



501 E. Roanoke Avenue
Phoenix, AZ 85004
Phone 602-798-5099 | Fax 602-264-5670
www.RMHCCNAZ.org

Welcome!

Thank you for your interest in hosting a fundraiser for Ronald McDonald House Charities of Central and Northern Arizona (RMHC)! We both invite and gladly receive requests from individuals, organizations and corporations to hold fundraisers such as specials events or donation drives on behalf of RMHC. Third Party/Community Fundraisers are valued at Ronald McDonald House and are important partners in strengthening our mission of providing a “home-away-from-home” to families in need.

The first step to organizing a community fundraiser for RMHC is contacting Community Engagement Manager Jami Carlson at (602) 798-5099 or jcarlson@rmhccnaz.org. She will then provide you with the following:

- 1) Fundraiser Application:** to complete and sign so we have accurate records of what the fundraiser is all about.
- 2) RMHC Policy, Guidelines & Logo Standards:** to help clarify what is expected from both parties and identify how you can use our name.
- 3) Wrap-Up Report:** to send in with donation(s) after the event.

Regardless of the size or scope of your fundraiser, you must review our **Community Fundraiser Guidelines** and complete the **Fundraiser Application** prior to hosting your event. We are thrilled to be partnering with you! — **Thank you!**



#KeepingFamiliesClose

Hosting a Fundraiser—Guidelines



RMHC
Central & Northern
Arizona

After you have reviewed the policies and guidelines, please complete the Community Fundraiser Application and return to Jami Carlson at jcarlson@rmhccnaz.org or fax 602-264-5670. If you have any questions, call us at 602-798-5099. **THANK YOU!**

Fundraiser Approval

The Community Fundraiser Approval Form must be submitted to RMHC prior to your event for review to determine if your event/campaign is within RMHC's guidelines.

- Fundraisers must fit the mission and convey the appropriate image and message for RMHC and will be reviewed by RMHC Staff.
- RMHC cannot sponsor or endorse individuals, companies, programs, products or services.
- The Fundraiser Host is responsible for obtaining any necessary permits and clearances required by the government. The Fundraiser Host must also obtain appropriate insurance coverage, if necessary. Please note that some permits may require up to 60-days prior to fundraiser for filing. RMHC will not approve events that require the organization to apply for a liquor license for the event.
- The Fundraiser Host must seek approval from RMHC to repeat the fundraiser in each succeeding year.
- If circumstances warrant or RMHC is notified or becomes aware of practices incongruent with these guidelines or misaligned with our mission, RMHC may direct you to modify, cease or cancel the program.

Financial Guidelines

- Estimated expenses and anticipated revenue should be summarized by the Fundraiser Host on the Community Fundraiser Approval Form and submitted to RMHC before the event is approved. RMHC may review the expected gross revenue and compare to expected event expenses when considering a fundraiser's fit with the organization.
- Fundraisers must be financially self-sustaining without contribution or financial risk for RMHC. RMHC does not offer funding or sponsorship to assist with fundraising efforts, thus money needed for expenses (space rental, deposits, etc.) must be supplied by Fundraiser Host.
- Fundraiser Host will be liable for all expenses. If expenses exceed revenue, RMHC will not be liable for any debt incurred.
- Fundraiser Host must state the terms of the donation from the event to RMHC staff (ie. 50% of ticket sales, 50% of profits, one time donation of \$1,000, or all proceeds). RMHC must receive all proceeds within thirty (30) working days of the conclusion of the fundraiser.
- Fundraisers must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events. The IRS requires that all tickets, invitations or entry forms state which portion of the contribution is tax-deductible and any portion that is considered non tax-deductible.
- A donation solicited on behalf of RMHC, whether an item or cash, is fully tax-deductible only when it is made directly and entirely to RMHC. RMHC will determine and verify what types of gifts can be considered tax-deductible prior to sponsor solicitation or promotion.



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Hosting a Fundraiser—Guidelines

Sponsorship

- Fundraiser Host agrees to coordinate and request permission from RMHC before soliciting individuals, organizations, businesses to avoid duplicate efforts.
- RMHC will not solicit sponsors for the fundraising event on host's behalf and will not provide donor or volunteer contact information.

Promotion and Logo Usage

- Use of the RMHC logo will be granted to events/promotions that can guarantee \$2,500 or greater in their donation. Use of Ronald McDonald House Charities of Central and Northern Arizona name may be used for events/promotions raising \$2,500 or less.
- Fundraiser Host is responsible for securing participation for the event. RMHC can support the event with a predetermined level of promotion through our monthly e-newsletter, social media and website, but promotion is solely at its discretion and is by no means implied with an approval of the event.
- RMHC does not release its mailing lists to third-party organizations. Upon approval from the Executive Director, RMHC may invite selected RMHC constituents to fundraising events at its discretion.
- When approaching businesses and corporations for in-kind and monetary support of your fundraiser, please remember that many local organizations may already have a long-standing partnership with RMHC and may not wish to make additional donations. Be sure to contact RMHC to discuss your plans for sponsorship and monetary support prior to soliciting.
- Companies with public images that would have the potential to compromise the goodwill of RMHC or McDonald's Corporation or conflict with RMHC's mission, vision or values may not be major or presenting sponsors and may not promote their products through advertising or other exposure. Fundraiser Host must provide names of all major or presenting sponsors to RMHC for consideration.
- Any and all promotional materials using the registered logo and name of Ronald McDonald House Charities of Central and Northern Arizona or referencing its involvement must be submitted to RMHC for its review and approval in advance of your event. (This includes invitations, posters, flyers, press releases, etc.) Allow five business days for approval.
- RMHC logos cannot be altered in any way and cannot be used in any other format other than to promote RMHC.
- Promotional materials must clearly state that your fundraiser is raising funds to benefit RMHC, and clearly state the terms of the donation to be made to RMHC. At its discretion, RMHC can post an event flyer on an RMHC bulletin board, but it is by no means guaranteed upon approval of event.
- RMHC cannot guarantee or secure media coverage. At its discretion, RMHC can choose to send out a press release about its participation in the event, but it is by no means guaranteed upon approval of event.

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Community Fundraiser Application



RMHC
Central & Northern
Arizona

Before you begin a fundraiser, you must submit this application for approval to the RMHC via mail, fax or email. The RMHC Development office will contact you within one week to discuss your application. If you have any questions contact Jami Carlson, Community Engagement Manager at 602-798-5099 or jcarlson@rmhccnaz.org. **THANK YOU!**

Today's Date: _____

Company/Organization: _____

Contact Name: _____

Address: _____

City, State Zip: _____

Daytime Phone: _____ **E-mail:** _____

Company/Organization website: _____

Have you conducted a fundraiser for RMHC before? If so, when and how: _____

General Details

Name of Fundraiser: _____

Start Date/Time: _____ **End Date/Time:** _____

Location of Fundraiser (include address, if applicable): _____

Is the Fundraiser: ☐ Open to the public ☐ By invitation only

Description of fundraiser:



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Community Fundraiser Application

Promotion Details

Will the RMHC logo be requested for promotional purposes? YES or NO (circle one)
If so, in what way? Please read Logo and Promotion Guidelines. (Use of the RMHC logo will be granted to events/promotions that can guarantee \$2,500 or greater in their donation. Use of Ronald McDonald House Charities of Central and Northern Arizona name may not be used for events/promotions raising less than \$2,500.)

How will you publicize your fundraiser? (press releases, flyers, radio/TV, print ads, websites)

Please list how you would like RMHC to participate in the event. (ie. staff attendance, volunteers, provide brochures or RMHC video)

Financial Details

If applicable, please list: (1) any sponsors or potential sponsors for this fundraiser and/or (2) other beneficiaries:

What is your gross anticipated revenue for your fundraiser? _____

What is your anticipated net proceeds (Gross revenue minus expenses)? _____

Describe how funds will be raised and the terms of your donation to RMHC (ie. 100% of event proceeds, 75% of ticket sales, 100% of auction proceeds.)



Community Fundraiser Application

Agreement

I, _____, agree on behalf of the organization/group I represent that if the project I wish to coordinate is approved by Ronald McDonald House Charities of Central and Northern Arizona, Inc., we understand and agree to abide by the Community Fundraiser Policies & Guidelines, a copy of which has been provided to the organization group by Ronald McDonald House Charities of Central and Northern Arizona, Inc. I also agree that the funds raised from the activity will be remitted to Ronald McDonald House Charities of Central and Northern Arizona, Inc. within 30 days of the fundraiser or within alternative terms mutually agreed upon.

THE ORGANIZER/SPONSOR OF THIS FUNDRAISER ASSUMES ALL RISKS AND LIABILITIES ASSOCIATED WITH THE FUNDRAISER AND HEREBY RELEASES AND HOLDS HARMLESS RONALD MCDONALD HOUSE CHARITIES OF CENTRAL AND NORTHERN ARIZONA, INC. AND MCDONALD'S CORPORATION AND ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, SUCCESSORS, AND ASSIGNS FROM AND AGAINST ANY AND ALL CLAIMS, DAMAGES, LIABILITIES, COSTS AND EXPENSES, INCLUDING REASONABLE ATTORNEY'S FEES, ARISING OUT OF OR WHICH MAY OCCUR IN CONJUNCTION WITH THE FUNDRAISER, INCLUDING, WITHOUT LIMITATION, ANY PERSONAL INJURIES OR DAMAGE TO PROPERTY WHICH MAY OCCUR IN CONJUNCTION WITH THE EVENT.

X _____
Fundraiser Representative Signature

Date

X _____
Ronald McDonald House Charities Representative

Date

**Return signed and completed form to Jami Carlson at
JCarlson@rmhccnaz.org or fax at 602-264-5670.**

QUESTIONS? Call 602-798-5099.

Thank You!



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