



**Make-A-Wish Foundation® Eastern Ontario**  
92 Bentley Avenue, Unit #4  
Ottawa ON K2E 6T9  
Tel: (613) 234-3555 Fax: (613) 234-5417

### **Fundraising General Policy**

Thank you for considering the Make-A-Wish Foundation® of Eastern Ontario for proceeds from your fundraising event.

#### **Approval & Compliance**

The Make-A-Wish Foundation® of Eastern Ontario is pleased to be the recipient of funds raised by individuals, organizations, or businesses who engage in fundraising activities. Such events are considered “Third Party” events meaning that event organizers are responsible for the organization & promotion of the event and the Make-A-Wish Foundation® of Eastern Ontario is simply the recipient of funds generated from the event. Any event associated with the Make-A-Wish Foundation® name must promote and maintain a positive image of Make-A-Wish® and associating our name with your event must have the prior approval of our Foundation.

It is the policy of the Make-A-Wish Foundation® not to solicit funds through door-to-door or telemarketing methods. Make-A-Wish Foundation® of Eastern Ontario reserves the right to decline participation in any fundraising proposal that does not fall within our mandate. In addition, the Foundation also does not obtain third party lottery licenses, third party insurance or special event insurance on behalf of the outside fundraisers/third parties, and tax receipts will not be issued for funds raised through any form of gaming. The Make-A-Wish® Foundation of Eastern Ontario will not be responsible for debts incurred by those using the foundation name for fundraising events.

#### **Fundraising Proposal Form**

Any individual, organization or business wishing to conduct a fundraising event using the Make-A-Wish® name as recipient of the proceeds must first complete a Fundraising Proposal Form which is enclosed hereto.

#### **Publicity & Material Approval**

All promotional materials that contain our name or marks **must first be approved** by the foundation and the sponsoring organization agrees to send samples of all materials using the Make-A-Wish® name to our office for approval prior to distribution. You are welcome to respond to media inquiries regarding your fundraising event/activity. However, for all media inquiries regarding the Make-A-Wish Foundation® of Eastern Ontario, we ask that they be referred directly to Dennis Elliott, our Volunteer and Communications Coordinator.

#### **Donations**

Official Tax receipts will only be issued in accordance with Revenue Canada guidelines. Tax receipts for “in-kind” donations will only be issued upon request, and when authorized by Make-A-Wish®. The final decision to issue a receipt rests with the Make-A-Wish® Foundation of Eastern Ontario and the Make-A-Wish® Foundation of Canada.

#### **Right to Withdraw**

Sponsoring Organization agrees that Make-A-Wish® has the right to withdraw its name from affiliation with Sponsoring Organization or the Event if the Board of Directors of Make-A-Wish® determines, at its sole discretion, that the quality of the Event is or will be injurious to Make-A-Wish® or the Marks. The Make-A-Wish Foundation® of Eastern Ontario may at any time withdraw the right to use its name for fundraising or other purposes and the right to conduct fundraising and/or a fundraising event in its name and all such activities shall forth, will cease and be discontinued.



Eastern Ontario Canada

**Make-A-Wish Foundation<sup>®</sup> of Eastern Ontario**

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**Fundraising Proposal Form**

The Make-A-Wish<sup>®</sup> Foundation of Eastern Ontario is grateful for the support of generous people and businesses in the community. To enable the foundation to keep in touch with its supporters and to comply with its legal obligations, Make-A-Wish<sup>®</sup> keeps a register of fundraising events. Once this event has been approved, a signed copy of the attached agreement form will be forwarded to the applicant.

*1. Contact Information:*

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Company: \_\_\_\_\_

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

Work#: \_\_\_\_\_ Cell #: \_\_\_\_\_ Home#: \_\_\_\_\_

*2. Event Information:*

Fundraising event planned: \_\_\_\_\_

\_\_\_\_\_

Date & Time of Event: \_\_\_\_\_

Location: \_\_\_\_\_

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

How will funds be raised? (ticket sales, pledges, raffles, silent auction, etc (attach separate sheet if necessary):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*3. Organization's History:*

Brief description of your organization, size, how long in existence:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



3. Promotional Materials required:

ITEM	DESCRIPTION	QUANTITY
Make-A-Wish® Posters	generic posters, 14"x22" in size, with photo of children and space on bottom to write in details of event/activity.	
Make-A-Wish® Brochures/Pamphlets	details and history of MAW	
"Thank You" Star Stickers for donors	Recognition stars that include chapter phone number and message of appreciation	
Make-A-Wish® Pins for Volunteers	White, round buttons with Make-A-Wish Foundation® logo in blue	
Make-A-Wish® Wrist Bands * Please note that these are for product sales	Blue rubber wrist band with MAW logo and Share the Power of A Wish™	
Make-A-Wish® Balloons	White with blue MAW logo	
Make-A-Wish® Banner *Please note there is limited availability and banners need to be returned ASAP	White banner with blue MAW logo and tag line	

4 Volunteers /Speakers Requested:

Volunteers requested for event: Yes # \_\_\_\_\_  No

Speakers requested for event: Yes # \_\_\_\_\_  No

Other event requirements:

Would you like a formal cheque presentation? Yes  No

If 'yes', please answer the below:

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

Time: \_\_\_\_\_ Date: \_\_\_\_\_

I fully understand and support the guidelines of the Make-A-Wish® Foundation of Eastern Ontario as outlined in their Fundraising General Policy. No material can be printed nor the media contacted without prior approval by Make-A-Wish®. **Prior approval must be given by Make-A-Wish® before any fundraising event takes place.** Please email or fax in this fundraising form. Your interest in proposing a fundraising event for Make-A-Wish® Foundation of Eastern Ontario is much appreciated!

Note: The Make-A-Wish Foundation® of Eastern Ontario will investigate any person who is alleged to be using its name to deceive the public to make a personal profit.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

<i>For office use only</i>	
Make-A-Wish Foundation® of Eastern Ontario Approval: _____	Date: _____

## FUNDRAISING GUIDELINES:

1. A completed "Fundraising Proposal Form" must be submitted to and approved by the Make-A-Wish Foundation® of Eastern Ontario prior to advertising your event.
2. The Make-A-Wish Foundation® of Eastern Ontario should be the only designated beneficiary of your event.
3. The Make-A-Wish Foundation® of Eastern Ontario must approve – in advance of printing or use – all flyers, advertisements, t-shirts or other items including media statements, bearing our name and/or logo.
4. The foundation name must be hyphenated and the letter "a" must be capitalized. A registered mark (®) must appear in superscript *after* the word Foundation.
5. The event should be consistent with Make-A-Wish Foundation® of Eastern Ontario brand and image.
6. Unauthorized use of our name or trademarks is strictly prohibited.
7. Make-A-Wish Foundation® of Eastern Ontario should be identified as the beneficiary of the event, not the sponsor. For example, you would characterize a golf tournament as "The \_\_\_ Golf Tournament benefiting the Make-A-Wish Foundation® of Eastern Ontario.
8. All fundraising events must comply with federal, provincial and local laws governing charitable fundraising. Please check with local authorities to determine unique requirements for each type of event, before submitting your proposal. (i.e. a gaming license may be required if your event contains a 50/50 draw, a raffle, or you may require permits for road closures, large gatherings of people, liability insurance, etc.).
9. For gaming license applications (Class B), the Make-A-Wish Foundation® of Eastern Ontario will provide a letter of support but *will not* pay the fee.
10. Your event should clearly disclose what portion of the donation will be given to Make-A-Wish Foundation® of Eastern Ontario.
11. Please send monies raised for Make-A-Wish Foundation® of Eastern Ontario to the office within 30 days of the completion of your event where possible. Cheques should be made payable to: The Make-A-Wish Foundation® of Eastern Ontario.
12. You may not open any accounts, banking or commercial in the name of Make-A-Wish Foundation® of Eastern Ontario.
13. Annual events need to be registered each year.
14. Guest attendees from the Make-A-Wish Foundation® of Eastern Ontario (either staff or volunteers) are to receive complimentary admission when invited to speak or attend a third party event.
15. The Enclosed form may be mailed to: the Make-A-Wish Foundation® of Eastern Ontario, 92 Bentley Ave, Unit 4, Ottawa ON K2E 6T9 or faxed to (613) 234-5417 Attn: Tina Eggen, Event and Campaign Coordinator.

## WHAT MAKE-A-WISH FOUNDATION® OF EASTERN ONTARIO CAN DO FOR YOU (ONCE APPROVED):

- Provide you with a letter authorizing you to host your event, giving you credibility in your community.
- Approve the use of our logo and send to you via email.
- Offer advice and expertise on event planning.
- May provide promotional materials including brochures, newsletters, banners, balloons etc., *when available*.



