



Hosting a Third-Party 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 comfort and care for families with critically ill or injured children.

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.

Event Approval

- A [3rd party application form](#) must be submitted to determine if the event or campaign is within RMHC CTX's guidelines and feasible within its annual calendar of events. Approval from RMHC CTX must be obtained before any event/campaign is held.
- Applications must be submitted no later than 20 days prior to the proposed activity/event date. Applicants must reapply annually for approval. Final determination allowing an organization and/or person to host an activity/event benefiting RMHC CTX shall be the sole and final decision of RMHC CTX.
- You, as the activity/event organizer, must obtain all necessary permits, licenses, and/or insurance. You are responsible for ensuring that activities/events comply with all federal, state, and local laws governing charitable fund raising, gift reporting, and special events.
- Applicants and events should complement the mission and image of RMHC CTX. Organizations that conflict with RMHC CTX's mission or values may not be sponsors.

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. In addition, any checks written directly to RMHC CTX (from sponsors or other event supporters) must be submitted to us within thirty (30) days of the check date in order for us to process timely receipts and acknowledgements to the donor(s).
- You, as an activity/event planner, may not keep any portion of the proceeds as profit or compensation for organizing the activity/event. If activity/event expenses are greater than the money raised, you are responsible for paying those expenses.
- 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 tax-deductible 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 platforms (if applicable – see "What We Can Do to Help You section" below).
- RMHC CTX may only be identified as the beneficiary of the activity/event. For example, activity/event organizers should not call an activity/event " Ronald McDonald House Charities Walk-a-Thon." Your activity/event should be promoted as the "Walk-a-thon to benefit Ronald McDonald House Charities of Central Texas."
- RMHC CTX must approve, in advance, the content of all invitations, advertisements, press releases, posters, or other promotional materials related to your project. Public announcements or promoting the activity/event IS PROHIBITED until written approval has been sent to activity/event organizer.
- 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.

What We Can Do to Help You

- Provide a letter of authorization to be used to validate the authenticity of the activity/event and its organizers
- If applicable, re-share your fundraiser social media posts through Stories on various RMHC CTX channels (Instagram or Facebook)
- Provide a written tax receipt to donors who make their checks payable to Ronald McDonald House Charities of Central Texas

What We Cannot Do to Help You

- Promote the event to our mailing lists
- Provide on-site staff support at your activity/event (exceptions granted on a case-by-case basis)
- Extend our tax exemption or charitable solicitation license to you
- Provide insurance coverage
- Provide funding or reimbursement for expenses
- Solicit sponsorship revenue for your fundraising activities
- Provide celebrities or professional athletes for your activity/event
- Provide RMHC CTX letterhead

- Submit press releases to media outlets
- Obtain permits or licenses
- Provide access to guest families, especially with regards to product sales

Terms and Conditions

- RMHC CTX ASSUMES NO RESPONSIBILITY FOR YOUR ACTIVITY/EVENT. YOU AGREE TO RELEASE RMHC AND ITS OFFICERS, EMPLOYEES, AND AGENTS FROM ANY AND ALL LIABILITY ARISING OUT OF YOUR ACTIVITY/EVENT.
- 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).
- RMHC CTX must be notified if there are any significant changes planned for the activity/event. If circumstances warrant (i.e. fraud, negative exposure, etc.) RMHC CTX may, at any time, through members of its governing board or senior administrators, direct you to cancel the activity/event. You must agree to cancel the activity/event, if so directed, and you hereby agree to release RMHC CTX and its board members, officers and employees from any and all liability in connection to any such action.
- 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.
- RMHC CTX cannot extend our tax exemption or charitable solicitation license to you.