

Make-A-Wish Foundation® of Orange County and the Inland Empire Special Events Agreement and Promotions Guidelines

We thank you for your interest and consideration of our local Chapter. The Make-A-Wish Foundation® of Orange County and the Inland Empire is accountable to the public for all fundraising activities using our name and logo. Please read through the following guidelines before planning any event or promotion on behalf of the Foundation. If you have any questions, please feel free to contact one of our local offices.

If you are interested in supporting the Foundation through an event or promotion after reading these guidelines, please contact us at (714) 573-9474 or by emailing us at getinvolved@wishocie.org

1. As a responsible steward of public funds, our Chapter believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to our Make-A-Wish Chapter; exceptions may be made for first-year events and on a case-by-case basis. In general, events held by or benefiting our Chapter are required to keep expenses to 25% of gross revenue.
2. All promotional material related to an event benefiting our Chapter must be reviewed and approved by your Make-A-Wish contact prior to its production and distribution.
3. The event coordinator, "Coordinator", agrees to inform our Chapter of any effort to recruit financial underwriters for any special event or promotion benefiting our Chapter. Informing us of all underwriting requests will ensure there is no duplication of underwriting efforts that may be currently underway.
4. Our Chapter is not responsible for ticket sales or other administrative aspects of the Coordinator's events. Coordinator must have the means to sell tickets, send invitations, and/or publicize the event, if necessary. Additionally, our Chapter cannot incur any expenses as a result of your fundraiser.
5. Coordinator is responsible for obtaining any necessary permits and clearances required by the government and be in compliance with all applicable laws. Coordinator must also obtain appropriate insurance coverage as necessary.
6. The media rarely will provide "free time" for a charitable sales promotion. Coordinator should be prepared, therefore, to commit the necessary funds from advertising and promotion budgets. Coordinator should be prepared to initiate publicity for the event or promotion.
7. Coordinator must submit a preliminary budget along with our Chapter's licensing agreement to gain approval of their event.

8. Unfortunately, we are not able to endorse any casino fundraisers for the Make-A-Wish Foundation. In the state of California, non-profits are allotted one gambling license per year for a casino fundraiser, and we already have an annual event for which we use this license.

Thank you so much for your interest in the Make-A-Wish Foundation. We look forward to speaking with you soon!