



**Ronald McDonald
House Charities®**
of Central Texas

Hosting a Fundraiser - Guidelines

Third Party Fundraisers are vital to Ronald McDonald House Charities of Central Texas (RMHC CTX) in order to support our mission to provide a "home-away-from-home" for families with critically ill or injured children receiving treatment at Central Texas-area medical facilities.

We welcome and greatly appreciate requests from individuals, organizations and corporations ("Host") to host benefits, special events or donation drives on behalf of RMHC CTX. The following guidelines have been developed to protect both the Host and RMHC CTX.

Advance notice of 20 days of your event is requested in order to ensure coordination with RMHC CTX staff for promotion on the RMHC CTX website (if applicable) and social media platforms.

Event Approval

- A third party fundraiser application must be submitted to determine if the event or campaign is within RMHC's guidelines and feasible within its annual calendar of events.
- Approval from RMHC CTX must be obtained before any event/campaign is held.
- Terms for use of RMHC CTX staff, volunteers, mailing lists or general publicity among our supporters should be agreed upon by RMHC CTX staff before approval of event/campaign.

Financial Guidelines

- Host must state the terms of the donation from the event to RMHC CTX staff (i.e. 50 percent of profits, one time donation of \$1,000, or all proceeds) and tender gift within thirty (30) days of the event.
- Host agrees to provide RMHC CTX with the event net proceeds and a written accounting of the revenue and expenses within thirty (30) days after the event.
- A donation solicited on our behalf, whether an item or cash, is fully tax-deductible **only** when it is made directly and entirely to RMHC CTX. RMHC CTX will determine what types of gifts can be considered taxdeductible *prior* to sponsor solicitation or promotion, as only RMHC CTX staff can verify the gift and its nature to the IRS. This information must be made clear in promotion of the event.
- Host is responsible for all expenses related to an event and assumes responsibility for any debts incurred.
- RMHC CTX recommends the host follow accepted industry fundraising standards where no more than 35 percent of gross revenue generated be used for event expenses (accountability standards can be found at www.give.org).
- When a portion of the event fee is considered non tax-deductible, a statement to that effect informing all event participants must be included in all materials.

Promotion & Logo Usage

- Host is responsible for soliciting participation. RMHC CTX can support the event with a predetermined level of promotion through our social media and website platforms (if applicable).

- All flyers, posters and other collateral material must be submitted to Lydia Garcia at lgarcia@rmhc-ctx.org for review. Allow three business days for approval.
- Any use of RMHC CTX's logo or inclusion of the RMHC CTX name in any/all event promotion must be approved by RMHC CTX. All publicity and/or promotional materials referencing RMHC CTX's involvement must be approved by RMHC CTX in advance of the event.
- Host is responsible for ALL event coordination, marketing/promotion, income and expenses.
- RMHC CTX Logos cannot be altered in any way and cannot be used in any other format other than to promote RMHC CTX.

Sponsorship

- Host agrees to coordinate and request permission from RMHC CTX before soliciting any individuals, organizations or businesses to avoid duplicated efforts.
- RMHC CTX will not solicit sponsors for the fundraising event and will not provide donor or volunteer contact information.
- RMHC CTX will not promote the event to our constituents.

Terms and Conditions

- In accordance with standards adopted by the Council of Better Business Bureaus, all collateral material relating to the event must specify at the point of solicitation: (a) that RMHC CTX is the benefiting organization; (b) that written information about RMHC CTX is available by calling (512) 472-9844 or visiting rmhc-ctx.org; and (c) the actual or anticipated proceeds will benefit RMHC CTX.
- Host agrees to indemnify and hold harmless RMHC CTX and McDonald's Corporation (who owns the RMHC CTX trademarks) from any and all third party claims made in connection with the hosted fundraiser. RMHC CTX has the right to request a certificate of insurance (if applicable).
- Host is responsible for complying with all applicable local, state and federal regulations regarding a charitable event.
- Host represents to RMHC CTX that: (a) it will comply with all applicable laws during the planning, promotion, and conduct of the event; (b) all necessary insurance, licenses, and permits will be obtained; (c) and it will indemnify and hold RMHC CTX harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the event.
- This document shall not be construed to authorize Host or any of its employees or representatives, to act as an agent of RMHC CTX.