

# Fundraising Proposal Application



Make-A-Wish® Northern Alberta is grateful for the support of generous people and businesses in the community. On behalf of our wish children and their families, we thank you for choosing to support us. *This application should be completed and returned at least 60 days prior to the event.*

## Event Organizer Contact Information: *(info of person that will be main contact for the event)*

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

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

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Are you organizing the event on behalf of an organization?  Yes  No

If yes, please fill out the following info:

Name of Organization: \_\_\_\_\_

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

Please give a brief description of your organization or group: \_\_\_\_\_  
\_\_\_\_\_

Have you fundraised for any other non-profit organization in the past?  Yes  No

If yes, please provide details: \_\_\_\_\_  
\_\_\_\_\_

Amount Raised: \_\_\_\_\_

Reason for supporting Make-A-Wish Northern Alberta: \_\_\_\_\_  
\_\_\_\_\_

## About the Fundraising Initiative:

Name of proposed event: \_\_\_\_\_

Brief description of the event: \_\_\_\_\_  
\_\_\_\_\_

Location and address of proposed event: \_\_\_\_\_

Event Date: \_\_\_\_\_ Duration:  One Day  On-going

If ongoing please indicate start and end dates: \_\_\_\_\_

### About the Fundraising Initiative (cont'd):

Who is your target audience? (Employees, Customers, Public, Family and Friends, Other)

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Is this a public or private event?  Private  Public

What activities will be held before/during event? (Entertainment, BBQ, etc) \_\_\_\_\_

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How will funds be raised? List all forms of revenue that apply.  
(ticket sales, pledges, registration fees, donations, silent auction etc.)

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### Financial Fundraising Information:

Will Make-A-Wish be the only beneficiary?  Yes  No

If 'No', please list other beneficiary/s and indicate the estimated percentage for each:

Other Charities: \_\_\_\_\_

Percentage of Proceeds: \_\_\_\_\_

### Budget

(Please note that figures are only estimates)

Total Projected Gross Revenue (all funds raised)	\$
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Total Projected Expenses (venue rental, food, printing etc)	\$
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Net Revenue (proposed donation= Revenue less expenses)	\$
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I plan to cover all expenses myself/my company plans to cover expenses

The expenses will be covered through sponsorship  
(Please note that sponsorships are not eligible for a tax receipt. Please review Fundraising & Tax-Receipt General Policy document)

I plan to use a portion of the funds raised (**excluding receiptable donations**) to cover expenses

Will attendees be given the opportunity to make a personal monetary donation?  Yes  No  
(Please note that donations made directly to Make-A-Wish cannot be used to pay expenses)

Are tax receipts expected to be generated for this fundraising initiative?  Yes  No

**Tax receipts are issued according to Canada Revenue Agency guidelines. Final decision to issue a tax receipt rests with Make-A-Wish. For more information on this, please visit [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca).**

### Event Promotion:

When do you plan to start promoting your event? \_\_\_\_\_

How will you be promoting this initiative? Check all that apply:

- Word of Mouth    Posters    Website    Letters    E-mails    Radio    Television    Social Media  
 Other:

Please list event website and social media links: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Would you like Make-A-Wish Northern Alberta to post your event on our chapter website?  Yes  No

### Promotional Materials Required:

What resources if any will you require from Make-A-Wish Northern Alberta?

*(banners, brochures, newsletters, etc. Please note that supplies are limited and may not always be available)*

\_\_\_\_\_

\_\_\_\_\_

### Volunteers Required:

Would you like Make-A-Wish volunteers to help with your event?  Yes  No

*(Make-A-Wish can put out your request to our volunteer list but cannot guarantee to fill volunteer positions.)*

If yes, please indicate roles and number of volunteers requested:

\_\_\_\_\_

\_\_\_\_\_

### Speaker/Representation Request:

*Make-A-Wish Northern Alberta is a volunteer driven organization and as such we regret that we are unable to attend every event to which we are invited. It is our practice to provide a volunteer to speak on behalf of Make-A-Wish Northern Alberta if requested and when available.*

Would you like a Make -A-Wish representative to be present at your event?  Yes  No

If yes, please indicate activities:  Cheque acceptance    Speaking on behalf of Make-A-Wish

I, \_\_\_\_\_ read, fully understand and agree to be bound by the Fundraising & Tax-Receipt General Policy provided to me by Make-A-Wish Northern Alberta. I agree that all material using the Make-A-Wish logo will not be printed without prior approval from Make-A-Wish.

***Please wait for written approval before proceeding with your event plan.***

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

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

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

<b>OFFICE USE ONLY</b> Make-A-Wish approval given by:
Name: _____
Date: _____
Permission to use logo from: _____