

# Mid-Wisconsin Beverage, Inc.

## Donation Policy

Mid-Wisconsin Beverage, Inc. believes in helping support charitable organizations, special events and community initiatives within the communities we serve. Every year we make significant financial contributions to various charitable organizations, special events, community foundations & community initiatives. To be a good corporate citizen we believe it's essential to be actively involved in and to give back to the communities we serve. Through our financial support and volunteered time we are committed to making a difference in communities throughout North Central Wisconsin.

Mid-Wisconsin Beverage, Inc., makes local contributions to national organizations such as The United Way, Boy Scouts of America, Girl Scouts of the USA, The YMCA, The YWCA and Boys & Girls Club of America. We strongly believe in supporting organizations whose priorities are centered on helping to build a strong future for children and young adults.

Annually, we receive thousands of requests via mail, phone, fax, e-mail and in-person for financial donations or product donations. Clearly, it is impossible to contribute to every cause or reply to every request. Accordingly, we've established a criteria to help us manage, prioritize and focus on these requests for donations.

Though all requests are considered, those requests that meet the following criteria receive special consideration.

- Requests For Donation must be from and for organizations operating within the areas we serve or for events taking place within a community we serve. We serve communities in the following Wisconsin Counties: Marathon, Lincoln, Langlade, Taylor, Menominee, Oneida, Shawano, Vilas, Forest, Clark, Wood, Portage, Waupaca & Oconto.

- All Requests MUST BE SUBMITTED IN WRITING, preferably on our Donation Request Form available here or at our Corporate Offices located at 720 S. 72nd Avenue, Wausau, Wisconsin. Return a completed Donation Request Form to our corporate office or send it to Mid-Wisconsin Beverage, Inc. Donations Committee at P.O. Box 89, Wausau, Wisconsin 54402-0089.

- To Assure Consideration, Requests For Donations MUST BE SUBMITTED & RECEIVED No-Later-Than 45-Business Days Prior To The Event. Our Donations Committee meets monthly to review requests. You will be notified by phone if a donation request is approved. All donations must be picked up at our Corporate Office in Wausau.

- Our focus for donations is to help causes that touch communities as a whole. Accordingly, requests made for specific individual donations are rarely approved. Though we are sympathetic to the tragedies that unfortunately strike all of our families, we simply cannot make decisions to help one individual over another and clearly we cannot help everyone, as much as we wish we could. Organizations such as the United Way exist to help individuals in need.

We receive literally hundreds of requests for product donations annually for various cancer walks, heart walks, relays for life, etcetera, many of these are sponsored in conjunction with the American Cancer Society, The American Heart Association and other national organizations and most of these requests for walk donations are duplicated by individuals, companies or local organizations in many cities throughout our service area.

All of these walks serve to bring awareness to important causes and initiatives and in general the money raised as part of these walks remains in the community to help the local organization. The number of these walks and the walk participants have grown tremendously over the years and it has become impossible to help everyone with a product donation.

Accordingly, we make as many donations as we can, donating on a rotating basis, meaning that we donate to some organizations one year and others the next; and so on, in an effort to support various causes across the expanse of our service area. We appreciate your understanding and thank all those who are committed to helping to make a difference in their communities.

# Mid-Wisconsin Beverage, Inc.

## Donation / Sponsorship Request Form

Organization Requesting A Donation Or Sponsorship: \_\_\_\_\_

Please Note: We DO NOT grant donations to Individuals or sponsor Individuals.

Non-Profit Classification IRS Tax ID Number: \_\_\_\_\_

Have You Previously Requested / Received A Donation From Us?    Circle One:    Yes    No

Person Requesting Donation: \_\_\_\_\_

Phone Number: \_\_\_\_\_    E-Mail Address: \_\_\_\_\_

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

\_\_\_\_\_

We DO NOT make donations to persons or organizations outside of our franchise territory.

Name Of Event Or In Support Of What Cause: \_\_\_\_\_

Date Of Your Event: \_\_\_\_\_ Number Of People Impacted By Donation: \_\_\_\_\_

Location Of Your Event: \_\_\_\_\_

Number Of Participants Expected At This Event: \_\_\_\_\_

Type Of Donation Requested: (Circle One) Financial    Product    Equipment    Volunteers    Other

Please Note: Financial Donations Are Typically Given To Non-Profit Organizations ONLY Once During The Year During Annual Donation Campaigns.

Additional Details / Amount / How Donation Will Be Used: \_\_\_\_\_

\_\_\_\_\_

List Other Organizations/Sponsors You've Received Donations From For This Event: \_\_\_\_\_

\_\_\_\_\_