



2017 SUBMISSION GUIDELINES – SIGNATURE CHARITY

Eligible Organizations

- Established 501(c) (3) public charity as defined under the Internal Revenue Code and has been in existence under the IRS designated agency name for at least 5 years.
- Agency must be located in Dodge, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Waukesha or Washington County.
- Must operate demonstrated programming that primarily provides direct services to children (infant to 17 years of age) who reside in at least one of the above counties.
- Organization affirms that it is an Equal Opportunity Employer and complies with all laws and regulations prohibiting employment or other discrimination. Organization agrees not to discriminate against any employee, applicant for employment, customer, volunteer or any person eligible for services by their organization because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in Wis. Stat. §51.01(5), sexual orientation or national origin.

Application Requirements

- Organization must submit a complete entry and supply all information and forms as listed in the application.
- Enter only once. All completed applications will be considered for the random drawing. Each application is reviewed by a committee and a determination is made if it fits with the intent of the *Heart of Canal Street* program. Organizations will be notified.

Ineligible Organizations

- Organizations that received a total of \$20,000 or more from Potawatomi Hotel & Casino and/or Forest County Potawatomi Foundation between October 1, 2016 and December 1, 2017
- Organizations that hold a position against or advocate against legal gambling
- Military or Veterans organizations
- Political organizations or programs
- Child care centers, daycare centers or preschools
- Public or private schools serving kindergarten-12th grade
- Group homes
- Scholarship funds
- Service club activities and all other second-party funding organizations
- Public and private foundations, including those linked to a for-profit business or organization, and those that redistribute funds to other organizations
- Endowments
- Individuals participating in contests or pageants or individual appeals for services
- Trips, tours or conferences
- Churches, ministries or primarily religious organizations
- Local chapters of national organizations that primarily fund national research or that distribute funds received outside of southeast Wisconsin
- Festivals or events

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Additional Qualifiers or Restrictions

- Only one (1) submission is allowed per organization. If organization is affiliated with other entities, only one submission from either the parent or its subsidiaries will be considered.
- All information submitted will become the property of Potawatomi Hotel & Casino and will not be returned.
- Incomplete entries may be disqualified.
- All entries will be screened for eligibility by the *Heart of Canal Street* Committee. Potawatomi Hotel & Casino management reserves the right to disqualify any organization it deems inappropriate for the program.
- Winners will be required to sign a Charity Participation Agreement.
- Submissions received after the deadline will not be accepted.
- Potawatomi Hotel & Casino management reserves all rights and all decisions are final.

Submission Requirements

- The completed application packet MUST be postmarked by Friday, June 16, 2017
- **NO HAND-DELIVERED** applications will be accepted.
- Applications should be addressed to:
Heart of Canal Street/Public Relations
Potawatomi Hotel & Casino
1721 W. Canal St.
Milwaukee, WI 53233
- Applications may be sent registered mail if agency prefers a signed return receipt that the application was delivered.
- Potawatomi Hotel & Casino is not responsible for any lost or misdirected mail.