FUNDRAISING EVENT GUIDELINES

Ronald McDonald House Charities® of Western Washington & Alaska, known as RMHC, is deeply grateful for your generous interest in helping raise funds to meet the needs of the patients and families who are staying at Ronald McDonald House.

In keeping with RMHC guidelines, non-profit regulations, and in order to make your special fundraising event as trouble-free as possible, we require that you or your organization, known below as “the sponsor,” agree to the following guidelines:

1. Complete the attached Benefit Approval Form and return it at least 30 days before the planned date of the event. RMHC representatives will review your request, and will respond to you no later than 15 days after receipt.

2. The “Ronald McDonald House Charities of Western Washington & Alaska” name and logo may only be used after your External Event Approval Form has been reviewed and approved, and then only in connection with the fundraising event. RMHC must proof all materials using the name and/or logo. The RMHC name and logo may not be used after the event is over, or if the agreement is terminated.

3. The amount or the percentage of monies donated to RMHC should be included in all advertisements so that the public knows what percentage of their funds will benefit the charity.

4. All donations or proceeds, including pledges received, should be delivered or mailed to RMHC of Western Washington & Alaska within two (2) weeks of receipt.

5. Please make sure that all of the checks that you collect from your event are made payable to: RMHC of Western Washington & Alaska.

6. Your group must pre-arrange to have any other method of payment approved by RMHC. A written accounting of the Fundraising Event must be made available if requested by RMHC.

7. The sponsor shall be responsible for everything necessary to make the fundraising event successful, and shall assume full obligation and responsibility for the payment of all expenses in connection with the event, without regard to the amount of funds collected for the event. RMHC will not underwrite any portion of the event or project, nor be responsible for any expenditure related to the event, including its promotion.

8. The sponsor shall receive no commissions, nor benefit financially, from the fundraising event.

9. RMHC will determine how funds will be used, according to “area of greatest need.”

10. Any advertisements or press releases must be approved by RMHC prior to their release. We must always be sensitive to the privacy of children or families staying at the Seattle Ronald McDonald House. Therefore, no family that is staying or has stayed at Ronald McDonald House may be used or exploited in connection with the event.

11. You must agree to comply with all necessary local or government regulations. Compliance may include, but is not limited to, registering with the appropriate agencies, purchasing insurance, securing required licenses or permits, and following any rules of disclosure currently required by the IRS.
12. Corporations participating in third party event fundraising (typically through cause marketing efforts) need to register as coventurers with the state. To determine if you need to register, view the Charities Division of the Secretary of State website (www.secstate.wa.gov) or call them at 360.753.0863.

13. The sponsor agrees to indemnify and hold RMHC harmless from any and all claims that may arise as a result of this event.

14. For events requiring RMHC staff or volunteer time, RMHC will need to pre-approve your event budget.

15. This agreement may not be transferred or assigned to any other sponsor.

16. Any activity which requires RMHC to ask its donors or its Board of Directors to make or solicit purchases will not be accepted.

I have read the attached External Event Approval Guidelines of Ronald McDonald House Charities of Western Washington & Alaska, and I agree to comply with all guidelines.

________________________________________
Name

________________________________________
Title of Contact Person and Phone Number

Once again, thank you so much for your efforts. If you have any questions on the above policy guidelines, please contact Vanessa Kirk Briley, Co-Director of Development, at 206-838-0613 or vanessa@rmhcseattle.org
Name of organization: ____________________________________________

Contact person: _________________________________________________

Address: _______________________________________________________

_________________________________________________________________

Phone #: (_____) ______________________     FAX: (______) ____________________________

E-mail: _________________________________________________________

Is this an annual event or a first-time event? (Please circle one)

Brief description of proposed event, including location:

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

Date of event: _______________________ Hours of event: ______________________

What promotional events are planned?

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

Is there an admission/registration fee?    Yes ____    No ____    Amount ______________________

Expected number of guests: ______________________

How and where are tickets to be sold?

_________________________________________________________________

Is the event open to the public? Yes ____    No ____

Will the event benefit other organizations? Yes ____    No ____

Names of other organizations: ______________________
Other way(s) in which funds will be raised:
__________________________________________________________________________________
__________________________________________________________________________________

Do you have adequate volunteers/staff to handle processing of all proceeds? Yes ____ No_____

Percentage of gross revenue to be donated to RMHC: %_____________

Expected donation to Ronald McDonald House $____________________

Post on the RMHC website or social media?   Yes ____   No ____
If yes, please provide a brief description and contact information_________________________
__________________________________________________________________________________

Check Presentation or Speaking Engagement

Speaker Required?  Yes _____ No _____   PR Required?  Yes _____ No _____
Date of Presentation ________________   Number of Persons Expected ________________
Materials, if needed?__________________
__________________________________________________________________________________
__________________________________________________________________________________

Other Details: ______________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Please submit both forms to:    Vanessa Kirk Briley
                                   Ronald McDonald House Charities
                                   5130 40th Ave. NE
                                   Seattle, WA  98105

If you have questions or need further information, please contact Vanessa Kirk Briley at
206.838.0613 or vanessa@rmhcseattle.org. Thank you!