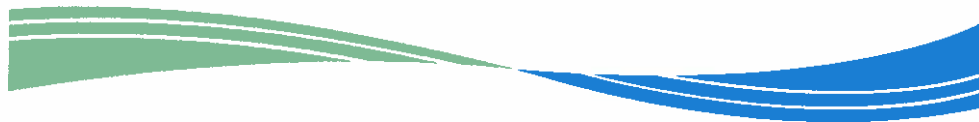


MICHIGAN
MASONIC
CHARITABLE



FOUNDATION



Lodge Charity Account Tool Kit

1-800-994-7400



1200 Wright Ave. Alma, MI 48801
800.994.7400

The Michigan Masonic Charitable Foundation is a 501 (C) (3) non-profit corporation. Michigan Charitable Solicitation License No. MICS 13630

LCAR TOOL KIT

1. LCAR Instructions
 - a. Link to LCAR app
 - b. Link to website
 - c. MMCF – LCA Coordinator contact info
2. IRS Guidelines
3. Fundraising Ideas
4. FAQs
5. Photo Release
6. Media protocols
7. LCA donation envelopes



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Lodge Charity Account Representative Instructions

1. The Master of each lodge will appoint a Lodge Charity Account Representative (LCAR). The LCAR may only manage **one** Lodge Charity Account.
 2. The LCAR is the only point of contact between the Michigan Masonic Charitable Foundation (MMCF) and the Lodge.
 3. The LCAR must be able to fill out and access online information.
 4. The appointed LCAR **must** submit an LCAR application at:
www.michiganmasons.org/lodgecharityaccount.
 5. LCAR will receive instruction/tool kit from MMCF.
 6. The LCAR will fill out an application for a withdrawal through the LCA online application process link and attach meeting minutes where the withdrawal/action was voted on. (Withdrawals are an action of the Lodge and must be acted upon in Lodge. All withdrawals must be consistent with IRS guidelines
www.michiganmasons.org/lodgecharityaccount.)
 7. Allow 10-14 business days for the withdrawal to be facilitated. Checks will be made payable to the **Entity/Individual recipient** and **sent directly to the LCAR.**
 8. The LCAR will be sent a link to complete a report through:
www.michiganmasons.org/lodgecharityaccount.
 9. If for some reason a new LCAR must be appointed the Lodge Master must call the MMCF office directly: 800-994-7400
- **On April 1st of each year beginning in 2021 each Lodge will have \$2,400 deposited from MMCF into their Lodge Charity Account.**
 - When the \$2,400 has been exhausted from the Lodge Charity Account, it will not be replenished until April 1st of the following year.
 - The amount available for withdrawal from a LCA can **ONLY** increase if funds are added to it with a donation by the Lodge or its membership. Donations will need to be added by Oct 1st to count for the next year. 4% of each lodge's investment over and above what is deposited by MMCF will be added once a year (April) to the account.
Example: donations totaling \$15,000 to the MMCF LCA program would increase the following yearly withdrawal amount from \$2,400 to \$3,000.
\$2,400 – annual April 1st donation from MMCF
\$ 600 – 4% of \$15,000 lodge investment
\$3,000 –total amount available for withdrawal

- Any donations to MMCF LCA program are tax deductible as allowed by law.
- All donations must be made payable to: Michigan Masonic Charitable Foundation (MMCF).
- More in-depth information and links to applications are available at: www.michiganmasons.org/lodgecharityaccount or contact: Amanda Bass: Lodge Charity Account Coordinator at 800-994-7400.



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WHAT IS ALLOWABLE AS A LODGE CHARITY ACCOUNT WITHDRAWAL

1. Any 501c3 organization complies as an allowable withdrawal.
2. Personal Masonic Relief (such as formerly Almoner's or Widows Fund)
3. Community Support (playgrounds, scholarships, school equipment, food pantries, etc....)
4. Historical Preservation.
5. Educational Programming (Masonic education or Lodge education)

All withdrawals must comply with the 501c3 definition of charitable purposes: The term charitable is used in its generally accepted legal sense and includes relief of the poor, the distressed, or the underprivileged; advancement of education or science; erection or maintenance of public buildings, monuments, or works; lessening the burdens of government; lessening neighborhood tension, eliminating prejudice and discrimination; defending human and civil rights secured by law, and combating community deterioration and juvenile delinquency.



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General Fundraising Ideas

1. Silent Auction – get donated items or baskets.
2. Chinese Auction – Obtain several auction items or baskets (donated). Place a bowl or box next to each item. Sell bid tickets for a specific price. The participants place their tickets in the bowl next to the item they want to win. At the end of bidding a ticket is drawn from each bowl and that person wins the item.
3. Live Auction
4. Food Events – Chili Cook Off, Spaghetti Dinner, Pancake Supper, Chicken Dinner, Steak Fry...
5. 50/50
6. Bingo
7. Cigar Event
8. Golf Outing
9. Bowl-a-thon
10. Tournaments – horse shoes, darts, softball, corn hole, poker, board game
11. Car show
12. 3K run/walk
13. Beer tent
14. Scotch tasting
15. Live music
16. Outdoor movie
17. Food truck
18. Entertainment in the park
19. Dunk booth
20. Jail
21. Petting zoo
22. Pony rides
23. Bed race
24. Motor cycle rally
25. Boat races
26. Yellow duck down the river race
27. Clown car race
28. Art fair
29. Family pictures
30. Calendar fund raiser
31. Booze cart
32. Item raffle – golf clubs, gun...
33. Custom T-shirt sale

34. Car wash
35. Book sale
36. Trivia night
37. Dueling piano fundraiser
38. Money jars
39. Rummage sale
40. Bake sale
41. Partner with a local restaurant
42. Talent show
43. Carnival
44. Murder mystery night
45. Recipe Book
46. Product sale – candy, plants, candles, flowers, cookie dough, patriotic flags, homemade dog treats...
47. Guess how many ____ in the jar
48. Recycling
49. Flock of Fun – Traveling Flamingos
50. Masonic monopoly
51. Helicopter drop- have a large field that is divided into blocks. People then purchase blocks for a fee in an attempt to guess where the helicopter will drop the prize bundle. Encourage the helicopter pilot to circle and swoop over the field to create excitement before the drop. Of course you will need the helicopter and pilot fee donated and something exciting to drop.
52. Cow patty raffle
53. Wine pull raffle – participants will purchase a “wine pull” that gives them the opportunity to pull a bottle of wine from a selection of expensive, cheap and medium range of wine. Meaning they will always walk away with something, but they have the possibility of pulling a really awesome bottle of wine. Have all wine donated.
54. Car raffle – You will need to acquire an awesome car for the raffle. Setup a deal with a local dealership, where you will pay for the car once the raffle is over. You will need to purchase a license. Determine how many tickets you will need to sell at what price to make this fundraiser profitable. You could do this with any high end item such as a trip, gun, hotel package, etc.
55. Golf ball drop – Participants purchase numbered golf balls. The golf balls are then dropped by any number of means onto a Green, for example from a helicopter or from a tipping bucket on a tractor. The ball that then goes in the hole, or nearest to the pin, is the winner.
56. Envelope fundraising
57. Facebook
58. Concession stand
59. Family pictures
60. Garden/home tours
61. Basic service auctions – lawn mowing, house cleaning, car washing
62. Local wine tour
63. Adult dance
64. Purse sale
65. Adult scavenger hunt

66. Dog kissing booth
67. Talent show
68. Custom socks, ties, ...
69. Trash bag sale
70. Gently used shoe sale, gently used sports equipment
71. Sell-Holiday pie
72. Pie in the Face toss – charge attendees a fee to toss a pie in the face of a local celebrity – could be the major, master of the lodge, school superintendent... of course you would need to get all of those folks to volunteer.
73. Change Wars- Set up teams and challenge them to collect change
74. Taxes-Send out a mailing list and ask all that participate to “pay taxes”. Make a list of items that the participant could pay taxes on such as: 50 cents for each sibling, 50 cents for each car, 50 cents for each child, 50 cents for each masonic event you have attended this year. Could go on and on
75. Cutest Pet contest – Set up a community event (would be great in conjunction with another community event). Charge an entry fee, charge small amount for attendees who want to vote. Give a small prize to the winner.
76. Pumpkin carving contest – Invite people and charge a small fee to carve a pumpkin and enter into the contest. Can have multiple awards- Best pumpkin, Scariest pumpkin, most original, child’s category. Charge small fee for attendees to come and vote.
77. Gift Wrapping – set up a gift wrapping day at the lodge where folks can bring packages to be wrapped for a small fee. Have all supplies donated to save on expenses
78. Detroit Tiger game – select a game date from calendar, choose seating options, reserve seating, and \$5 of each ticket goes back to your non-profit. For more information call Tiger Group Sales at (313)471-2255.
79. Brown Bag Auction
80. Hunters Breakfast
81. Shooting Range
82. Champagne glass – Get a piece of jewelry donated. Have several champagne glasses filled with champagne that can be purchased for a fee. Have something in or under the champagne glass that would determine the winner (that can’t easily be identified by the purchaser). When glasses are all purchased announce the winner – everyone look on the bottom of your glass and the person with the “star” wins the jewelry. Have the piece of jewelry donated by a local jeweler.

Covid Friendly Fundraising Ideas

1. Coronavirus Jar-Every time the word is used (Family, Friends, Lodge) \$1 into the jar
2. Virtual Online Sale. Gather donations, list them on website page, and set up safe pick up location.
3. Rummage Sale of Donated items
4. Bottle drive- offer to pick up peoples bottles from porch or have left at lodge.
5. Virtual Birthday Challenge Fundraiser- I am turning 45, I challenge you to donate \$45
6. Facebook Birthday Fundraiser
7. Virtual Class or Workshop-Does someone in your lodge or Masonic Family have a hidden talent (chef, painting, second language) have them host the class, and everyone at home can zoom in.

8. Host an outdoor painting class for the wives or kids of lodge.
9. BINGO outdoors or virtually
10. Virtual Walk or Run -5K or donation per Mile
11. Offer Tech Assistance-As the world goes virtual, offer to those that are not tech savvy.
12. Mow lawns
13. To Go Meals- Pancakes, Steak Fry, Grilled Pizzas
14. Hot Dog Stand
15. Golf Outing
16. Bake Sale- get the Ladies and kids involved too!
17. Outdoor Movie night- Charge admissions or sell popcorn to raise funds
18. Tutoring- is anyone in the lodge a retired teacher? With so many kids being home schooled, and parents going to work, could they offer tutoring to kids for donation/fee.
19. Tournaments-Horse Shoes, Corn Hole
20. Car Show- Admissions Fee for cars
21. Outdoor Music-Charge Admission, Get Music Donated
22. Create a Calendar to sell
23. Car Wash
24. Partner with Local Restaurant so a portion of the meals sold goes to LCA
25. Flock of Fun-Traveling Flamingos-Pay to have a Flock of yard Flamingos put on someone's lawn
26. Dog Walking or Pet Sitting
27. Virtual Bikeathon
28. Virtual Hike
29. Virtual Movie Night- Watch a Movie together and set up a chat room/Zoom
30. Text to Give Campaign
31. Virtual Concert
32. Virtual Raffle drawing

Direct Mail Fundraising

1. Lifetime Member Appeal (templates will be provided)
2. Dues Appeal (templates will be provided)

Work with other lodges in your district to get more brothers/community involved.

MEMBER DUES NOTICE
FUNDRAISING APPEAL TEMPLATE

*this letter would be sent out with all dues notices

Dear Worshipful Brother (Name),

You recently received a letter from the Michigan Masonic Charitable Foundation letting you know about the new LODGE CHARITY ACCOUNTS (LCA). This program will allow us the opportunity to build, enrich, strengthen and transform our relief programs and community philanthropy without the financial constraints of a match by the lodge.

We are also very excited to envision our account balance increasing and the only way this will be possible is by the lodge and members of the lodge making contributions to our account. Our lodge and lodge members can now donate money directly to our Lodge Charity Account (any donation to the Foundation/LCA program are tax deductible as allowed by law) and **GROW** the account to increase our yearly withdrawal. All donations to our lodge account will be invested and each year 4% of your invested donations will be added to our annual \$2,400 distribution.

Example: If our lodge/members/widow donations equal \$15,000, our following yearly withdrawals would increase \$600 to a total of \$3,000.

Every donation, regardless of size, helps our Lodge account grow, and all donations directed to our LCA program will benefit OUR lodge, OUR Brothers, OUR community.

For your convenience, you can make a gift directly to the Michigan Masonic Charitable Foundation, noting our lodge name & number in the memo line. You can also give online at www.michiganmasons.org/lodgecharityaccount.

Your generosity is inspirational and appreciated, which is why _____ Lodge No. ___ is truly the best Lodge that was, is and will be.

Fraternally,

(Name of Lodge Master)

LIFETIME MEMBER
FUNDRAISING APPEAL TEMPLATE

*This letter would be sent out to all life-time members

Dear Worshipful Brother (Name),

You recently received a letter from the Michigan Masonic Charitable Foundation letting you know about the new LODGE CHARITY ACCOUNTS (LCA). This program will allow us the opportunity to build, enrich, strengthen and transform our relief programs and community philanthropy without the financial constraints of a match by the lodge.

We are also very excited to envision our account balance increasing and the only way this will be possible is by the lodge and members of the lodge making contributions to our account. Our lodge and lodge members can now donate money directly to our Lodge Charity Account (any donation to the Foundation/LCA program are tax deductible as allowed by law) and **GROW** the account to increase our yearly withdrawal. All donations to our lodge account will be invested and each year 4% of your invested donations will be added to our annual \$2,400 distribution.

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Your generosity is inspirational and appreciated, which is why _____ Lodge No. ____ is truly the best Lodge that was, is and will be.

Fraternally,

(Name of Lodge Master)



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LODGE CHARITY ACCOUNT FREQUENTLY ASKED QUESTIONS

1. Can I still give money to the Masonic Home?
 - ***Yes, donations can still be designated to Michigan Masonic Museum & Library, Youth Groups, Orphans/Widows and General Fund.***
2. Why give to MMCF Lodge Charity Account rather than to my lodge directly?
 - ***Gifts made directly to lodges are not charitable nor are they tax deductible by law. All Lodge Charity Account donations must be made payable to MMCF.***
3. What if my Lodge merges with another or becomes defunct?
 - ***Mergers: Lodge Charity Accounts will be combined, the merged lodge will continue to receive the \$2400 annual allowance.***
 - ***Defunct Lodges: Lodge Charity Account donations would be transferred to the MMCF endowment for future growth.***
4. What if my Lodge wants to spend more than what is allocated for this year?
 - ***Your Lodge can spend any amount on charitable purposes that it desires, however, only \$2,400 is available through the MMCF.***
5. If we don't use our draw for a particular year will our draw for the following year be bigger?
 - ***No, your lodge cannot "roll-over" the deposit from MMCF from one year to the next. Each year, regardless of withdrawals, on April 1st your lodge will be reset with \$2,400 (unless your fund is grown by donations).***
6. If we have a brother in urgent need and we don't have any funds in our account what can we do?

- ***Live Better at Home will be available to help identify additional assistance including but not limited to Outside Relief or community programs.***
7. Why is this program better? Aren't we being given less, to do more?
 - ***Your Lodge now has the freedom to manage your charitable funding without the financial constraints of coming up with a match. This will allow more lodges to build, enrich, strengthen and transform their Masonic relief programs and their communities.***
 8. Can my lodge choose not to participate in this one and do matching funds like we used too?
 - ***No, the Lodge Charity Account will be replacing the current Matching Scholarships, Community Charities, Almoners and Masonic Education Assistance Programs.***
 9. Can my lodge make a donation in honor or memory of a specific person?
 - ***Yes***
 10. Can my lodge still apply for partial reimbursement for our widows program?
 - ***Yes, the widows program is a supplemental program of the MMCF and is NOT affected by the LCA program.***
 11. Can we assist someone who is not part of the Masonic family in our community?
 - ***Yes, the gift must comply with all federal IRS and Lodge Charity Account Program regulations.***
 12. Can we use part of our draw to give a scholarship to a brother pursuing higher education?
 - ***Yes.***
 13. Can someone be the Lodge Charity Account Representative for more than one lodge?
 - ***No.***
 14. Will the Lodge Charity Accounts be completely managed by the MMCF or do we have a say in how it is invested?
 - ***All funds of MMCF are invested according to our investment policy and the investment committee and finance department of the Home, Foundation and the Fraternity.***

15. Will my lodge's funds be available immediately?
- **4% of all donations made prior to October 1st will be available the following April 1st.**
16. Can we process our own donations?
- **No, all checks must be sent to and made payable to MMCF (with a note stating Lodge name and Lodge #).**
17. Can my lodge use the Lodge Charity Account to cover the cost of degrees or dues?
- **No.**
18. Can my lodge use some of these funds to maintain our lodge building?
- **Under very limited circumstances, your lodge would need to meet guidelines for Historical Preservation.**
19. Can we use funds from this account to put on a fundraiser? (ie. Use funds to purchase supplies for our spaghetti supper).
- **No. These uses do not fall under IRS regulations for charitable giving.**
20. What does Charitable purpose mean?
- **The term charitable is used in its generally accepted legal sense and includes relief of the poor, the distressed, or the underprivileged; advancement of education or science; erection or maintenance of public buildings, monuments, or works; lessening the burdens of government; lessening neighborhood tension, eliminating prejudice and discrimination; defending human and civil rights secured by law, and combating community deterioration and juvenile delinquency.**
21. What does allowable withdrawal mean?
- **This means the withdrawal complies with the requirements for charitable donations as identified by the IRS.**
22. Can I change the designation on a gift I have already made to MMCF?
- **No, however you can change the designation of the gift moving forward. (i.e. changing the designation of a current monthly recurring gift)**
23. Can I make a gift to my Lodge's Charity Account in my will or estate plan?

- ***Yes, please speak with your legal or financial representative or call the MMCF office.***

24.If I have already set up a gift in my will to MMCF can I change the designation to my lodge?

- ***Yes, please speak with your legal or financial representative or call the MMCF office.***

25.Can anyone contribute to a Lodge Charity Account?

- ***Yes, any individual or entity can contribute to a Lodge Charity Account.***

26.How often will withdrawals be processed?

- ***Once MMCF receives the online application from your Lodge Charity Account Representative, it will be processed immediately and you will receive your funds within 10-14 days.***

Michigan Masonic Charitable Foundation Media Packet

For any group to be successful, they need to clearly communicate who they are, what they do and when and where they are doing it. The most efficient way to do this is by utilizing your local media to get that message out.

If your lodge has an upcoming fundraiser, has donated money to a local organization or has an installation of officers occurring, the community needs to know about it. The information within this resource will help your lodge provide a well written press release to your local TV, radio and print media outlets.

The Press Release

A press release is a FREE news piece that you submit to your local media. This is not something that is paid for, and should not be submitted to the advertising department of the local media outlet.

Step-by-Step Breakdown

1. **"Immediate Release"** should be stated first, as it is an indication to the media outlet receiving the press release that they can provide this information immediately.
2. **Contact Information:** Provide contact information for the submission. This should include a name, lodge name and number, phone number, email address and website URL.
3. The **headline** lets the reader know the name of the event being highlighted and where it is occurring. It also includes the important enticement word of "Free" to hopefully grab the reader's attention and cause them to read further.
4. **Paragraph 1:** The opening paragraph of the press release needs to contain all information for the reader to gain basic information of the event. It provides **who, what, when, where and why** details. Any event names or program partners will occur here as well. It is very important that all of this information be provided in the opening paragraph.
5. **Paragraph 2:** This section needs to provide the reader with background information of the event/organization while also enticing the reader, describing why it is so important.
6. **Paragraph 3:** This final paragraph should contain a brief validation of what the event/organization provides or the impacts it will have or has in the community
7. **Event Contact Information:** Finally, our sample press release provides contact information for further questions or additional information. A phone number and web address (if applicable) should be provided.

* Note that the press release is short. This is important in order to maximize the chances of the information being used by the media. The longer the press release, the more apt that changes will be made or that it may not be used at all by your local media.

Press Releases are also valuable for reporting the results of a certain activity or accomplishment. Please see the sample press release below.

Helpful Hints

- When submitting a press release, provide all of your contact information. This should consist of your full name, phone number and email. The local media always requires this information so that they can contact you and verify the information in the press release.
- When locating your local media by website, you will want to look under the "Contact" tab for press release or news submissions. Many media websites will provide a form for submitting news items. In some instances, this is the only way they will take submissions.
- Whenever possible, you should submit press releases in person. This will allow you to create a solid personal relationship with that particular media outlet, and this is always to your advantage.
- Never underestimate the value of your lodge's activities, as it relates to being a valid news item. When in doubt, submit it. The idea is to get the word out about what your lodge is doing and how your local community is benefitting from it.
- If your press release is not used, don't take it personally. Many times, a news item is not provided because that media outlet may only have limited space or time for providing news items.
- Submitting a local letter to the editor is also a great, free way to get the word out about a successful event and to thank those who participated.
- Whenever a lodge event is reported on in your local media, you are encouraged to electronically provide the news report to the Grand Lodge and the Michigan Masonic Charitable Foundation (MMCF). The contacts for both are provided below. The preferred way of doing this is by providing the web site URL of the news report.

Helpful Web Sites

Below are some web links that will help you to locate sources of your local media outlets:

<http://www.usnpl.com/minews.php> Michigan Newspapers

<http://www.michiguide.com/dials/> Michigan Radio and TV

Sample News Press Release

For Immediate Release

Local Masonic Lodge Makes Donation to Local Food Pantry

On [date], [lodge name and #] presented a check for \$2,000 to the [name of local food pantry]. The donation occurred during the food pantry's Annual Fundraising Dinner. The funds provided by this organization were made possible from the lodge's recent Annual Hog Roast Fundraiser.

The President of the food pantry stated, "We are very grateful for this donation provided from our local Masons who give so much to our local community."

For more information about local Masonic assistance, please contact [list necessary contact information].

1. "**For Immediate Release**" is once again provided to let the media outlet know they can use this information immediately.
2. The **headline** indicates what event has occurred.
3. Again, the body of this sample provides who is involved, what the event was for and when the event took place.
4. Notice that this sample also explains how the funds were provided and how the donation was obtained. The annual local lodge fundraiser is mentioned, advertising the ongoing event.
5. This advertising opens the door of opportunity for readers to look for the event in the future.
6. Finally, the press release provides contact information so that other organizations can possibly work with the lodge in the future. Providing photos with press releases help a great deal in making sure it is used.

Sample Upcoming Event Press Release

2020 Masonic 5K
THE HEART AND 'SOLE' OF <City> MARKS <#> YEARS

MEDIA CONTACTS:

Walk Coordinator:

Phone:

Email:

Staff:

Title:

Phone:

Email:

City, State - The Masonic 5K is the heart and "sole" of <City>. It is the only event that brings together all members of our community - young and old, for a common goal - to end hunger, one-step at a time! This year gather a team and help mark the <#> anniversary of the Masonic 5K.

The Masonic 5K will take place on <DATE> at <TIME> at <LOCATION and ADDRESS> in <CITY>. Registration starts at <TIME>. and step-off is at <TIME>.

The 2020 local benefitting agencies are:

- <LOCAL AGENCIES>

Sponsors, Friends and Partners for the <WALK NAME> Masonic 5K include: <LIST SPONSORS>. The Masonic 5K help children and families right here in <LOCAL CITY>- to have food for today, while building for a better tomorrow. Local efforts are making a huge difference, and so can you.

Learn more about the cause at www.masonic5K.org



PHOTO RELEASE PROTOCOL

1. All photo's submitted to MMCF for use in publications must come with a signed photo release from the subject(s).
2. Photo's of minors must be signed by parent or guardian.
3. During this time of the COVID VIRUS all photo's must show COVID precautions and social distancing mandates as shown below.
4. Photo release included on next page.





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PHOTO RELEASE

I hereby declare that I am of legal age (unless otherwise stated below) and am the legal owner of, or have the right to permit the taking and use of, photographs and other property designated as personal assets.

For, and in consideration of good and valuable consideration, receipt of which is hereby acknowledged, I hereby give the Michigan Masonic Charitable Foundation, its legal representatives, affiliates, subsidiaries, successors and assigns, and all persons or corporations acting with its permission, or upon its authority, and all persons and corporations for whom it is acting, the absolute right and unrestricted permission to take, copyright, use, or publish photographic portraits or pictures of the designated property for art, advertising, trade, commercial use, or any other lawful purpose.

I hereby waive any right that I may have to inspect and approve the finished product or advertising copy that may be used in connection therewith, or the use to which it may be applied.

I hereby release, discharge, indemnify, and agree to hold harmless the Michigan Masonic Charitable Foundation, its contractors, employees, successors, affiliates, subsidiaries, or others for whom MMCF is acting, from any liability by virtue of any use whatsoever, whether intentional or otherwise, that may occur or be produced in the taking, processing, or publication of said portraits or pictures, including any blurring, distortion, alteration, optical illusion, or use in composite form.

I hereby acknowledge that I have read this release and waiver and fully understand the contents there of.

Printed Name

Signature

Parents Name if Minor Child

Parents Signature

Date