



## Hold a Third-Party Fundraiser

Thank you for your interest in holding an Outside or Third-Party fundraiser to benefit Ronald McDonald House Charities Dayton (RMHC).

A third-party fundraiser is one that an individual or organization plans and executes to benefit RMHC's behalf. 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 staff will assist as time permits, and is available for guidance, but the majority of planning and execution is the responsibility of those hosting the event. No matter the size or complexity of the event or activity, every dollar raised directly impacts the care we are able to provide for our families.

After reviewing this packet, please complete the application and submit to our Development Associate. **Note: Approval must be obtained 30 days prior to advertising or holding an event.**

This packet contains the following information:

- A copy of RMHC's mission, policy and guidelines for holding a third-party fundraiser. Please review carefully. Upon approval of your event application, a signed copy of the guidelines becomes part of your agreement with RMHC.
- A third-party fundraiser application. This form should be completed and signed by an authorized representative of your organization and returned to RMHC as soon as possible.

## Our Mission

RMHC's mission is to provide community, comfort, and hope to families of seriously ill children.

## Our Policy

RMHC is a globally recognized charity and operates under licensing, agreements and restrictions. Thus, we ask that you read and agree to the following guidelines to assure clear communication between you and RMHC. RMHC does maintain the right to decline events.

RMHC 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 Chapter. 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 image and mission of RMHC.

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

Further, because RMHC 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 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.



## Our Guidelines

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

1. Prior to production or distribution, RMHC must review and approve all promotional materials including, but not limited to, social media posts, advertising, letters, brochures, flyers and press releases. Proposed materials should be emailed to [arandolph@rmhcd Dayton.org](mailto:arandolph@rmhcd Dayton.org) or mailed to Ronald McDonald House Charities Dayton, Attn: Alex Randolph, 555 Valley St, Dayton, Ohio 45404.
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 the 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 Chapter). 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.
  - RMHC cannot be used as an event title but may be identified as the beneficiary of the event. For example: XYZ Bake Sale to Benefit "RMHC Dayton"
4. Per your request, RMHC will make every effort to support your event in the following ways:
  - Provide a letter of authorization to validate the authenticity of the fundraising event;
  - Provide RMHC marketing materials based on availability;
  - Share your event on our social media accounts;
  - Provide volunteers based on availability;
  - Distribute information about your event (provided by you) to our staff and volunteers;
  - Make every effort to send an RMHC representative to attend your event if request is received at least four weeks prior to the event;
  - Schedule a tour of our House and Family Rooms upon your request;
  - Provide written tax receipts to donors who make checks payable directly to Ronald McDonald House Charities Dayton.
5. You are not permitted to use RMHC's 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 Third-Party Fundraiser Application. Furthermore, our logo must be used appropriately and cannot be altered in any way.

- Do not change the color, crop, or box out in a different color
  - Do not reduce our logo in size
  - Do not use our logo in a sentence to take the place of words
  - Do not use elements of the logo independently of the full logo
  - Permission to use these graphics is limited to one-time use only for the purpose specified
6. Your event organizer or representatives may not state or imply that he/she (or the organization) is an agent, subsidiary, partner, or 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, if any, 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 no more than 30 days following the event by mail or delivery to Ronald McDonald House Charities of Dayton, Attn: Alex Randolph, 555 Valley St, Dayton, Ohio 45404.
  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 Dayton" or "RMHC Dayton". 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 their contribution. We will issue tax receipts for in-kind donations or event sponsorship agreements if you provide complete information for all applicable donors.

# Third-Party Fundraiser Application

To benefit  
Ronald McDonald House Charities Dayton  
555 Valley Street, Dayton, Ohio 45404  
Phone: 937.224.0047 Fax: 937.496.2476  
[www.rmhcdayton.org](http://www.rmhcdayton.org)

*This form must be submitted and approved prior to printing or promoting a community fundraiser or sales promotion that benefits Ronald McDonald House Charities Dayton (RMHC).*

## I. General Information

Date of Application \_\_\_\_/\_\_\_\_/\_\_\_\_

Contact Person \_\_\_\_\_

Name of Sponsoring Organization  
\_\_\_\_\_

Address  
\_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Would you like to receive our monthly e-mail newsletter? Yes \_\_\_\_\_ No \_\_\_\_\_

## II. Event Information

Name of Event \_\_\_\_\_ Date of Event \_\_\_\_/\_\_\_\_/\_\_\_\_

Description of Event:

Location \_\_\_\_\_

### **A. Alcohol**

Will alcohol be served?  Yes  No

*\*If alcohol will be served, you will be required to add RMHC as an additional insured on liability insurance. RMHC requires proof of insurance to be submitted prior to the event*

Will RMHC be requesting the: F Permit  F2 Permit

*\*If RMHC will be requesting the alcohol permit, the sponsoring organization will be required to provide the funding for the permit at the time of the application submission. Sponsoring organization will be responsible for all costs associated with obtaining the F/F2 Permit.*

Insurance Provider \_\_\_\_\_ Policy Number \_\_\_\_\_

Insurance Representative Name \_\_\_\_\_

Phone Number (\_\_\_\_) \_\_\_\_\_

### **B. Volunteers**

Will you need RMHC to provide volunteers for the event? Yes  No

How many volunteers will be needed? \_\_\_\_\_

What will the volunteers be doing?

Will you need multiple shifts of volunteers?  Yes  No

Please provide shift details:

### **C. Marketing**

Is it necessary to have an RMHC staff representative at your event? Yes  No

If yes, will there be room for a booth?  Yes  No

Will the representative be speaking at the event?  Yes  No

Please provide details:

## **II. Logo and Trademark Rules**

*The display and use of the RMHC logo is subject to rules and regulations. All copy and promotional materials must be submitted to RMHC for approval prior to printing and distribution.*

Will RMHC's logo be used? Yes  No

Will other organization logos be used?  Yes  No

If yes, which other logos will be used?

## **IV. Solicitations/Donations**

Will business in the Dayton area be solicited for donation?  Yes  No

If yes, please list the name of targeted businesses:

**Note:** RMHC reserves the right to request that certain businesses not be contacted. RMHC will not be responsible for securing donations or sponsorships for the event.

All donations, including in-kind donations and tips, solicited for the event must be made payable to the event representative from the benefiting organization. **RMHC does not acknowledge donations made to the sponsoring organization in support of its event as tax deductible.** At the completion of the event, RMHC will gratefully accept proceeds from the event and acknowledge that donation from the sponsoring organization.

### V. Promotion of Event

How will the event be promoted?

- Newspaper  TV Advertisements  Local News  Social Media  Radio  E-mail Blast  
 Other (Please list) \_\_\_\_\_

*RMHC does not promote events conducted by sponsoring organizations unless otherwise agreed upon by RMHC Staff. The agreed upon event promotion will be listed in detail upon approval. RMHC does not provide mailing or contact list information to sponsoring organizations. **RMHC will not secure media opportunities via television, newspaper, or other media sources to promote the sponsoring organizations event/fundraiser.** It is up to the sponsoring organization to promote their event.*

### VI. Proceeds

Anticipated Gross Receipts \$ \_\_\_\_\_

Anticipated Costs \$ \_\_\_\_\_

Total Anticipated Donation to RMHC \$ \_\_\_\_\_

Will any organization other than RMHC benefit from the proceeds?

If yes, please provide information below:

Name of Organization	% of Proceeds

### VII. Follow-Up

RMHC must receive payment of proceeds **within 30 days of the event.** RMHC will be provided a financial accounting of the event if it is requested.

### VIII. Insurance and Liability

The sponsoring organization will conduct the event for the benefit of RMHC in accordance with the provision of this proposal. **Sponsor agrees to obtain any necessary licenses, insurance and/or permits and conduct the event in conformance with the applicable laws, rules, regulations and ordinances.**

**RMHC is not liable to any person, group or entity for any fees, costs, or payments of any kind in connection with or as a result of the proposed event.** Sponsor agrees to indemnify and hold RMHC and its respective trustees, members, employees, volunteers and agents harmless 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 any person, group or entity in connection with or as a result of the vent/promotion.

### IX. Acceptance

My signature below indicates that I have accurately represented the event being planned and that I will abide by RMHC's expectations expressed in this document.

Sponsoring Organization \_\_\_\_\_

Organization Representative Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Please return this form to:

Alex Randolph

Development Associate

[arandolph@rmhcd Dayton.org](mailto:arandolph@rmhcd Dayton.org)

Ronald McDonald House Charities Dayton

555 Valley Street, Dayton, Ohio 45404

For RMHC Dayton Use Only

Approved  Denied

Comments:

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_