

Mychal's Message Project Participation Guidelines

OVERVIEW

Frequently people ask Mychal's Message a very simple question: "How can I help?"

There are several ways you can help and some are more involved than others. If you would like to donate goods or financially support one of our active projects, please refer to the project details on our website (www.mychalsmessage.org). We always include specific instructions about what is needed, how it will be used, and how you can get your donations to us. If you would like to do more, we ask that you refer to the information and guidelines in this document.

WHAT DEFINES A MYCHAL'S MESSAGE PROJECT

Mychal's Message projects are defined by three key points:

1. **New or near-new items.** We collect **only** new or near-new items or funds that will be used to purchase new items. Why new or near-new only? This aspect of our ministry was inspired by two very important women: Shannon Hickey and Father Mychal's mother.

Shannon Hickey was the inspiration for Mychal's Message back in 2001. A typical pre-teen at the time (with an anything but typical heart), Shannon felt that one of life's simple pleasures was slipping on a clean, crisp pair of NEW socks. She decided that the homeless men and women on the Breadline at St. Francis Church in New York City deserved to enjoy this feeling. Our very first project was collecting and distributing **new** socks.

Father Mychal's twin sister has told us that their mother taught them never to give anything to the homeless that you wouldn't want for yourself. If you have a new coat and an old coat in your closet, the new one belongs to the homeless.

Based on these two philosophies, Mychal's Message is dedicated to providing only new or near-new items to our project recipients.

2. **Benefits an organization, not an individual directly.** Mychal's Message only supports established organizations with missions that align closely with the Franciscan traditions of simplicity and unconditional love.
3. **Inclusion of prayer cards.** All Mychal's Message projects include our prayer cards as part of the distribution. The card was inspired by one Father Mychal used to carry and share with his friends. Our organization is called Mychal's *Message*, because the *message* is such an important part of the ministry.

If you decide you would like to create your own project in conjunction with Mychal's Message, it must meet these criteria. If it does not, we respectfully request that you not use our organization name or images with your project.

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GUIDELINES FOR USING MYCHAL'S MESSAGE NAME AND LOGO

- **Please do not create your own stationery, prayer cards or any other printed material bearing the Mychal's Message logo or name.** We are happy to provide templates and electronic files for prayer cards and flyers. We are also happy to provide official correspondence on your behalf as needed.
- **Please do not take our logo off our website and reproduce it in any way.** If you need the logo for some reason, please contact us with the particulars and we will provide an appropriate digital file.
- **All checks collected must be made payable to Mychal's Message** and sent to us within 30 days of receipt. (Please do not collect cash donations.)
- **Please do not create or sign any "receipts" or acknowledgements of donations.** If you require these types of documents, please contact us.
- **Please do not copy text off our website and reproduce it or re-create it.** If you need printed material, please contact us.
- **Refer local media to our website and media contact.** Getting local publicity is a great way to promote your effort, but please be sure to let us provide details and history about our organization. Feel free to provide details about your organization or group and what you are doing, but please allow us to provide the details about Mychal's Message.

DIFFERENT WAYS YOU CAN HELP

1. Participate in an existing Mychal's Message project.

a. Individual Donations

If you would like to donate goods or financially support one of our active projects, please refer to the project details on our website (www.mychalsmessage.org). The site includes specific instructions about what is needed, how it will be used, and how to get your donations to us.

b. Group Donations

If your church, community, or other group would like to make a group donation to an existing Mychal's Message project, please refer to the project details on our website (www.mychalsmessage.org). In addition, please see the "Project Support Available from Mychal's Message" section below and keep in mind the "Guidelines for Using Mychal's Message Name and Logo" section above.

As a reminder, all Mychal's Message projects **must** include prayer cards as part of the distribution. Mychal's Message is happy to provide prayer cards for your distribution (see "Project Support Available from Mychal's Message" section below).

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DIFFERENT WAYS YOU CAN HELP *(CONTINUED)*

2. Run an existing Mychal's Message project to benefit an organization of your choice.

If your church, community, or other group would like to run an existing Mychal's Message project, but deliver the donations to a local organization, please notify us in advance, providing your contact information and the following details about the project:

- Which project are you running?
- When are you running the project?
- What organization will the project benefit?

Also, please refer to the "Project Support Available from Mychal's Message" section below and keep in mind the "Guidelines for Using Mychal's Message Name and Logo" section above.

As a reminder, all Mychal's Message projects **must** include prayer cards as part of the distribution. Mychal's Message is happy to provide prayer cards for your distribution (see "Project Support Available from Mychal's Message" section below).

3. Create a project of your own to benefit an organization of your choice using the Mychal's Message name and philosophy.

If you or your group would like to create your own project using the Mychal's Message name and philosophy, the project must meet certain criteria. Please refer to the "What Defines a Mychal's Message Project" section above. If your project does not meet these criteria, we respectfully request that you not use our organization name or images with your project.

If you believe your project does meet our criteria, please notify us in advance, providing your contact information and the following details about the project:

- What is to be collected?
- How and where will it be collected?
- When will it be collected?
- What organization will the project benefit?

If your project is approved, please see the "Project Support Available from Mychal's Message" section below and keep in mind the "Guidelines for Using Mychal's Message Name and Logo" section above.

As a reminder, all Mychal's Message projects **must** include our prayer cards as part of the distribution. Mychal's Message is happy to provide prayer cards for your distribution (see "Project Support Available from Mychal's Message" section below).

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PROJECT SUPPORT AVAILABLE FROM MYCHAL'S MESSAGE

If you are running an existing Mychal's Message project or have created one of your own, Mychal's Message can help in a few ways.

- **Program flyers and promotional templates** (electronic)
Mychal's Message will provide you with electronic versions of flyers that can be used as-is or as templates to help you promote your collection or fund-raising.
- **Prayer cards** (either electronic or hard copy)
Mychal's Message will provide you with electronic or hard-copy versions of our prayer cards. Prayer cards must be included with all items distributed.
- **Correspondence and background information**
If you require proof that our organization is a legitimate non-profit entity or any background information to help your effort, please contact us. We are happy to provide correspondence on your behalf.

MYCHAL'S MESSAGE CONTACT INFORMATION

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