

A stylized graphic of a mountain peak. The background is a solid light blue. The mountain is composed of three overlapping shapes: a large white triangle at the top, a smaller white triangle below it, and a black triangle at the base. The lines are clean and geometric.

THE  
MONTEL  
WILLIAMS  
MS FOUNDATION

Thank you so much for your interest in raising funds for **The Montel Williams MS Foundation**. We sincerely appreciate your support of our organization.

Attached are the application and approval documents for the foundation. Please complete the Fund-Raising Questionnaire and the Projected Budget forms and return them to us as soon as possible. We will then contact you concerning the formal written approval of your request. Until and unless such written approval is received, you are not authorized to conduct fundraising activities in the name of **The Montel Williams MS Foundation**.

We hope that we will be able to formally be a part of your event. We wish you the best in your endeavors and look forward to hearing from you.

Sincerely,

**The Montel Williams MS Foundation**

## **THE MONTEL WILLIAMS MS FOUNDATION**

The Montel Williams MS Foundation prohibits the use of its name or logo or the use of the name, likeness or image of Montel Williams's without the express written consent of the Foundation or Mr. Williams. When conducting a fundraising event with the consent of the Foundation, you are not be acting as the Foundation's agent in any manner, nor should you hold yourself out to donors or any third parties as such. The Foundation may assist you, where possible, by providing you with fact sheets or other collateral materials, which may be handed out at the event.

However, as you are not the Foundation's agent, the Foundation will not be held legally liable for any injury, damage, cost, expense, or loss that may be suffered by any person or entity arising out of or in connection with the event, and by virtue of us allowing you to utilize the name of the Foundation, you agree to indemnify and hold The Montel Williams MS Foundation and Montel Williams, individually, harmless from all of the same.

### **FUNDRAISING GUIDELINES**

Neither the Foundation's name nor Montel Williams's name may appear in the title of a fundraising event. A general reference to MS or MS research is suggested.

The total cost to produce the event should be 100% underwritten by the event organizer or an identified sponsor or sponsors.

If the Foundation is the sole benefactor of an event that is not 100% underwritten, it will be necessary to submit an itemized budget including both the estimated revenues and expenses.

The Foundation should be informed of any corporations or businesses that are approached for underwriting or contributions for the event, so as not to conflict with existing Foundation fundraising activities.

If the Foundation is one of several benefactors, please clearly indicate the other beneficiaries and the expected percentage allocations to each organization.

Once an event is approved, all written materials, including, but not limited to letters requesting contributions, promotions, advertisements, e-mail mailings, Web postings, invitations, tickets, programs, and press releases about the event and/or The Montel Williams MS Foundation must be reviewed and approved by the Foundation prior to printing or distribution.

All printed materials and promotions must clearly state the percentage of the ticket price that is being donated to the Foundation. (Example: "90% of your donation will go to The Montel Williams MS Foundation.") Please note, we make an important distinction between "90% of your donation," versus "90% of the proceeds of the event."

The Montel Williams MS Foundation logo and/or pre-approved photographs and images may only be reproduced from a Foundation disk and only with final approval by the Foundation.

All donation checks should be made payable to The Montel Williams MS Foundation, unless written permission to do otherwise is received from the Foundation prior to the event. It is understood that The Montel Williams MS Foundation will not be responsible for providing any services, good, materials, sponsors, celebrities, or speakers for the event.

The event organizer/sponsor is responsible for completing and filing any necessary permits related to the event and providing insurance coverage, if required. Copies of such approved permits and forms are to be sent to the Foundation.

The Montel Williams MS Foundation does not assume any responsibility for the sale of tickets for any event.

All net proceeds from the event shall be submitted within one month of completion of the event or project.

The Foundation will not compensate any non-Foundation employee in any manner in conjunction with the event.

All monies raised on the Foundation's behalf must be obtained through legal means.

The Montel Williams MS Foundation retains the right to withdraw its approval and participation in an event if the above guidelines are not strictly adhered to.

**I have read, understand, and will adhere to the above-mentioned fundraising guidelines of The Montel Williams MS Foundation.**

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

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

Sign: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

MailingAddress: \_\_\_\_\_

## **FUNDRAISING QUESTIONNAIRE**

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

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

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web-site domain: \_\_\_\_\_

Type of Project / Event: \_\_\_\_\_

Date(s): \_\_\_\_\_

Location: \_\_\_\_\_ City: \_\_\_\_\_

### **Briefly describe your project or event:**

Please indicate the projected donation to The Montel Williams MS Foundation. What percentage of the money raised will go to the Foundation? Please note that all printed materials must clearly state the percentage of the ticket price that is being donated to the Foundation. *(Example: "90% of your donation will go to The Montel Williams MS Foundation.")*

### **How did you come to choose The Montel Williams MS Foundation?**

### **How do you want to use the Foundation's name in your project/event?**

### **What materials/resources do you expect to get from the Foundation for your project/event?**

### **Have you done similar events in the past? If yes, please describe and attach any printed materials from the event.**

### **Please return completed questionnaire, along with the attached budget to:**

The Montel Williams MS Foundation  
C/o Janine Quijje, Development Manager  
331 West 57<sup>th</sup> Street, PMB #420  
New York, NY 10019

If you are a tax-exempt organization please attach a copy of your 501(c)(3) letter.

**PROJECTED BUDGET FOR EVENT**

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

Sponsoring Organization or Person: \_\_\_\_\_

**PROJECTED SUPPORT**

Underwriting Sources  
(Company/Person)

(Amount)

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Income Sources  
(Ticket sales, program sales, etc.)

(Amount)

_____	\$ _____
_____	\$ _____
_____	\$ _____

**TOTAL PROJECTED SUPPORT** \$ \_\_\_\_\_

**PROJECTED EXPENSES**

Facility Rental	\$ _____
Rentals/Decorating	\$ _____
Catering	\$ _____
Supplies	\$ _____
Printing	\$ _____
Advertising	\$ _____
Mailing Costs	\$ _____
Security	\$ _____
Insurance	\$ _____
Entertainment	\$ _____
Music	\$ _____
Other, explain:	\$ _____
	\$ _____

**TOTAL PROJECTED EXPENSES** \$ \_\_\_\_\_

**PROJECTED NET PROCEEDS** \$ \_\_\_\_\_