Trusted Choice State Association **Make-A-Wish Grant** Criteria

1. For 2024, Trusted Choice will have a limited amount of grants available in one tier of $5,000. IIABA state associations may arrange sponsorships at higher levels with their own additional funding and should coordinate the total sponsorship amount and expected deliverables with their local Make-A-Wish chapter. The minimum sponsorship deliverables are outlined on page 2 of this document.
2. These grants will be awarded to IIABA state associations on a **first-come, first-served basis**. States with multiple local Make-A-Wish chapters may apply for up to as many grants as there are Make-A-Wish chapters that serve their state. Big I States are limited to a **maximum of 2 Make-A-Wish** grants per Fiscal Year.
3. There is **no match required** for a state to receive these funds.
4. States must work with their local Make-A-Wish chapter to determine a sponsorship opportunity and we encourage you to be creative in how to use your grant to leverage impact and brand awareness. Trusted Choice will help put your state in contact with your local chapter(s).
5. **States must apply for grant funds and the Grants Committee must approve the grant PRIOR to the sponsorship or event taking place. If PRIOR approval is not obtained, grant funds cannot be guaranteed**.
6. Eligibility for a Trusted Choice Make-A-Wish grant is open to all state associations; however, each Make-A-Wish chapter is eligible for only one grant.
7. Make-A-Wish Grant funds will be awarded only for approved programs that occur in between September 1, 2023 and August 31, 2024. **Please include the month that the Wish event will take place on your grant application to ensure it falls within the correct fiscal year.**
8. It is expected that the sponsorship opportunities will promote both Make-A-Wish and Trusted Choiceto **consumers**. Trusted Choice will provide some public relations guidelines to assist states in promoting their sponsorships to consumers. It is important to allow for enough “lead time” prior to your sponsorship/event to coordinate member/company involvement and media awareness. Some sponsorships garner greater media attention than others; it is recommended that you work with your corresponding Make-A-Wish chapter to identify the sponsorship that best fits our collective goals.
9. All information requested on the attached **Make-A-Wish application form** must be included for the application to be considered.
10. **Make-A-Wish America will distribute funds to the corresponding Make-A-Wish chapter once local sponsorship programs are developed, approved by the Trusted Choice Grant Committee, executed and the consumer impact has been properly documented and reported to Trusted Choice.**

**Event Sponsorship Requirements:**

For virtual events, Trusted Choice should be recognized at their corresponding sponsorship amount and what the Make-A-Wish chapter has outlined as sponsor benefits at that event, but at a minimum should include:

**$5K Grants**

* Name recognition during event
* Inclusion in generic all-sponsor thank you post on social media
* Sponsor logo inclusion on email messaging and website if applicable
* Voluntary agent inclusion if appropriate
* Sponsor inclusion on signage and event collateral

**Sponsorships above $5K might also include:**

* All of the above and;
* Sponsor inclusion in press release if applicable
* Dedicated recognition post on social media
* Agent inclusion in event- invite them to be a part of the virtual celebration, keep them engaged throughout the process so that they are still feeling like a valued participant and contributor

**Wish Sponsorship Requirements:**

Please work with your local chapter to see if a wish sponsorship is appropriate or available given the funding amount applied for.

* Present options to agents for wish sponsorships and have them choose
* Wish needs to align with funding amount
* Agents need to be actively involved with the wish sponsorship- can they reveal the wish virtually to the wish kiddo? Can they plan a socially distant party? Can they do a wish parade drive by? Please be creative on how you plan to involve your local agents
* Social media recognition as having sponsored the wish

Some points to keep in mind:

* Each state association is responsible for working with their local Make-A-Wish chapter to determine the appropriate monetary amounts to be charged for all projects initiated. ALL FUNDS raised must be donated if they are being collected under the Make-A-Wish fundraiser name.
* Each state association MUST **submit** **all printed materials** (posters, advertisements, etc.) that contain the Make-A-Wish name or trademarks to the Make-A-Wish National Office for **approval.**  Customizable marketing materials have been created for these grants to assist you in promoting this sponsorship locally. Email all documents to both [kwillsey@wish.org](mailto:kwillsey@wish.org) and [Kasey.connors@iiaba.net](mailto:Kasey.connors@iiaba.net) allowing a minimum of three business days for review.
* Each state association must **use care** when using the Make-A-Wish name and logo. Note that “Make-A-Wish” is spelled with a capital “A” and with hyphens (not “Make a Wish”). You may not alter the “swirl and star” logo by customizing it to your specific event (e.g., do not change the logo to read “Make-A-Basket” if you are conducting a halftime contest). Make-A-Wish does not allow door-to-door or telephone soliciting.
* The Make-A-Wish mission is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Words such as “terminal,” “dying” or “last wish” should never be used when communicating the mission of Make-A-Wish.
* If you would like any more information about Make-A-Wish or if you would like any collateral materials about Make-A-Wish to distribute at your fundraising event, please contact, Kieriay Willsey senior manager of corporate alliances of Make-A-Wish America, kwillsey@wish.org.