



**COURAGE  
TAKES  
ROOT**

*Building a New Home for the Marjaree Mason Center*



NOVEMBER 1-15, 2023

**Community Challenge**

Businesses and organizations around the Valley will have the opportunity to invite their employees, customers, clients, organization members and affiliates to help raise critical funds to build a new Community Resource Center for the Marjaree Mason Center. All donations are needed and will be accepted. Community Partner Challenge participants must commit to a minimum of \$2,500 (either raised or donated directly from the participating organization) in order to be listed on MMC’s website and to have the unique QR code developed for them to promote.

Donations will be tracked via the MMC website and a unique QR code. The business or organization which raises the most dollars associated with their company from November 1 (12:00 am PST) to November 15 (5:00 pm PST) will have the opportunity to have a private meeting room in the Marjaree Mason Center Community Resource Center named in honor of their business or organization.

*\*\*\*The Marjaree Mason Center does not condone violence or discrimination of any kind. Events, organizations or individuals that do, will not be allowed to participate.*

**Publicity & Material Approval**

Participating businesses and organizations will be provided a tool kit including a handout that can be shared with people who join them in donating in order to communicate the impact of the contribution. All promotional materials that contain our name or logo must be approved by Marjaree Mason Center. The participating organization must send MMC a sample of all materials for approval before final printing and PRIOR to distribution, if they are different than what MMC has provided. You are welcome to respond to media inquiries for your event/activity. For all media inquiries regarding MMC, please contact Ashlee Wolf, Marjaree Mason Center’s Director of Philanthropy and Communications, at 559-237-4706 or Ashlee@mmcenter.org.

**YOUR APPLICATION MUST BE APPROVED BY MMC PRIOR TO PUBLICIZING OR HOLDING AN EVENT.**

**PRIVACY STATEMENT** Marjaree Mason Center is committed to protecting the privacy of personal information in our possession. The information collected on this form will be used by MMC staff strictly to contact you about this event.

**Contact Information**

- Business                       Organization                       Other: \_\_\_\_\_

Contact Person:	
Company/Organization Name:	
Name to be listed on website (if same, please write the name a second time):	
Address:	
City/State/Zip:	
Primary Phone Number:	

Email Address:	
Website Address:	
Social Media Handles:	

**Fundraising Information**

From November 1 – 15, 2023, businesses and organizations will be asked to invite their members, customers, clients and/or employees to join them in making a donation to support the building of this new home for the Marjaree Mason Center. MMC will add the business/organization name to the “Community Challenge Affiliate” on the drop down menu on our donor-giving page. Additionally, the Center will create a unique QR code for each giving Challenge Partner that will auto populate with Challenge Partner pre-selected on the donor giving page. If the Challenge Partner is raising funds through an alternative method, they will provide a check or Electronic Fund Transfer directly to MMC.

Please describe your plan for how the funds be raised?

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What inspired you to hold this event to benefit the Marjaree Mason Center?

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Have you participated in any other fundraising with the Marjaree Mason Center? If so, how?

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**Public Relations Information**

All Community Challenge participants will be listed on the MMC website. They will also be listed on the ABC30 website on the page connected to the Community Partner Challenge.

Briefly describe the proposed publicity plan for the event/program:

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Will promotional materials, such as flyers and posters, be printed? If so, please indicate the extent of distribution and dates of release.

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Does your organization plan to create your own publicity printed materials? If so, please review Publicity & Material Approval on page 1. All materials featuring the name of Marjaree Mason Center must be approved by MMC before publication.

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**Financial Fundraising Information**

The Community Challenge Participants must commit to a minimum \$2,500 (either raised or donated directly from the committing business/organization) in order to be listed as part of the challenge

**Minimum Community Challenge Commitment** (this is the minimum amount you commit to contribute, whether or not raised from others connected to your organization):

- \$2,500
- \$5,000
- \$10,000
- \$25,000
- Other \_\_\_\_\_

In order to keep administrative costs down, we ask that money submitted by the sponsoring company be in the form of one check made out to Marjaree Mason Center and that a copy of the event agreement form, or letter, accompanies the check. All donations from your customers, clients, members and affiliates must be made directly online.

**Agreement for Community Challenge Benefiting Marjaree Mason Center**

\_\_\_\_\_, the sponsoring organization, agrees to participate in the Community Partner Challenge to benefit Marjaree Mason Center’s Courage Takes Root campaign. The challenge shall be described and referred to publicly as follows:

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- The sponsor agrees to donate the sum of the minimum amount selected above: \_\_\_\_\_. However, the sponsor is welcome to donate any amount above the agreed upon minimum donation.
- The sponsor agrees to use the authorized name of Marjaree Mason Center in media and printed materials relating to the special event.
- The sponsor agrees to allowing Marjaree Mason Center, ABC30, Cumulus Media and Outfront Media (and any other media partners), to publicize the use of its supplied name and logo in all Marketing connected to the Courage Takes Root Capital Campaign, including before, during and after the campaign dates of November 1 – 15, 2023.
- The sponsor will present all marketing/promotional material for review and approval by MMC.
- No cost or liability associated with this event shall be incurred by MMC.
- MMC agrees to provide the sponsor with recognition commensurate with the level of giving as set forth in its Donor Recognition Policy.
- The sponsoring organization acknowledges that Marjaree Mason Center will adhere to Naming Agreement as listed on it’s website [mmcenter.org/couragetakesroot](http://mmcenter.org/couragetakesroot). Marjaree Mason Center may terminate this Agreement and all rights and benefits of the Donor hereunder, including termination of the Naming:
  1. In the event of any default in payment of the Gift as provided in this Agreement, and in such case Donor shall have no right to the return of the Gift, or \_\_\_\_\_ (initial)
  2. In the unlikely event that the Board determines in its reasonable and good faith opinion that circumstances have changed such that the Naming chosen by the Donor would adversely impact the reputation, image, mission or integrity of Marjaree Mason Center, in the event of a continued association with Donor and the continuation of the Naming provided for herein. \_\_\_\_\_ (initial)
- The sponsor agrees to handle any monetary transaction and to present the proceeds to MMC within 30 days following the Challenge.

- The sponsoring organization will provide staffing and volunteers its fundraising activities.
- The sponsoring organization will handle registration needs.
- The sponsoring organization will obtain all necessary permits, licenses or insurance.
- The sponsoring organization agrees to follow MMC receipting policies that adhere to the Internal Revenue Service.

*Some events may require the participation of MMC staff, but must be agreed to prior to event date.*

**Public Image Policy**

Independent Special Events or third-party fundraisers are a very important component of the fundraising activities of MMC. Beyond the funds raised, these events increase awareness of MMC and bring new support to MMC.

In order to ensure a positive impact on our public image, the following policies must be followed:

1. The MMC logo is a registered trademark; unauthorized use is prohibited.
2. Official tax receipts will only be used in accordance with the Internal Revenue Service guidelines. The final decision to issue official tax receipts rests with MMC.
3. MMC requires photographs and written summary of the event be provided no later than the second to the last Wednesday of the month the event occurred in.
4. If the EVENT IS CANCELLED the SPONSOR will notify MMC prior to the original event day.
5. When possible, please supply names and addresses to MMC of donors to ensure they are appropriately recognize their donation.
6. Please refer all questions regarding our mission and other important MMC information to our website or our printed material.
7. All media appearances shall be referred to Director of Philanthropy and Communication, Ashlee Wolf at [Ashlee@mmcenter.org](mailto:Ashlee@mmcenter.org) or 559-487-1313.

Please return your completed Community Partner Challenge Commitment Form along with any drafts and proofs of advertising materials to Ashlee Wolf at [Ashlee@mmcenter.org](mailto:Ashlee@mmcenter.org).

Nicole Linder

\_\_\_\_\_  
Printed Name of Authorized Signatory

\_\_\_\_\_  
Marjaree Mason Center Authorized Signatory

Chief Executive Officer

\_\_\_\_\_  
Title of Authorized Signatory

\_\_\_\_\_  
Title

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Signature of Authorized Signatory

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Signature of MMC Authorized Signatory

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date