



## Ronald McDonald House Charities Ann Arbor

1600 Washington Heights, Ann Arbor MI 48104

Phone 734.994.4442

# 3rd Party Fundraiser Guidelines

We are delighted that you are considering sponsoring an activity that will assist the Ronald McDonald House Charities of Ann Arbor (RMHC) 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 “3rd Party Fundraiser Application” for review prior to authorization to conduct an event. This Form should be submitted at least 60 days prior to date of event. The Chief Executive Officer or Chief Development Officer will review the request. All requests will be answered no later than 15 days after receipt.
- ✓ **Use of RMHCAA name or logo** will only be authorized after completion of the 3rd Party Fundraiser Application. Sponsor is authorized to use the name “Ronald McDonald House Charities Ann Arbor” 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 Ronald McDonald House Ann Arbor prior to their release.
- ✓ RMHCAA must approve all collateral material bearing our name and/or logo. RMHCAA 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 RMHCAA 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, RMHCAA 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 RMHCAA 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 agrees to indemnify and hold RMHCAA 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, RMHCAA cannot commit the resources of its volunteers or staff.
- ✓ RMHCAA cannot distribute its donor, family or volunteer list. Any endeavor which requires that RMHCAA solicit its donors or Board of Directors to make or solicit purchases will not be accepted.
- ✓ RMHCAA receives critical support from the corporate world. RMHC shall not share its sponsor contact information to third parties and will only allow third parties to solicit on our behalf with prior approval.
- ✓ RMHCAA cannot guarantee Ronald McDonald or celebrity appearances/involvement.
- ✓ RMHCAA cannot guarantee attendance, ticket sales, or in-kind donations.
- ✓ RMHCAA 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 Fundraising Event.
- ✓ Sponsor agrees to deliver to RMHCAA, 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 RMHCAA.

I have read and agree to all the above terms.

Signed \_\_\_\_\_

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

Organization \_\_\_\_\_

Date \_\_\_\_\_

Signed \_\_\_\_\_

Kim Kelly, Chief Executive Officer