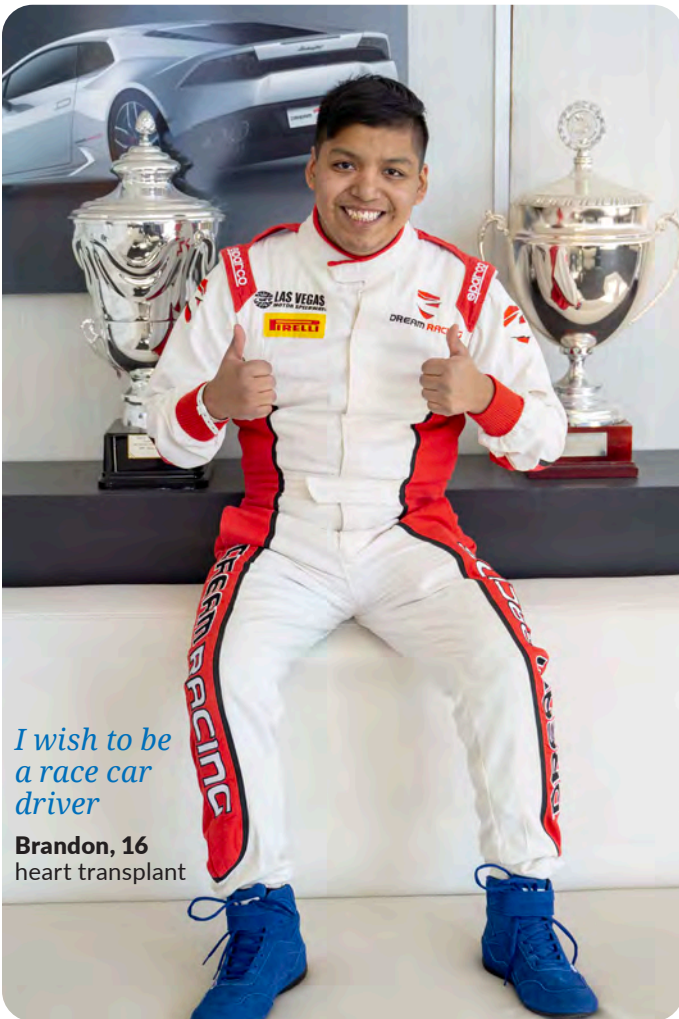
7 POST-EVENT WRAP UP

Congratulations! Well done! Thank you! Just a few more things to do...

- Complete the Community Wish Partners Wrap-up Form and return it along with all funds collected to the Make-A-Wish office within 30 days of the completion of your event/campaign.
- Send thank-you notes to donors and volunteers.
- Publicize fundraising results in your internal and external communications, company/community newspaper, on social media sites, etc.; celebrate your success!

HELPFUL TIP

Take your efforts online! For tracking purposes, Make-A-Wish will register your group via our Wish Your Way™ online fundraising platform and provide you with a custom URL. Whether near or far, your supporters want to help. Give them the opportunity to show their support online and encourage them to share with their network. You can also add your unique URL to your company website – it's a great way to get visitors to check out your philanthropic efforts and show your employees, customers and community that you care.



I wish to be a race car driver

Brandon, 16
heart transplant



YOUR MAKE-A-WISH SUPPORT TEAM

Make-A-Wish is excited to partner with you through the Community Wish Partner program! The Make-A-Wish staff is here to help throughout your planning, and below is an example of some of the support and resources that may be available:

- Fundraising project ideas and tools
- Brainstorming meeting
- Publicity tools and support, including an event posting on the local Make-A-Wish website, videos and wish stories to share
- Make-A-Wish products for purchase (visit www.makeawishmarketplace.com to order products online)
- A Make-A-Wish speaker to speak with your staff/group about the organization and wish granting
- A personalized fundraising website for your company/group via our Wish Your Way platform (www.wishyourway.org)



Greater St. Louis & the Ozarks



Samantha Rupkey
Philanthropy
Manager

(314) 737-1912
srupkey@mokan.wish.org

Kansas, Greater Kansas City & Southwest Missouri



Nikki Spencer
Senior Director of Community
& Donor Relations

(816) 598-6018
nspencer@mokan.wish.org





VIRTUAL FUNDRAISING IDEAS

DONATE YOUR COMMUTE

If you're saving gas money on your commute - why not donate those "miles saved" to granting wishes? Encourage your staff to donate their commute too!

AT HOME CHALLENGES

Who can grow the longest beard? Who has the best renovation project? Vote for your favorite with donations!

CUTEST PET CONTEST

It's time to show off our favorite furry friend. Take a picture of your pet and show your co-workers how cute they are! Votes are taken through donations as well.

COIN HUNT

A fun way to end a meeting is to ask that your co-workers spend a few minutes trying to gather any coins they can find around their house! Whoever has the most coins wins (perhaps the rest of the day off?!). Then donate the coins to wishes!

REMOTE MEETING BINGO

"Can you hear me?" "You're muted." Put those phrases to good use and play bingo for a donation!

REMOTE RECIPE BOOK

It's time for your favorite recipes to shine! Gather recipes from your co-workers, combine them into a book or document. For a \$5 donation, anyone can have the new "co-workers cookbook."

YOGA TIME

Ask a local yoga instructor to host a yoga class virtually and ask for a donation to participate.

CO-WORKER FEUD

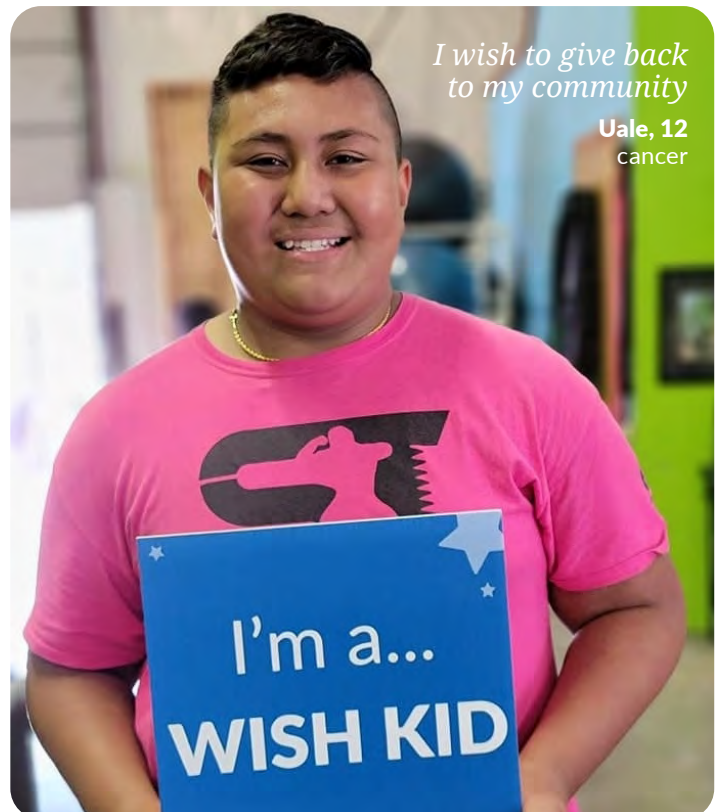
Just like Family Feud, but with co-workers. Donate to play the game, or your company can donate in honor of the winning team.

COFFEE FOR A CAUSE

Are you working from home and saving money on all of your morning lattes and iced coffees? Ask your co-workers to donate their \$5 daily coffee fund to support local wishes.

VIRTUAL JOKE COMPETITION

Knock, knock...who's there? Host a joke competition and 'tip' the best comedian with a donation!





TRADITIONAL FUNDRAISING IDEAS

WISH WEEK

A week full of fun in support of Make-A-Wish! Many companies/groups have different activities planned for each day of Wish Week, while others plan two or three fundraisers to take place during the week. Wish Week can even be combined with existing company events, such as team building, retreats, or other events. It's totally customizable!

DONATE A PERCENTAGE OF SALES

Select a set timeframe or have an on-going percentage of your product or service sales go towards making life-changing wishes come true.

ON-LINE FUNDRAISING

Our top fundraising partners have seen the greatest success when they add an on-line fundraising component. Whether near or far, your supporters want to help. Give them the opportunity to show their support online and encourage them to share with their networks as well.

WISH WALL

Want to really "show" your support? Sell Make-A-Wish paper stars for donations of \$1 (or more) and hang them around the building. Create a "Wish Wall" in a high-traffic area for everyone to see. This is a great way to show your clients/community that you care.

FUN NIGHT

Get ready to put on your dancin' shoes, grab the popcorn, test your knowledge or take a ride! Hold a dance, movie night, trivia or game night, a carnival or another type of "fun night." Recruit a committee to help make it a night to remember!

OTHER IDEAS

- Dine with Company/Organization Celebrities
- Make a Dish for Make-A-Wish
- Dine to Donate at Your Favorite Restaurant
- T-Shirt Sales
- Matching Gift Campaign
- 50/50 Raffles
- Office/Organization Soiree
- Sporting Events
- Penny Wars

TAKE IT TO THE NEXT LEVEL WITH THESE TIPS!

- Sales are a great way to raise more money at most events (e.g., selling concessions at a sports event, program books at a talent show, T-shirts commemorating the event, etc.).
- Dine-out nights are a great way to easily enhance fundraising. Check to see which of your local restaurants offer a "dine to donate" night and ask your Make-A-Wish support team for tips and advice.
- Many fundraising ideas can be combined – try adding a few together and watch those results increase!

Up the ante by adding fun department, team, or group competitions. Because, hey... who doesn't love a good competition?



COMMUNITY WISH PARTNERS PLANNING WORKSHEET

COMPANY/GROUP NAME

NAME OF FUNDRAISER

Here are the top 5 steps to success used by our highest fundraising companies/groups. Use the chart below to plan your top 5, then put them into action!

- Meet with Make-A-Wish
- Mix & Match Fundraising Options
- Hold an Opening Meeting/Kick-off Celebration
- Promote Online Fundraising
- Make it FUN!

OUR TOP 5 IN ACTION:

DATE OF OUR BRAINSTORMING MEETING OR PHONE CALL WITH MAKE-A-WISH:

OUR WISH YOUR WAY ONLINE FUNDRAISING LINK (PROVIDED BY MAKE-A-WISH TEAM):

www.wishyourway.org/

OUR TOP 3 FUNDRAISING IDEAS (PICK THE ONE THAT WORKS BEST FOR YOUR COMPANY/GROUP, OR MIX & MATCH!):

HOW WILL WE MAKE IT FUN?!

(Sample: Donate a portion of sales, hold a softball or volleyball tournament, organize a bowl-a-thon, hold a Jeans For Wishes campaign, etc.)

(Sample answer: Recruit a staff member "DJ" for volleyball game, hold a wish week to engage staff, promote in company newsletter, invite client or public supporters, etc.)

DATE/TIME OF OUR KICK-OFF CELEBRATION:

GOAL-SETTING AND PLANNING (SAMPLE)

ESTIMATED INCOME

Type of Income	Income / Amount Per Person	Quantity	Total
Sales	\$30 each	100	\$3000
Entry Fee	\$5 each	100	\$500
Jeans Day	\$10 each	150	\$1500
Total Estimated Income			\$5000

ESTIMATED EXPENSES

Type of Expense	Cost
T-shirts	\$250
Refreshments	\$50
Total Estimated Expenses	\$300

TOTAL ESTIMATED INCOME	\$5000
- TOTAL ESTIMATED EXPENSES	\$300
<hr/>	
FUNDRAISING GOAL	\$4700



COMMUNITY WISH PARTNERS PLANNING WORKSHEET (CONT.)

GOAL-SETTING AND PLANNING

ESTIMATED INCOME

Type of Income	Income / Amount Per Person	Quantity	Total
Total Estimated Income			\$

ESTIMATED EXPENSES

Type of Expense	Cost
Total Estimated Expenses	\$

TOTAL ESTIMATED INCOME	\$ _____
- TOTAL ESTIMATED EXPENSES	\$ _____
<hr/>	
FUNDRAISING GOAL	\$ _____

LOGISTICS AND DETAILS

.....
EVENT NAME

.....
EVENT LOCATION

.....
EVENT TIME

.....
EVENT DATE

Task	Team Member(s) Responsible	Date Completed
<i>Example: Reach out to vendors for donations</i>	<i>Jane & Nicole</i>	
<i>Example: Recruit participants for volleyball game</i>	<i>Joe & Dan</i>	



MEET LUCY

Playing outside is one of Lucy's favorite things to do. After months of cancer treatments, she longed to frolic around her yard and curl up outdoors with her favorite book. Her wish to have a playhouse gave her an outlet to do just that.

Lucy envisioned a playhouse with a loft, a rounded purple door, and window boxes to plant sunny flowers in the spring.

During the building process, Lucy's anticipation grew - she could even be found peeking in the purple playhouse door to see what her new space would look like. When she saw the finished product for the first time she squealed with delight and jumped in the air with excitement.

A community of caring people brought Lucy's perfect playhouse to life. ***"There are so many good people in the world who work tirelessly to bring smiles and hope to others,"*** said Lucy's mom, Julia.



WISH IMPACT

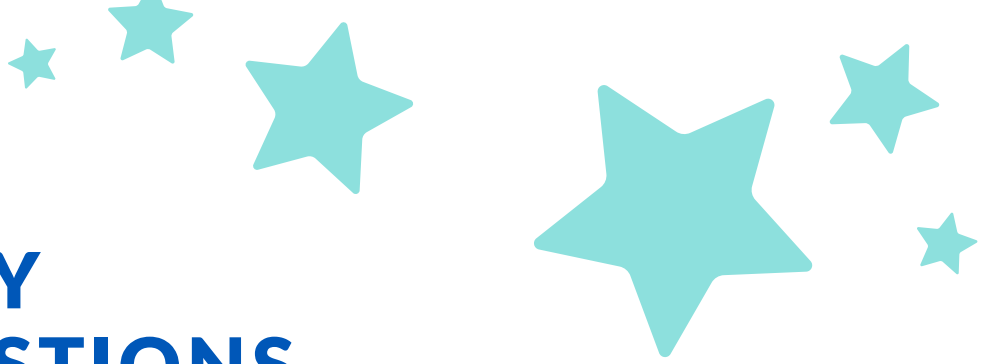
Every 20 minutes, a child is diagnosed with a critical illness. Every one of these kids needs a wish to help give them strength and joy.

Research shows that wishes can help children feel stronger, more energetic and more willing and able to battle their critical illnesses. For many, it marks a turning point in their fight against their illnesses.

When a wish is granted, a child replaces:

- fear with confidence
- sadness with joy
- anxiety with hope





FREQUENTLY ASKED QUESTIONS

HOW DOES MAKE-A-WISH GRANT WISHES?

A child with a critical illness who has reached the age of 2½ and is younger than 18 at the time of referral is potentially eligible for a wish. After a child is referred, Make-A-Wish will work with the treating physician to determine the child’s eligibility for a wish. Once qualified, a team of two Make-A-Wish volunteers visits the child to determine his or her wish.

HOW SHOULD WE COLLECT THE FUNDS OUR GROUP RAISES FOR MAKE-A-WISH?

Most groups collect cash and checks. It may be necessary to have change available for fundraising activities. At the end of the program, the company or organization should submit a check for the total amount raised to Make-A-Wish Missouri & Kansas.

MAY WE OPEN A BANK ACCOUNT TO CASH CHECKS MADE PAYABLE TO MAKE-A-WISH?

No, you may not open a bank account under the Make-A-Wish name. If participants make checks payable to Make-A-Wish, they should be mailed to:

Make-A-Wish Missouri & Kansas
13523 Barrett Parkway Dr.
Suite 241
Ballwin, MO 63021

Please forward checks made out to Make-A-Wish within 8 weeks of the check date. Supporters who give checks and credit card donations in the amount of \$250 or more will receive a written tax acknowledgment from Make-A-Wish.

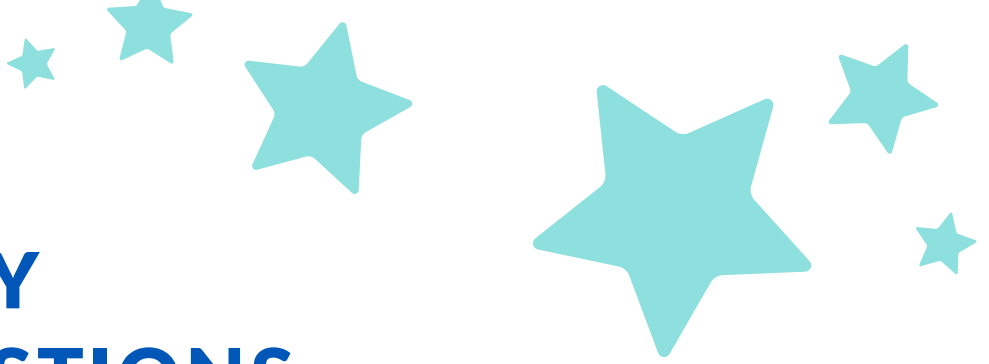
WHAT SHOULD WE DO WITH THE CASH FROM THE FUNDRAISING EVENT?

All cash raised the day of the event should be collected and given to pre-designated individuals from the company or organization. These designated individuals should secure and monitor the cash in a safe or locked box until the money can be counted and deposited.

After your fundraiser, checks should be mailed directly to Make-A-Wish; while the company or organization tallies the money and combines the total campaign cash donations in a single check for forwarding to Make-A-Wish.

For accounting and security purposes, Make-A-Wish prefers to receive a check instead of coins or cash. Please ask the event organizer to deposit the coins and send the funds to the local Make-A-Wish office in the form of a check. Net proceeds from the program should be submitted within 30 days of the conclusion of the campaign.





FREQUENTLY ASKED QUESTIONS (CONT.)

DOES MAKE-A-WISH TELEMARKE?

As a matter of national policy, Make-A-Wish does not engage in telemarketing or door-to-door solicitation.

CAN MAKE-A-WISH SECURE SPONSORSHIPS FOR OUR EVENT?

No. Make-A-Wish is responsible for procuring sponsorship, in-kind goods and services for existing internal fundraisers and for wish-granting purposes only. However, you are welcome to secure sponsorships on your own. We ask that you please contact Make-A-Wish before reaching out to any sponsors for your event or promotion. This will help us ensure there is no duplication of efforts that may be currently under way.

Make-A-Wish has a “DO NOT CONTACT” list of businesses that we would like to share with you before you begin your outreach. Please make sure to keep track of businesses that you plan to contact and their responses, so you can update Make-A-Wish throughout your plans and at the end of your event.

ANOTHER ORGANIZATION OR BUSINESS WANTS TO SUPPORT OUR EVENT, BUT THEY NEED THE MAKE-A-WISH TAX IDENTIFICATION NUMBER. WHERE CAN I FIND THAT?

A W-9, which includes the tax identification number for Make-A-Wish, can be provided upon request. The IRS does not allow the waiver of sales tax for items used for events that are not produced by Make-A-Wish.

Businesses may request a copy of the Make-A-Wish tax determination letter that identifies Make-A-Wish as being qualified for tax-exempt status under section 501 (c)(3) of the Internal Revenue Code. Businesses may include this letter with their tax filings to prove the charities they support are legitimate.



I wish to have a room redo
Madeline, 11
neuromuscular disorder

WHEN A WISH IS GRANTED, A CHILD REPLACES FEAR WITH CONFIDENCE, SADNESS WITH JOY AND ANXIETY WITH HOPE.



I wish to be a pirate
Areice, 9
cancer



MAKE-A-WISH NAME, LOGO AND USAGE

Like any other corporation – Coca-Cola, McDonald’s, Wal-Mart, Target, Ford, etc. – Make-A-Wish’s name and logo are federally registered trademarks, and Make-A-Wish has rules for the proper usage of its trademarks in marketing and publicity efforts. The Make-A-Wish brand is shaped by its mission statement:

Together, we create life-changing wishes for children with critical illnesses.

Thank you for helping raise awareness about the important mission of Make-A-Wish by using the trademarks, including name and logo, in a way that is consistent with the organization’s branding standards provided below:

TRADEMARK GUIDELINES:

Please note that “Make-A-Wish” is spelled with a capital “A” and has hyphens between the words.

Correct: Make-A-Wish
Incorrect: Make a Wish

- The logo may not be altered in font, color, configuration or position.
- The superscripted registration ® symbol must appear next to each trademark.
- Avoid making Make-A-Wish possessive (correct “the Make-A-Wish message” vs. incorrect “Make-A-Wish’s message”).
- The name and logo should never be altered for a specific event (i.e., “Bake-A-Wish”).
- There are three appropriate colors that may be used to display the logo: Black / White / Pantone® 293 Blue
- Contact your regional Make-A-Wish support member to obtain a high-resolution copy of the logo. Please don’t copy and paste the logo from the internet.

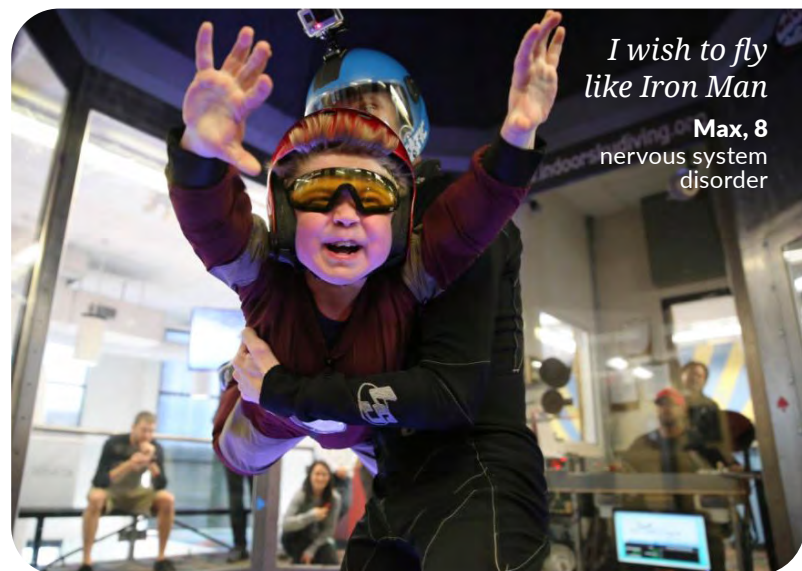
PRIORITY GUIDELINES:

Focus on the positive! When talking about Make-A-Wish, please do not use words such as “terminally ill” or “dying,” as many wish kids do not have a terminal condition. These labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses.

WHEN IN DOUBT – REACH OUT!

Make-A-Wish is here to help! If you plan to use the Make-A-Wish logos in any public-facing documents, please send associated materials to your Make-A-Wish contact prior to distribution and finalization. If you have any questions regarding branding rules, guidelines or logo restrictions, please contact your regional Make-A-Wish support member.

THANK YOU FOR HELPING TO MAKE WISHES COME TRUE!





SPECIAL EVENT PROPOSAL & LICENSE AGREEMENT TERMS & CONDITIONS

1. Sponsor agrees to provide the Make-A-Wish Foundation® 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 the Make-A-Wish Foundation®, within thirty (30) days after the Event. The Make-A-Wish Foundation® may audit the Event revenues and expenses, if necessary.

**MAIL FINAL PROCEEDS AND
MAKE CHECK PAYABLE TO:**

*Make-A-Wish Foundation® of Missouri & Kansas
13523 Barrett Parkway Drive
Suite 241
Ballwin, MO 63021*

2. The Make-A-Wish Foundation® of Missouri & Kansas 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®, 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, i.e., [please ask for list of counties if needed].

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 the Make-A-Wish Foundation® 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 the Make-A-Wish Foundation®. 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 nor may it use the Marks on the Internet and/or in conjunction with any news wire services without the Make-A-Wish Foundation®’s prior written approval.

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 the Make-A-Wish Foundation®: (a) that the Make-A-Wish Foundation® of Missouri & Kansas 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 jeopardizing 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 represents 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 the Make-A-Wish Foundation®. Thus, for example, Sponsor may not open a bank account in the Make-A-Wish® 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.

10. Make-A-Wish Foundation® of Missouri & Kansas cannot provide mailing lists of donors, vendors, board members and other affiliated constituencies. Nor can they guarantee attendance of employees, wish kids or board members at the event.

- cont. on next column -

TELL US ABOUT YOUR EVENT



Tell us more about your fundraising idea/activity by completing and submitting the form below to your local Make-A-Wish representative. Please note that this form will officially register your organization with the Community Wish Partners program. This form must be completed and fax/emailed to Make-A-Wish Missouri & Kansas before your fundraising process can begin.

.....
TODAY'S DATE

.....
NAME OF GROUP/COMPANY PLANNING EVENT

.....
CONTACT FIRST NAME

.....
CONTACT LAST NAME

.....
MAILING ADDRESS

.....
CITY

.....
STATE

.....
ZIP

.....
PHONE

.....
EMAIL

.....
DESCRIPTION OF FUNDRAISING IDEA(S) / ACTIVITY / EVENT

.....
EVENT NAME

.....
LOCATION OF EVENT / FUNDRAISER

.....
DATE(S) / TIME(S) OF FUNDRAISER

.....
FUNDRAISING GOAL

.....
WHAT PARTICIPATION OR RESOURCES, IF ANY, DO YOU REQUEST FROM MAKE-A-WISH?

.....
DO YOU PLAN ON PUBLICIZING THE EVENT?

.....
HOW WILL YOUR EVENT BE PUBLICIZED? *(See license agreement terms)*

.....
WILL ADMISSION FEE BE CHARGED? *(If so, how much?)*

.....
EXPLAIN HOW FUNDS WILL BE RAISED *(Attach separate sheet if needed)*

.....
WHAT % OR AMOUNT WILL THE MAKE-A-WISH FOUNDATION RECEIVE?

.....
WILL THE EVENT GENERATE OTHER TYPES OF REVENUE? *(If so, what % or amount of that revenue will Make-A-Wish receive?)*

SIGN US UP TO MAKE WISHES LIKE LUCY'S COME TRUE! WE ANTICIPATE TO REACH \$10,000 OR BEYOND AND WOULD LIKE A WISH CHILD BIOGRAPHY WHILE FUNDRAISING.

WE COMMIT TO RAISING LESS THAN \$10,000 AND CHOOSE TO PROMOTE THE MAKE-A-WISH NAME AND LOGO WHILE FUNDRAISING.

PROPOSED BY:

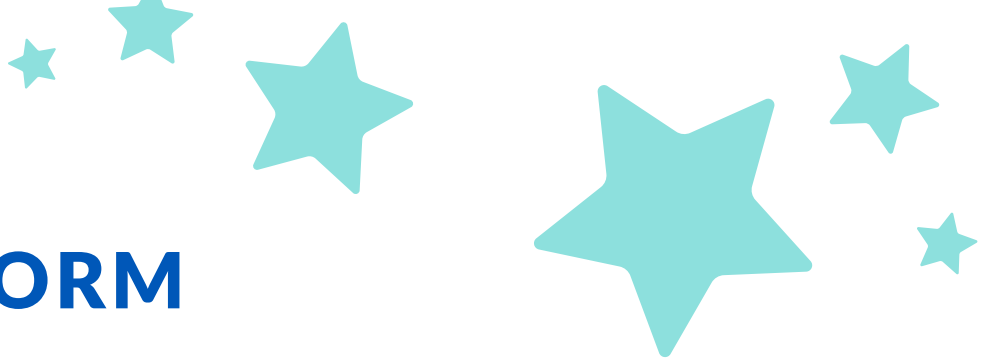
APPROVED BY:

.....
SIGNATURE OF AUTHORIZED REPRESENTATIVE/SPONSOR

.....
SIGNATURE OF MAKE-A-WISH REPRESENTATIVE

.....
PRINT NAME AND TITLE

.....
PRINT NAME AND TITLE



WRAP-UP FORM

Please mail in this form and funds raised within 30 days of the completion of your fundraiser.

COMPANY/GROUP/INDIVIDUAL NAME

DATE(S) OF EVENT/CAMPAIGN

ADDRESS

CITY

STATE

ZIP

CONTACT PERSON

CONTACT PHONE

CONTACT EMAIL

EVENT REVENUE

In this section, please list all the ways your fundraiser earned money, specifying the amount received through each avenue separately (example: Percentage of Sales - \$5,000/Jeans Day - \$1,000, etc.):

TOTAL RAISED:

DID YOU RECEIVE SUPPORT FROM THE MAKE-A-WISH® STAFF? WAS THERE ANYTHING THAT THEY COULD HAVE DONE DIFFERENTLY (OR MORE OF) TO ENSURE YOUR SUCCESS?

WOULD YOU LIKE TO PARTICIPATE NEXT YEAR? Y N IF NO, WHY NOT?

WILL YOU BE THE CONTACT FOR NEXT YEAR'S EVENT? Y N
IF NO, PLEASE PROVIDE THE APPROPRIATE CONTACT PERSON'S NAME, EMAIL AND PHONE NUMBER BELOW:

Within 30 days of your fundraiser, please mail/drop-off this sheet & the funds to:

Make-A-Wish Missouri & Kansas
13523 Barrett Parkway Dr.
Suite 241
Ballwin, MO

Please do not mail cash.