

Ronald McDonald House Charities of NW Ohio, Inc.

THIRD-PARTY FUNDRAISING GUIDELINES

Donations to Ronald McDonald House Charities of NW Ohio, Inc. (the “Ronald McDonald House”) are extremely important and your interest in helping to support families to access medical care for their children is greatly appreciated. The Ronald McDonald House is accountable to the public and the IRS for fundraising activities. To this end, the following guidelines have been developed for those who organize special events, benefits, or promotions on behalf of the Ronald McDonald House.

The Ronald McDonald House is grateful to the many outside persons and organizations who wish to organize events to support the programs to help families. However, only those third-party events which meet specific criteria will be considered for approval. Each event will be reviewed on a case-by-case basis and compliance with the IRS tax code 501 (C) 3 is essential.

The Ronald McDonald House defines a “Third-Party Event” as any fundraising activity by a group or individual, where the Ronald McDonald House has no fiduciary responsibilities and little or no staff involvement. The event organizer is defined as “Sponsor.”

Event Application and Approval

Please review these Third-Party Fundraising Guidelines.

- After reviewing these guidelines, please complete and submit for approval the attached Fundraising Event Proposal Form and return it to:

Ronald McDonald House Charities of Northwest Ohio, Inc.
Attn: Portia Garza
Event and Volunteer Recruitment Coordinator
3883 Monroe St.
Toledo, OH 43606
Email: portia@rmhctoledo.org
Fax: (419) 214-3990

- Approval by the Ronald McDonald House Charities of NW Ohio must be obtained before any event is held and before any advertisement has started.
- Annual events will be registered with the Ronald McDonald House each year.
- The Ronald McDonald House reserves the right to refuse funds raised at unapproved events and activities to maintain compliance with tax laws.

Marketing and Promotion

- Third-party events may not be represented as events sponsored by McDonald's Corporation, Ronald McDonald House Charities, Inc., or Ronald McDonald House Charities of NW Ohio, Inc.
- Promotions for the event should reflect Ronald McDonald House Charities of Northwest Ohio as a beneficiary, and not as conducting the event (i.e. "proceeds from XYZ Golf Tournament will benefit Ronald McDonald House Charities of Northwest Ohio").
- All promotional materials related to an event benefiting the Ronald McDonald House must be reviewed and approved in writing by the Ronald McDonald House prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.).
- The use of Ronald McDonald House Charities, Inc., or Ronald McDonald House Charities of NW Ohio, Inc. logos, trademarks or photos is reserved for events conducted by the Ronald McDonald House itself. Therefore, any requests for the use of the Ronald McDonald House logo or trademark must be approved. No use of Ronald McDonald House photos and/or logo will be allowed without specific request and agreement.
- All references to the Ronald McDonald House in publicity and promotional materials for the event or promotion should refer to "Ronald McDonald House Charities of Northwest Ohio."

Event Expenses

If you must buy goods or services for the event and expenses will be incurred, please consider the following:

- Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the Sponsor of the event. The Ronald McDonald House will not be liable for any costs or expenses.
- The Ronald McDonald House will not reimburse Sponsor for the purchase of goods or any expenses for a third-party event. No goods may be charged to the Ronald McDonald House for any reason.

Event Income

- Only checks payable to the Ronald McDonald House Charities of NW Ohio will be provided with a tax-deductible acknowledgement letter in accordance with IRS and state tax regulations. Donations made out to an organizer or other source may be sent a general acknowledgment letter with no value attached.
- Any check payable to Ronald McDonald House Charities of NW Ohio must be sent directly to the Ronald McDonald House at:

Ronald McDonald House Charities of Northwest Ohio, Inc.
Attn: Chadwick Bringman, President
3883 Monroe St.
Toledo, OH 43606
Email: chad@rmhctoledo.org
Fax: (419) 479-6961

- If you are deducting expenses before sending net proceeds to the Ronald McDonald House, you cannot state or imply to your donors that any funds given to you are tax-deductible, and you cannot use the word “donation” because it implies that they are tax-deductible.
- Sponsor agrees to inform the Ronald McDonald House of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway by the Ronald McDonald House.
- Kindly submit appropriate documentation from individuals and/or businesses regarding their financial donations.
- Kindly submit raised funds, payable to Ronald McDonald House Charities of NW Ohio, Inc., within 60 days of the event.

Event Insurance and Liability

- Sponsor is responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws. Sponsor must also obtain appropriate insurance coverage as necessary.
- All third-party events should ideally be accessible to people with disabilities. Ideally the event should take place at a venue that meets ADA regulations. Sponsor is expected to promote and make arrangements for any special accommodations and needs by participants.
- The Ronald McDonald House cannot be held liable for details associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage

Tax Guidelines and Implications

- As a responsible steward of public funds, the Ronald McDonald House expects Sponsors holding events to benefit Ronald McDonald House Charities of NW Ohio to keep expenses to a minimum.
- If Sponsor represents to the public that proceeds will benefit other organizations in addition to the Ronald McDonald House, Sponsor should be prepared to provide access to an accounting of revenues and expenses. If so requested, an accounting and fund distribution will be expected within 60 days after the conclusion of the special event or promotion.

- Sponsor is responsible for complying with all IRS regulations registrations applicable to the event.
- Federal tax laws disallow third-party events from using Ronald McDonald House Charities of NW Ohio, Inc. Sales Tax Exemption number or Federal Employer Identification number when purchasing any goods or services from suppliers or vendors

Please acknowledge that you have read and understand all terms of the guidelines listed above. Please return a copy of the signature page with fundraising proposal prior to advertising or recruiting for third party event.

NAME

DATE