



Ronald McDonald  
House Charities®  
Greater Cincinnati



## Ronald McDonald House Charities of Greater Cincinnati Outside Fundraiser

Thank you for your interest in holding an Outside or Third-Party fundraiser to benefit Ronald McDonald House Charities of Greater Cincinnati (RMHC) – a “home away from home” for families and their children seeking medical treatment at Cincinnati Children’s.

An outside or third-party fundraiser is one that an individual or organization organizes and executes to benefit our House. The third-party individual or organization is responsible for the major components of the planning of the event, including sponsorships, insurance, permits, expenses, publicity, etc. RMHC will assist as staff time permits, and is available for guidance, but the majority of planning and execution is the responsibility of the individual or organization hosting the event.

We are fortunate to have many supporters throughout the community. Volunteer groups, clubs, companies, groups of friends or students get together and organize activities and events to support Ronald McDonald House Charities of Greater Cincinnati. They organize activities as simple as Jean or Out of Uniform Days and as elaborate as wine tastings. No matter the size or complexity of the event or activity, every dollar raised directly impacts the care we are able to provide for families living in our “home-away-from-home.”

Please review our Third-Party Fundraising Guidelines. After reviewing these guidelines, please complete and submit for approval the Fundraising Event Proposal form and return it to our Community Development Manager at the address provided on the form. **Please note:** Approval must be obtained prior to advertising or holding an event.

Shawnie Dukes, Community Relations Manager, manages our outside fundraisers and can be reached at 513-636-2046 or [sdukes@rmhouse.org](mailto:sdukes@rmhouse.org). She is happy to answer any questions you may have regarding the information included in this packet. Although RMHC encourages outside fundraising events, we must approve all events in at least 30 days in advance. RMHC maintains the right to decline events. This is an important safeguard in preserving the integrity of the name and reputation of RMHC as well as our commitment to our donors.

This packet contains the following information:

1. A copy of RMHC of Greater Cincinnati’s guidelines for Outside or Third-Party Fundraising activities. Please review these guidelines carefully. Upon approval of your event application, a signed copy of the guidelines becomes part of your agreement with RMHC.
2. An Outside Fundraiser Application. This form should be completed, signed by an authorized representative of your organization and returned to RMHC as soon as possible.



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**Ronald McDonald House Charities** is a globally recognized charity and is under licensing agreements and restrictions. Thus, we ask that you read and agree to the following fundraiser guidelines to assure clear communication between you and the House and to help ensure the success of your event.

For purposes of these guidelines, “you,” “your” means the organization, organizing group or individual(s) sponsoring or holding the event. “We,” “us,” “our,” “RMHC,” “House” means Ronald McDonald House Charities of Greater Cincinnati.

### **Our policy**

Ronald McDonald House Charities of Greater Cincinnati has an obligation to protect the name, reputation and standing of our charity in the community. Therefore, we have established a set of policies and procedures by which we govern ourselves and those who represent our House. As such, we will not knowingly engage in any activity that encroaches upon our mission to serve families of critically ill children. All events and activities should complement the mission and image of RMHC.

We ask that your fundraiser not encourage or promote the use of tobacco or firearms or the promotion of products that do not support the health and well-being of children.

Further, because Ronald McDonald House Charities is not sponsoring your event or activity, we cannot have revenues or expenses from your event or activity flow through our bank accounts, nor are you able to set up a bank account in our name. Only the net proceeds from the event from the event or activity should be received by RMHC.

As a 501(c)(3) organization, RMHC must protect our tax exempt status. Therefore, you are not permitted to use our tax exemption in any manner or as part of the promotion of your event. You are not able to represent to the public that you enjoy any tax exempt rights or privileges as a result of your role in the event, nor will you state that any portion of the purchase price for any goods or services at the event is tax deductible for charity purposes.



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## Our Guidelines

1. Prior to production or distribution, RMHC must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases. Proposed materials should be emailed to [sdukes@rmhouse.org](mailto:sdukes@rmhouse.org) or mailed to RMHC – Greater Cincinnati, Attn: Shawnie Dukes, 350 Erkenbrecher Avenue, Cincinnati, OH 45229.
2. RMHC must be notified in writing if there are any significant changes to the event once it has been approved. If circumstances warrant, RMHC may at any time direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release RMHC, and its officers, directors, employees and volunteers from any and all liability in connection with any such action.
3. In order to provide your donors with important information concerning their contribution, we ask that all promotional materials clearly state the exact percentage of the proceeds (from net proceeds) and/or the exact portion of the ticket price that will benefit RMHC (for example: 50% of proceeds from the sale of books benefit the House). If RMHC is not the sole beneficiary of your event, you must tell us the other recipients and the percentage that will be given to each.
4. Per your request, RMHC will make every effort to support your event in the following ways:
  - a) A letter of authorization to validate the authenticity of the fundraising event;
  - b) Provide written materials explaining the mission and services of RMHC;
  - c) Distribute information about your event (provided by you) to our staff and volunteers;
  - d) Provide a video presentation about the House;
  - e) We will make every effort to send a House representative to attend your event if request is received at least four weeks prior to the event;
  - f) Schedule a private tour of our House upon your request (tour groups limited to 20 people or less);
  - g) Written tax receipts to donors who make checks payable directly to Ronald McDonald House Charities of Greater Cincinnati.
5. You are not permitted to use our RMHC name or logo or publicize that an event is being held to benefit RMHC without our written consent. You may not make public announcements or promote the event until you receive written approval from RMHC of your Outside Fundraiser Application. Furthermore, our logo must be used appropriately and may not be altered in any way.
6. Your event organizer or representatives may not state or imply that he/she (or the organization) is an agent, subsidiary or partner or that it holds any other business relationship with RMHC. All third-party events must be

promoted in a manner to avoid statement or appearance of RMHC endorsing any product, firm, organization or service.

7. We have made a commitment to our staff and donors that we do not sell or provide others with our donor, volunteer and staff mailing lists. Thus, we can neither provide you with this information, nor can we solicit sponsors for your fundraising event.
8. In order to better coordinate fundraising activities, we ask that you provide us with a list of targeted sponsors for your event, before they are approached. Please remember that many individuals and businesses may already support RMHC and may not wish to make additional donations.
9. We reserve the right to observe your event.
10. RMHC will not provide funding or reimbursement of expenses.
11. You may not keep any portion of the proceeds as profit or compensation for organizing the event.
12. Proceeds should be presented to RMHC – Greater Cincinnati no more than 30 days following the event by mail or delivery to Ronald McDonald House of Greater Cincinnati, Attention: Shawnie Dukes, 350 Erkenbrecher Avenue, Cincinnati, OH 45229.
13. Events must comply with all federal, state and local laws governing charitable fundraising and gift reporting. RMHC may only issue tax receipts for checks made out to “Ronald McDonald House Charities of Greater Cincinnati” or “RMHC – Cincinnati.” If your donors send their contributions directly to the RMHC, you must inform us of the value of any goods or services the donor received in return for the contribution. We will issue tax receipts for in-kind donations or event sponsorship agreements if you provide complete information for all applicable donors.



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### Sponsoring Organization:

|                          |                   |                    |              |
|--------------------------|-------------------|--------------------|--------------|
| Organization             |                   | Contact Person     |              |
| Address (Contact Person) |                   |                    | Apt or Suite |
| City                     | State             | ZIP Code           | Email        |
| Home Phone Number        | Work Phone Number |                    | Fax Number   |
| Organization's Purpose   |                   | Size of Membership |              |

### Special Event Information:

|  |               |
|--|---------------|
| Description of Event   |               |
|  |               |
| Location of Event  | Date of Event |
| Anticipated Income from Event<br>Gross: _____ Net: _____ Anticipated date of distribution to RMHC Cincinnati _____ |               |
| Name and address of insurance carrier (Attach copies of certificates)  |               |
| Are permits required? ____ If yes, please describe and attach copies of permits.                                   |               |

### Other Information:

|   |
|---|
| How will the event be promoted?   |
|   |
| Will the event involve the serving or association of alcoholic beverages?<br><input type="checkbox"/> Yes <input type="checkbox"/> No   |
| Will Ronald McDonald House Charities' logo be used in conjunction with other logos, trademarks, etc.?<br><input type="checkbox"/> Yes <input type="checkbox"/> No <b>All proofs with RMHC logo must be approved by RMHC-Cincinnati.</b> |
| Has the group ever sponsored an event for RMHC-Cincinnati?<br><input type="checkbox"/> Yes <input type="checkbox"/> No  |

**Terms:**

**Sponsoring Group's Agreement**

You will conduct the event for the benefit of Ronald McDonald House Charities of Greater Cincinnati in accordance with the provisions of these guidelines and your proposal as outline in your application.

You will maintain the insurance coverage evidenced by the Certificate of Insurance accompanying this proposal throughout the pendency of the event.

Your conduct at the event will conform to applicable laws, rules, regulations and ordinances.

You will not use any trade or service mark or related copyright or McDonald's Corporation ("McDonald's"), except as authorized by McDonald's. All material using the Ronald McDonald House Charities name or logo will be submitted by you to the Ronald McDonald House Charities of Greater Cincinnati representative for approval prior to the publication or use of such material.

You will indemnify and hold McDonald's, its subsidiaries, affiliates, and franchisees, Ronald McDonald House Charities, Inc. and their respective trustees, directors, officers, employees, volunteers, and agents harmless from and against any and all claims, liabilities, judgments, penalties, settlements, losses, damages, and expenses, including court costs and reasonable attorney's fees, incurred or suffered by these parties in connection with or as a result of the event.

**Organization Consent**

In consideration of your sponsorship of a fundraising event for the benefit of the Ronald McDonald House Charities of Greater Cincinnati, you hereby consent to your sponsorship of the event upon the terms and subject to the conditions set forth herein.

|                               |       |      |
|-------------------------------|-------|------|
| Sponsor Signature             | Title | Date |
| RMHC Representative Signature | Title | Date |

Please complete and return this contract to Ronald McDonald House Charities of Greater Cincinnati.

No fundraising activity will be approved without receipt of a completed form.

Send to:

*Ronald McDonald House Charities of Greater Cincinnati  
350 Erkenbrecher Ave.  
Cincinnati, OH 45229  
Phone: (513) 636-7642 ▪ Fax: (513) 636-4887*

**♥Thank you for supporting Ronald McDonald House Charities of Greater Cincinnati♥**