



Ronald McDonald
House Charities®
Eastern Iowa & Western Illinois

FUNDRAISING

Policies and Guidelines



Ronald McDonald House Charities of Eastern Iowa & Western Illinois (RMHC-EIWI) welcomes our community's initiatives to help promote awareness and funding for our programs. However, due to limited staff time, RMHC-EIWI must commit its resources to the number of internal fundraising events already being offered to sustain services. The nature of third party events limits us because we cannot schedule, budget, or predict a reliable source of revenue from such events. By taking on a fundraiser, the third party assumes the responsibility of creating a successful event without a significant level of assistance from RMHC-EIWI.



Fundraisers which benefit RMHC-EIWI should be managed by individuals, corporations, or organizations that are financially responsible, of well-established reputation, and motivated by a genuine desire to help further our goal of keeping families close to each other and the care they need. If an outside individual, corporation, or organization wishes to sponsor a special event or promotional campaign to benefit RMHC-EIWI, the following guidelines must be followed:

- ▶ All expenses incurred at the fundraising event are the responsibility of the third-party event organizer
- ▶ RMHC-EIWI will only associate with individuals, corporations, and organizations known to conduct themselves in a manner compatible with our mission. Should an issue arise, it will be resolved by RMHC-EIWI management.
- ▶ Fundraisers must comply with all federal, state, and local laws governing charitable fundraising, gift reporting, and special events.
- ▶ RMHC-EIWI cannot sponsor or endorse individuals, companies, programs, products, or services

and does not allow door-to-door selling or phone solicitation on our behalf.

- ▶ No fundraising activity that involves agreement with any organizations or individuals to raise funds on a commission, bonus, or percentage basis will be considered.
- ▶ The fundraiser organizer is responsible for obtaining any necessary permits and clearances required by the government. The organizer must also obtain appropriate insurance coverage, if necessary.
- ▶ The fundraising organizer must seek approval from RMHC-EIWI to repeat the fundraiser in each succeeding year.

EVENT APPROVAL



- ▶ Third party event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers, and liability.
- ▶ Approval from RMHC-EIWI must be received before any action can take place for any event/campaign.
- ▶ An event fundraiser application must be submitted to determine if the event or campaign is within RMHC-EIWI's guidelines and feasible within its existing annual calendar of events.
- ▶ Terms for use of RMHC-EIWI staff, volunteers, mailing lists, or general publicity among our supporters should be agreed upon by RMHC-EIWI before approval of the event/campaign.

SPONSORSHIPS

- ▶ RMHC-EIWI is unable to solicit sponsors for the fundraising event and does not provide any donor or volunteer contact information.
- ▶ RMHC-EIWI will notify clients, volunteers, and supporters of event details and invite them to attend third party events only when deemed appropriate by RMHC-EIWI staff.
- ▶ Organizers should identify any businesses or individuals to be contacted for solicitation to ensure that RMHC-EIWI can avoid duplicated efforts. Permission must be received from RMHC-EIWI prior to soliciting any businesses or individuals in RMHC-EIWI's name.

PROMOTION AND LOGO USAGE

- ▶ RMHC-EIWI must review and approve all promotional materials that include the RMHC-EIWI logo or name prior to production and distribution including, but not limited to: press releases, invitations, brochures, letters, and flyers.
- ▶ The RMHC-EIWI logo is a registered trademark and cannot be legally reproduced without written permission. The logo should be used appropriately in conjunction with the event and may not be altered in any way. The branding guidelines must be adhered to at all times.
- ▶ RMHC-EIWI may promote the event, when appropriate through the following marketing channels:
 - RMHC-EIWI website, with a link to the event/organization's website
 - RMHC-EIWI newsletter
 - Social media
- ▶ Any contact with media must be coordinated with RMHC-EIWI.



FINANCIAL GUIDELINES



- ▶ A donation solicited on our behalf, whether the donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to RMHC-EIWI. RMHC-EIWI will determine what types of gifts can be considered tax-deductible prior to solicitation or promotion. This information must be made explicitly clear in promotion of the event or campaign.
- ▶ Fundraisers shall state the terms of the donation RMHC-EIWI can expect from the event or campaign (for example, 50% of profits, one-time donation of \$1,000, or all proceeds). This information must be clearly presented in event or campaign promotions.
- ▶ Organizers should also provide the date by which RMHC-EIWI will receive the donation.

- ▶ In general, we ask that no more than 20% of gross revenue generated be used to cover expenses.
- ▶ When a portion of the charge or “suggested donation” to the participant in a third-party event campaign is not tax-deductible, a statement to that effect must be included in all appropriate materials per federal and state law.

MISCELLANEOUS ITEMS

- ▶ Organizers who wish to request the presence of RMHC-EIWI ambassadors or representatives should make their request at least twenty (20) days prior to the event, however RMHC-EIWI cannot guarantee the presence of volunteers or staff for any third party fundraising event.
- ▶ Each request will be considered individually.
- ▶ RMHC-EIWI is unable to schedule appearances by Ronald McDonald. Per the McDonald's guidelines, the images of Ronald and/or his iconography should only be used if the character Ronald McDonald is actually attending the event. Additionally, event names should not include Ronald's name as though he is benefitting from the event.

WHAT RMHC-EIWI CAN DO TO ASSIST WITH YOUR FUNDRAISER:

- ▶ Offer advice and guidance on fundraising and event plans.
- ▶ Provide and approve the use of the RMHC-EIWI name and logo.
- ▶ Promote your event on our website, with a link to your event or fundraising page. If applicable and at its discretion, RMHC-EIWI may send out e-mail communication to selected RMHC-EIWI constituents.
- ▶ Assist with writing press releases and promotional materials.
- ▶ Provide a letter of authorization to be used to validate the authenticity of the fundraiser and its organizers.
- ▶ Attend fundraisers or check presentations, as schedules permit.
- ▶ Provide RMHC-EIWI promotional materials (ie. newsletters, brochures, fact sheets and or small giveaways, as available).
- ▶ Provide a written tax receipt to donors who make their contributions payable to Ronald McDonald House Charities of Eastern Iowa & Western Illinois in accordance with state and federal tax laws.

WHAT RMHC-EIWI CANNOT DO TO ASSIST WITH YOUR FUNDRAISER:

- ▶ Extend our tax exemption to you.
- ▶ Provide a written tax receipt for contributions NOT made directly to Ronald McDonald House Charities of Eastern Iowa & Western Illinois.
- ▶ Provide primary insurance coverage.
- ▶ Provide funding or reimbursement for expenses.
- ▶ Solicit sponsorship revenue for your fundraiser.
- ▶ Provide volunteers, donor names, or RMHC-EIWI families to speak at your event.
- ▶ Provide mailing lists of donors, vendors, board members, employees, or others affiliated with RMHC-EIWI or McDonald's Corporation constituencies.
- ▶ Facilitate the participation of Ronald McDonald.
- ▶ Guarantee media coverage.
- ▶ Guarantee attendance or be the sole solicitor of support of donors, vendors, board members, employees, or others affiliated with RMHC-EIWI or McDonald's Corporation constituencies at the fundraiser.

 After reviewing the guidelines, please complete the online application form. Please contact **Victoria Mueller** at vmueller@rmhc-eiwi.org with questions or concerns.