Thank you for offering to help provide families with a home-like environment and essential resources and services when they need it most. The Ronald McDonald House of Cleveland (RMH) appreciates your efforts to make a difference in the lives of those whose children receive treatment at area medical centers.

An outside or third-party fundraiser or event is one that an individual or organization outside of RMH organizes and executes, and of which all or a portion of the net income benefits RMH. The third-party individual or organization is responsible for planning the event, including, but not limited to, sponsorships, insurance, permits, expenses, and publicity. RMH is available for guidance, and may assist if staff time permits, but the majority of planning and execution is the responsibility of the individual or organization hosting the event.

We are fortunate to have many supporters throughout the community. Volunteer groups, clubs, companies, groups of friends, or students get together and organize activities and events to support RMH. They organize activities as simple as Jean Days and as elaborate as Golf Outings. No matter the size or complexity of the event or activity, every dollar raised directly impacts the support we are able to provide for families.

Please review our Third-Party Fundraising Guidelines. After reviewing these guidelines, complete the Fundraising Event Application and return it to our Development Department for review at the address provided on the application. **Please note:** Approval must be obtained prior to advertising or holding an event.

Sara Schoonmaker, Development Coordinator, manages our third-party fundraisers and can be reached at 216-229-5757, ext. 1134 or sschoonmaker@rmhcleveland.org. She is happy to answer any questions you may have regarding the information included in this packet. Although RMH encourages third-party fundraising events, we must approve all events at least 30 days in advance. RMH maintains the right to decline events. This is an important safeguard in preserving the integrity of the name and reputation of RMH as well as our commitment to our donors.

This packet contains the following information:

1. **RMH of Cleveland’s Policies and Guidelines for Third-Party Fundraising activities** – Review these guidelines and policies carefully. Upon approval of your event application, a signed copy of the guidelines becomes part of your agreement with RMH.

2. **Third-Party Fundraiser Application** – This form should be completed, signed by an authorized representative of your organization, and returned to RMH as soon as possible.
Ronald McDonald House® of Cleveland, Inc. (RMH) is a part of a globally recognized charity and is under a licensing agreement and restrictions. Thus, we ask that you read and agree to the following fundraiser guidelines to assure clear communication between you and RMH and to help ensure the success of your event.

For purposes of these guidelines, "you" and "your" means the organization, organizing group or individual(s) sponsoring or holding the event. "We", "us", "our", “RMH”, means Ronald McDonald House of Cleveland.

Our policy

RMH 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 organization. As such, we will not knowingly engage in any activity which encroaches upon our mission to serve families whose children receive treatment at area medical centers. All events and activities should complement the mission and image of RMH.

We ask that your fundraiser not encourage or promote the use of tobacco or fire arms or the promotion of products that do not support the health and well-being of children.

Further, because RMH 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 RMH.

As a 501(c)(3) organization RMH 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. Nor will you 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

1. All advertisements (electronic or print) and press releases need to be approved by RMH prior to their release.

2. Prior to production or distribution, RMH must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers, and press releases. Proposed materials should be emailed to cford@rmhcleveland.org or mailed to Ronald McDonald House of Cleveland, Attn: Caitlin Ford, 10415 Euclid Ave, Cleveland, OH 44106.

3. Due to the high volume of events, RMH is unable to post third-party fundraisers on our website or create social media posts to promote third-party fundraisers. Should your organization post on social media to promote your event, RMH may review and share the social media post. Based on the size, scope and fundraising potential of the event, RMH reserves the right to review and alter these promotional policies.

4. RMH must be notified in writing if there are any significant changes to the event once it has been approved. If circumstances warrant, RMH 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 RMH and its officers, directors, employees, and volunteers from any and all liability in connection with any such action.

5. 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 net proceeds)
and/or the exact portion of the ticket price that will benefit RMH (for example: 50% of proceeds from the sale of books benefit the House). If RMH is not the sole beneficiary of your event, you must tell us the other recipients and the percentage that will be given to each. Event material should state “Proceeds will benefit Ronald McDonald House of Cleveland.”

6. If liability insurance is required, the sponsoring organization will secure insurance against claims by participants and spectators as well as provide RMH a copy of each form.

7. You are not permitted to use our RMH name or logo or publicize that an event is being held to benefit RMH without our written consent. You may not make public announcements or promote the event until you receive written approval from RMH of your Third-Party Fundraiser Application. Furthermore, our logo must be used appropriately and may not be altered in any way because it is a registered trademark.

8. Your event organizer or representatives may not state or imply that he/she (or the organization) is an agent, subsidiary, or partner or that it holds any other business relationship with RMH. All third-party events must be promoted in a manner to avoid statement or appearance of RMH endorsing any product, firm, organization, or service. All usage of the trademark of the Ronald McDonald House® of Cleveland shall use the registered trademark symbol.

9. 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.

10. In order to better coordinate fundraising activities and in the best interest of your time, we ask that you provide us with a list of targeted sponsors for your event before they are approached. Please remember that many individuals and businesses may already support RMH and may not wish to make additional donations.

11. We reserve the right to observe your event.

12. RHM will not provide funding or reimbursement of expenses.

13. You may not keep any portion of the proceeds as profit or compensation for organizing the event.

14. Proceeds should be presented to RMH no more than 60 days following the event by mail or delivery to Ronald McDonald House of Cleveland, Attn: Sarah Schoonmaker, 10415 Euclid Ave, Cleveland, OH 44106

15. Events must comply with all federal, state, and local laws governing charitable fundraising and gift reporting. RMH may only issue tax receipts for checks made out to “Ronald McDonald House of Cleveland” or “RMH – Cleveland”. If your donors send their contributions directly to the RMH, you must inform us of the value of any goods or services the donor received in return for the contribution. We will issue tax receipts for in-kind donations or event sponsorship agreements if you provide complete information for all applicable donors.

16. We must always be sensitive to the privacy of children or families staying at RMH. Therefore, no family that is or has been a guest of RMH may be used for advertising in connection with the event unless a signed release from the family is provided.

Ways We Can Help:

- Provide written materials explaining the mission and services of RMH.
• Use of RMH name and logo as appropriate upon review of event materials.
• Distribute information about your event (provided by you) to our staff and volunteers.
• Share your social media posts to help promote the event with our followers.
• Provide a video presentation about the House.
• Make every effort to send a RMH representative or volunteer to attend your event if requested. This cannot be guaranteed.
• Schedule a private tour of our House (tour groups limited to 20 people or less).
• Send written tax receipts to donors who make checks payable directly to “Ronald McDonald House of Cleveland” or “RMH – Cleveland”.
• Attend the event and/or reception to receive proceeds based on availability and scheduled in advance with a member of the RMH staff or volunteer team.

**What We Are Unable To Do:**

• We cannot provide startup costs, underwrite expenses, or provide funding or reimbursement for event expenses. The event organizer is responsible for covering all expenses for their event.
• RMH cannot post your event on our website or create and publish social media posts promoting your event on our social media channels.
• We cannot provide mailing lists or contact information for our supporters, staff, families, or vendors.
• We cannot provide RMH letterhead.
• RMH cannot process any credit cards for your event.
• We are not obligated for liabilities related to the event.

By signing below, I verify that I have read and understand the above policies and guidelines.

Signature: ___________________________________________ Date: ________________