



RONALD McDONALD  
HOUSE CHARITIES®  
OF THE HURON VALLEY

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## 3<sup>rd</sup> Party Fundraiser Guidelines

We are delighted that you are considering sponsoring an activity that will assist the Ronald McDonald House Charities of the Huron Valley (RMHCHV) in our mission “to provide a home away from home for families of children experiencing a serious illness or injury requiring hospitalization or treatment on an outpatient basis.” We have a very limited staff, so we are grateful to be the beneficiary of financial support as a result of special fundraising events or projects by generous individuals, groups, and organizations.

In order to ensure that all proposed fundraising projects or events are in keeping with our organizational guidelines, and to comply with regulations pertaining to non-profit organizations, we require:

- Completion and return of the attached “3<sup>rd</sup> Party Fundraiser Application” for review prior to authorization to conduct an event. This Form should be submitted at least 30 days prior to date of event. The Executive Director or Communications and Development Manager will review the request. All requests will be answered no later than 15 days after receipt.
- Use of RMHCHV name or logo will only be authorized after completion of the 3<sup>rd</sup> Party Fundraiser Application. Sponsor is authorized to use the name “Ronald McDonald House Charities of the Huron Valley” only in connection with the Fundraising event, and only until the completion of the event, or termination of this agreement. All usage of the trademark of the Ronald McDonald House Charities shall bear the registered trademark symbol ®.
- Any advertisements or press releases need to be approved by the Ronald McDonald House Charities of the Huron Valley prior to their release.
- RMHCV must approve all collateral material bearing our name and/or logo.
- RMHCV reserves the right to decide not to participate in any activity, event, or program if it is deemed inappropriate, in conflict with another activity of the organization or not of interest to our Charity.
- The amount or percentage of monies donated to RMHCHV must be included in all advertisements so that the public clearly knows what percentage of their funds will benefit the House.
- Due to limited staff, RMHCHV cannot guarantee assistance promoting the event. If able, we will try to include events on social media and other online resources.
- We must always be sensitive to the privacy of children or families staying at the Ronald McDonald House. Therefore, no family that is or has been a guest of the RMHCHV may be exploited in connection with the event or endeavor.
- Event sponsor agrees to comply with all necessary local or government regulations. This includes, but is not limited to, registering with the appropriate agencies, purchasing insurance, and following any rules of disclosure currently required by the IRS, and required licenses (such as raffle license) or permits.
- The sponsor/organization holding the event intended to benefit Ronald McDonald House Charities agrees to indemnify and hold RMHCHV harmless from any and all claims that may arise as a result of this event.

- Due to the high level of demand on our volunteers' time, RMHCHV cannot commit the resources of its volunteers or staff.
- RMHCHV cannot distribute its donor, family or volunteer list. Any endeavor which requires that RMHCHV solicit its donors or Board of Directors to make or solicit purchases will not be accepted.
- RMHCHV receives critical support from the corporate world. RMHCHV shall not share its sponsor contact information to third parties and will only allow third parties to solicit on our behalf with prior approval.
- RMHCHV cannot guarantee Ronald McDonald or celebrity appearances/involvement.
- RMHCHV cannot guarantee attendance, ticket sales, or in-kind donations.
- RMHCHV cannot incur any event-related costs.
- Sponsor is responsible for performing all things necessary for the successful completion of the Fundraising Event, and shall assume full obligation and responsibility for the payment of all expenses in connection therewith, without regard to the amount of funds collected for the Event.
- Sponsor agrees to deliver to RMHCHV, promptly after the completion of the Fundraising Event, the proceeds, including pledges, and to provide a written accounting of the Fundraising Event if requested by RMHCHV.

I have read and agree to all the above terms.

Signed \_\_\_\_\_

Print Name \_\_\_\_\_

Organization \_\_\_\_\_

Date \_\_\_\_\_

Signed \_\_\_\_\_

Kim Kelly, Executive Director