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Make-A-Wish[®]

HUDSON VALLEY

COMMUNITY PARTNERSHIP GUIDE

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INTRODUCTION



Make-A-Wish® America

Founded in 1980 and headquartered in Phoenix, AZ, Make-A-Wish is the largest wish-granting organization in the world. The organization began when officers of the Arizona Department of Public Safety helped Chris Greicius, a seven-year-old boy stricken with leukemia, realize his lifelong wish to be a police officer. The experience Chris had and the delight it prompted provided the inspiration for establishing what is now Make-A-Wish America.

Make-A-Wish® Hudson Valley

Since 1986, Make-A-Wish Hudson Valley has been granting the wishes of local children with life-threatening medical conditions to enrich the human experience through hope, strength, and joy. In over 30 years, over 2,600 children have been impacted by the lasting Power of a Wish.

Make-A-Wish Hudson Valley is a movement, powered by you, to renew families and communities disrupted by serious childhood illness. We all have the power to make wishes come true. To learn more about how you can become part of our story, visit www.hudson.wish.org.

Our Mission:

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

Our Vision:

To grant the wish of every eligible child.

Our Values:

Child Focus

We always put wish kids first.

Integrity

We are honest, transparent and respectful.

Impact

We deliver life changing work

Innovation

We are bold, imaginative, and creative.

Community

We are a diverse group of people working together towards a common goal.



BRAND GUIDELINES



Logo

- Once the fundraiser has been approved, we will send you the Make-A-Wish Hudson Valley logo.
- The logo should always stand alone; it must never be used in the title of the event or within a sentence; Make-A-Wish Hudson Valley should be typed out.
- **Any products you develop for your fundraiser** which incorporate the Make-A-Wish Hudson Valley logo or name (such as mugs or t-shirts) **must be approved**, and our colors must be used appropriately (see below).
- Our preferred fonts are Lato and Droid. If either font is unavailable, Arial or Georgia, respectively, may be used instead.

Colors

Make-A-Wish Blue is the core color of our brand and should be most prominent in each and every communication, particularly when creating promotional items such as t-shirts.



Make-A-Wish Blue: PMS 2935 C
C100/M52/Y0/K0
R0/G87/B184
HEX #0057B8

Secondary Color Palette

Bright colors play a supporting role. Use them only as secondary accents to complement the primary blue. Acceptable secondary colors are:

Red: PMS 178C
C0/M70/Y58/K0
R255/G88/B93
HEX #FF585D



C45/M1/Y0/K1
R141/G200/B232
HEX #8DC8E8



Orange: PMS 1365C
C0/M34/Y76/K0
R255/G181/B73
HEX #FFB549



Dark Gray: PMS Cool Gray 9C
C30/M22/Y17/K57
R117/G120/B123
HEX #75787B



Yellow: PMS 1215C
C0/M6/Y53/K0
R251/G216/B114
HEX #FBD872



Light Gray: PMS Cool Gray 4C
C12/M8/Y9/K23
R187/G188/B188
HEX #BBBCBC



Teal: PMS 2398C
C71/M70/Y36/K0
R0/G186/B179
HEX #00BAB3
Light Blue: PMS 2905C



Name

- The registered trademark symbol should appear with Make-A-Wish[®] Hudson Valley when the chapter name is used in a headline or in the first instance in text. The words “Make,” “A,” and “Wish” must all be capitalized and separated by hyphens.

Language

- Please refrain from using terms that are contrary to our mission, such as “terminally ill”, “dying”, or “last wish” when referring to our wish children, as many of the children for whom we have fulfilled wishes have overcome or are on their way to overcoming their medical conditions. The appropriate expression is “children with critical illnesses.”
- Always refer to a wish recipient as a “wish kid”, no capitalization.

Approval

- Any information you distribute, publish or send out using any of the Make-A-Wish Hudson Valley Marks, including advertisements, social media marketing and press releases, **must be reviewed and approved by the chapter before being distributed to the public.**
- For approval, please contact Clare Bucci Sharrock, Community Outreach Coordinator: csharrock@hudson.wish.org

TERMS AND CONDITIONS



Thank you for your generous support of **Make-A-Wish Hudson Valley!** To best promote your fundraising activity and to continue to direct our resources to granting wishes, we will provide the following based on your fundraising commitment. We will make every effort to support your event to help surpass the levels below and look forward to granting wishes together!

DONATION TIER	BENEFITS	REQUIREMENTS
<p>ALL EVENT HOSTS WILL RECEIVE</p>	<ul style="list-style-type: none"> • Use of Make-A-Wish Hudson Valley name and logo for promotion • Print Materials: MAWHV Info Sheets, Newsletters, etc. • Make-A-Wish Hudson Valley single use banner roll, buttons, balloons • Event posting on website calendar 	<ul style="list-style-type: none"> • At least 72 hour notice • Make-A-Wish Hudson Valley signed Community Partnership Agreement
<p>Donation under \$7,500 (includes all previously mentioned benefits)</p>	<ul style="list-style-type: none"> • Representative at event for speaking, check presentations, etc. • Additional MAWHV promotional materials (wristbands, pens/pencils, magnets, etc.) • Pre- and post-event posts on social media • Business Support Letter emailed to you to verify fundraiser to local businesses 	<ul style="list-style-type: none"> • Two weeks' notice • Make-A-Wish Hudson Valley signed Community Partnership Agreement • Event Photos (optional)
<p>Donation between \$7,500-\$15,000 (includes all previously mentioned benefits)</p>	<ul style="list-style-type: none"> • Opportunity to Adopt a Wish • Wish Art portraying wish being adopted • MAWHV Volunteers to support and work your event (subject to availability) • Opportunity for MAWHV Staff/Board representative at event, (subject to availability) 	<ul style="list-style-type: none"> • Three weeks' notice • Make-A-Wish Hudson Valley signed Community Partnership Agreement • Event Photos (optional) • Company logo (jpg, png or eps) • Links to social media accounts
<p>Donation \$15,000 and above (includes all previously mentioned benefits)</p>	<ul style="list-style-type: none"> • Make-A-Wish to provide AV presentation if desired • Opportunity for Wish Family to attend event (subject to availability) for speaking, check presentation, etc. • Either pre- or post-event press release to local media 	<ul style="list-style-type: none"> • One month's notice • Make-A-Wish Hudson Valley signed Community Partnership Agreement • Event Photos (optional) • Company logo (jpg, png or eps) • Links to social media accounts • meeting with MAWHV Staff Member (conference call or in person)

Make-A-Wish Hudson Valley **MUST APPROVE** all uses of its name and logo in advance of its reproduction, printing or distribution. Because we respect the privacy of our donors, we cannot solicit sponsorships or in-kind donations for third-party events. We will do our best to honor these guidelines and benefits, however; they are subject to change. Make-A-Wish Hudson Valley reserves the right to make all final decisions regarding wish family, chapter staff and volunteer assignments related to external events.

The BBB Wise Giving Alliance has established standards as to how you must indicate your fundraiser is benefiting Make-A-Wish Hudson Valley. Each advertisement that states or implies that the Chapter will benefit from the sale of products or services (i.e., cause-related marketing) must clearly disclose how the Make-A-Wish Hudson Valley benefits. Such promotions must disclose: the actual or anticipated portion of the purchase price that will benefit Make-A-Wish Hudson Valley (e.g., 10 cents of every dollar will be donated), campaign duration (e.g., the month of October), any maximum or guaranteed minimum contribution amount (e.g. up to a maximum of \$200,000).

PARTNERSHIP PROPOSAL



1. Sponsor agrees to provide Make-A-Wish Hudson Valley with all of the agreed upon 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 Make-A-Wish, within thirty (30) days after the Event. Make-A-Wish may audit the Event revenues and expenses, if necessary.
2. Make-A-Wish Hudson Valley is a licensed chapter of Make-A-Wish America, the owner of certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish 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 “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 Marks on the internet and/or in conjunction with any news wire services without Make-A-Wish’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 Make-A-Wish: (a) that Make-A-Wish is the benefiting 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, businesses, 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 expressly 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.

Note: This Special Event Proposal and License Agreement will not become effective unless and until it is approved by Make-A-Wish Hudson Valley, as evidenced by the signature of an authorized Make-A-Wish Hudson Valley representative below.

Proposed By: _____

Approved by: _____

PARTNERSHIP PROPOSAL



Make-A-Wish Hudson Valley appreciates your interest in holding a fund-raising event to help us grant the wishes of children with life-threatening medical conditions. Please fill out this proposal form and indicate your acceptance of the terms and conditions herein by returning a signed copy to [Clare Bucci Sharrock, Community Outreach Coordinator](mailto:csharrock@hudson.wish.org), via email: csharrock@hudson.wish.org or fax: (914) 478-8245. If the proposal is approved, we will send you a fully signed copy, at which time your license to use the Make-A-Wish Hudson Valley name and marks will become effective.

CONTACT INFORMATION

Main Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Adult Contact/Relationship (if main contact is under the age of 18) _____

Phone _____

CAMPAIGN/EVENT INFORMATION

Campaign/Event Name _____ Location _____

Date(s): _____ Time _____

Describe the Campaign or Event:

What participation or resources, if any, do you request from Make-A-Wish Hudson Valley? Would you like us to include your fundraiser or event on social media or our website calendar of events?

Are you requesting Make-A-Wish Volunteers? Please detail how many people you will need and briefly summarize volunteer roles (include dress code and time frames):

BUDGET INFORMATION

Will admission fee be charged? Yes No If so, how much? _____

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

Will the Event generate other types of revenue? Yes No

If so, what % or amount of that revenue will Make-A-Wish Hudson Valley receive? _____

Anticipated total event revenue: _____ Anticipated total event expenses: _____

Anticipated total donation to Make-A-Wish Hudson Valley: _____