



Ronald McDonald
House Charities®
Central Georgia

THIRD PARTY FUNDRAISING GUIDELINES

Ronald McDonald House Charities of Central Georgia welcomes community initiatives to help further promote awareness and funding for our programs. Thank you for offering to help our home-away-from-home for families of children receiving medical treatment in our area! We truly appreciate your efforts to make a difference!

Fundraisers which benefit Ronald McDonald House Charities of Central Georgia should be organized by groups or individuals that are financially responsible and motivated by a genuine desire to help further our mission of *providing care and support for families of seriously ill, critically injured or medically fragile children being treated at area medical facilities*. The following guidelines must be followed:

Event Approval

- Third party event organizers are responsible for the planning and execution of the event, including set up, promotion, staffing/volunteers and liability.
- A Fundraising Application must be submitted to determine if the event is within RMHC guidelines and feasible within the existing calendar of events.
- Terms for use of RMHC staff, volunteers, mailing lists or general publicity among our supporters must be agreed upon in advance.

Sponsorships

- RMHC cannot solicit sponsors for your event and cannot provide any donor or volunteer contact information.
- Third party event organizers must have permission from RMHC before soliciting any business or individual in our name.

Promotion and use of RMHC logo

- All promotional materials that include the RMHC logo must be approved by RMHC staff prior to production or distribution – including, but not limited to, press releases, invitations, brochures, letters and flyers, and audio and video advertisements. The logo is a registered trademark and cannot be reproduced without written permission.
- The logo must be used appropriately in conjunction with the event and **may not be altered in any way (please don't distort the image)**.
- Please notify RMHC of any intended media contact.
- RMHC may promote the event, when appropriate, using the following tools:
 - RMHC website (www.rmhcga.org) with a link to the event/organization
 - RMHC newsletter
 - RMHC electronic social media such as Facebook and Twitter

Financial Guidelines

- **RMHC will not incur third party expenses or provide any funds for third party events or campaigns.**
- A donation solicited on our behalf, whether in-kind or cash, is fully tax deductible only when made directly and entirely to RMHC (unless the third party organization is a federal 501 (c) (3) non-profit). This information must be made explicitly clear in the promotion of the event. In the instance that donations are made directly to RMHC, we will send an acknowledgement and tax receipt to the donor.
- Fundraisers shall state the tax deductibility and terms of the donation that RMHC can expect from the event (for example: 50% of the profits, a one-time donation of \$1,000, or all proceeds). This information must be made clear in all event advertising and promotion.
- Event organizers must provide the date by which RMHC will receive the donation.
- As a general guideline – no more than 20% of gross revenue from a fundraising event should be spent on expenses. For example, an event generating \$10,000 in total revenue should have expenses of no more than \$2,000.

Miscellaneous

- RMHC cannot guarantee the presence of staff or volunteers at your event. However, every effort will be made to have a representative at the event for a check presentation or to speak about the program with enough notice.
- RMHC can provide brochures, donation forms, and signage for your event with enough notice and provided materials are available.
- A check presentation with event organizers, including a House tour, may be arranged with notice. RMHC will publicize the donation accordingly.
- RMHC can provide event organizers with a letter of support, outlining the details of the donation, and stating that the event is a fundraiser for Ronald McDonald House Charities.
- Each request will be considered individually.

By hosting a third party fundraiser, you assume responsibility for creating a successful event with little or no assistance from our staff and volunteers. Because we cannot schedule, budget or predict a reliable source of revenue from third party events, we must commit our resources to RMHC Special Events and fundraising efforts. Thank you for understanding this policy.

After reading the above guidelines, fill out the attached Fundraising Application with information about your event. (All sections may not be applicable.)

Please feel free to contact Shannon Bryant at dm@rmhccga.org or 478.746.4090 with questions or concerns.

**RONALD MCDONALD HOUSE CHARITIES OF CENTRAL GEORGIA
FUNDRAISING APPLICATION**



CONTACT INFORMATION

Sponsoring Organization/Individual: _____

Contact Name (if different): _____

Address: _____

Email address: _____

Phone: _____ Fax: _____

EVENT INFORMATION

Date of Event: _____ Time: _____

Location: _____

Brief description of event: _____

Do you request RMHC staff or display materials for your event? _____

What other assistance is expected from Ronald McDonald House Charities? _____

Will the event involve serving or the association of alcoholic beverages? _____

PROMOTION

Do you plan to use the RMHC name or logo in promoting the event? _____

What types of promotion do you plan to do?

Flyer _____ Poster _____ Website _____ Social media _____

Radio _____ TV _____ Other (please list) _____

FINANCIAL INFORMATION

Estimated total revenue for this event: _____

Estimated total expenses for the event: _____

What percentage of proceeds (after expenses) will RMHC receive? _____

Or what donation (in-kind or cash) will RMHC receive? _____

Please list any other charitable organizations that will benefit from this event: _____

Which of the following donation methods applies to your event?

_____ Donor checks payable to RMHC and sent directly to us

_____ Donor checks payable to RMHC and collected by organization (see #3 below)

_____ Donor checks payable to organization and proceeds/percentage given to RMHC

Date donation is expected to be made to RMHC: _____

I HAVE READ AND UNDERSTAND THE ABOVE THIRD PARTY FUNDRAISING GUIDELINES, AND I AGREE THAT:

1. The sponsoring organization/individual will be responsible, financially and otherwise, for operating the event and Ronald McDonald House Charities of Central Georgia will not be liable under any circumstances for any claims or liabilities, no matter by whom, made in connection with this event;
2. If liability insurance is required, the sponsoring organization will secure such insurance and provide a certificate of insurance to Ronald McDonald House Charities of Central Georgia evidencing such insurance coverage prior to the event;
3. All monies collected on behalf of Ronald McDonald House Charities must be sent to Ronald McDonald House Charities within 30 days after the event, unless otherwise cleared by an authorized official of Ronald McDonald House Charities;
4. All publicity for the event using the Ronald McDonald House Charities name or logo must be approved by an authorized official of Ronald McDonald House Charities before it is released; and
5. Approval of this proposal by an authorized official of Ronald McDonald House Charities is required.

Representative of Sponsoring Organization

Date

Representative of Ronald McDonald House Charities

Date

Please complete two copies of this form and return to:

Shannon Bryant, Development Manager
Ronald McDonald House Charities of Central Georgia
1160 Forsyth Street, Macon, GA 31201

Upon acceptance, an original, with both signatures will be returned to the sponsoring organization or individual.