Community Fundraiser Information Packet

Thank you for choosing to organize a **Community Event** to benefit Ronald McDonald House Charities (RMHC) of Greater Las Vegas! Funds raised through your efforts allow RMHC to provide comfortable and affordable temporary housing to hundreds of families faced with the daunting challenge of caring for their seriously ill or injured child at a nearby Las Vegas hospital. Worrying about one less thing by knowing that they can turn to RMHC makes a great impact on a family whose only concern should be caring for their child.

Let's get started!

The **first step is to get your activity approved by Ronald McDonald House Charities of Greater Las Vegas**. Before you begin fundraising or promoting your event or project, please review the guidelines below, complete the application, provide as many details as possible, and **return** the completed application to RMHC for approval. Upon approval, you may begin fundraising!

Guidelines

To ensure that all proposed fundraising projects are in keeping with RMHC organizational guidelines and to comply with regulations pertaining to non-profit organizations, fundraisers must:

- Comply with all federal, state, and local laws governing charitable fundraising, gift reporting, and special events.
- Fit the mission and convey the appropriate image and message for RMHC.
- Accept that RMHC cannot sponsor or endorse individuals, companies, programs, products, or services and does not allow door-to-door selling or phone solicitation on our behalf.
- Seek approval from RMHC to repeat the fundraiser in each succeeding year.
- Clearly state in promotional material the percentage of the proceeds to benefit RMHC. Accept that if circumstances warrant or RMHC is notified or becomes aware of practices incongruent with these guidelines or misaligned with our mission, **RMHC may direct you to modify, cease, or cancel the program**.

RMHC will make every effort to support your event in the following ways:

- Provide a letter of authorization to be used to validate the authenticity of the fundraiser and its organizers.
- Provide RMHC promotional materials (i.e., newsletters, brochures, fact sheets, and/or small giveaways, as available)
- Schedule a private tour of our House or presentation to your group upon your request
- Distribute information about your event (provided by you) to our staff and volunteers
- Written tax receipts to donors who make checks payable directly to Ronald McDonald House Charities of Greater Las Vegas
- Attend fundraisers or check presentations, as schedule permits

Ronald McDonald House Charities® Greater Las Vegas

Community Fundraiser Application

This form must be submitted and approved prior to printing or promoting a community fundraiser or sales promotion that benefits Ronald McDonald House Charities of Greater Las Vegas.

General Information

Today's Date: ____/____ / 20____

Contact Name: _____

Company/Organization: _____

Address: _____

City, State, Zip: _____

Daytime phone: _____ Cell phone: _____

Email: _____

Event Information

Name of Event/Activity: _____

Start date & time: _____ End date & time: _____

Description of Event: _____

Location: _____

Volunteers

Will you need RMHC to provide volunteers for the event? (if available) _____ How many will be needed? _____

What will volunteers be doing? _____

Please provide shift details, if any: _____

RMHC Marketing/Awareness

Is it necessary to have an RMHC staff representative at your event? _____

If yes, will there be room for a booth? _____ Will the representative be speaking at the event? _____

What time and for how long is expected? _____

Please provide additional details: _____

Logo and Trademark Rules

The display and use of the RMHC logo are subject to rules and regulations. All copy and promotional materials must be submitted to Ronald McDonald House Charities of Greater Las Vegas for approval prior to printing and distribution.

Will the RMHC logo be used? _____ Will other organization logos be used? _____

If yes, which other logos will be used? _____

Solicitations/Donations

RMHC will not be responsible for securing donations or sponsorships for the event. Additionally, RMHC reserves the right to review a list of potential donors upon request. Given their existing support, RMHC may request that certain businesses not be contacted.

Will individuals, businesses, or foundations in the Las Vegas area be solicited for donations or sponsorships? _____ If yes, please list: _____

_____

RMHC can provide a written tax receipt to donors who contribute directly to RMHC of Greater Las Vegas. At the completion of the event, RMHC will accept proceeds from the event and acknowledge that donation from the sponsoring organization. **RMHC does not acknowledge donations made directly to the sponsoring organization in support of its event as tax deductible.**

Promotion of Event

How will the event be promoted? □ Newspaper □ TV advertisements □ Local news

□ Social Media □ Radio □ E-mail blast □ Other (please list) _____

RMHC does not promote events conducted by sponsoring organizations unless otherwise agreed upon by RMHC staff. The agreed-upon event promotion will be listed in detail upon approval. RMHC does not provide mailing or contact list information to sponsoring organizations. **RMHC will not secure media opportunities via television, newspaper, or other media sources to promote the sponsoring organizations' event/fundraiser.** It is up to the sponsoring organization to promote their event.

Proceeds

Briefly describe the sources of revenue for the event (i.e., ticket sales, auction, raffle, etc.) or type of donation:

_____

Anticipated Gross Receipts $ _____ Anticipated Costs $ _____

Total Anticipated Donation to RMHC $ _____

Will the proceeds benefit any organization other than RMHC of Greater Las Vegas? _____

If yes, please provide the information below:

Name of Organization	% of Proceeds

Fundraisers must be financially self-sustaining without contribution or financial risk for RMHC. **RMHC does not provide funding or reimbursement for expenses.** Fundraisers will be liable for all expenses.

Follow Up

RMHC must receive payment of proceeds **within 30 days of the event.** RMHC will be provided a financial accounting of the event if it is requested.

Insurance and Liability

The sponsoring organization will conduct the event for the benefit of RMHC in accordance with the provisions of this proposal. **Sponsor agrees to obtain any necessary licenses, insurance, and/or permits and conduct the event in conformance with applicable laws, rules, regulations, and ordinances.**

RMHC is not liable to any person, group, or entity for any fees, costs, or payments of any kind in connection with or as a result of the proposed event. Sponsor agrees to indemnify and hold RMHC of Greater Las Vegas, McDonald's Corporation, and its respective trustees, members, employees, volunteers, and agents harmless against any and all claims, liabilities, judgments, penalties, settlements, losses, damages, and expenses, including, but not limited to, court costs and reasonable attorney's fees, incurred or suffered by any person, group or entity in connection with or as a result of the event/promotion.

Acceptance

My signature below indicates that I have accurately represented the event being planned and that I will abide by RMHC of Greater Las Vegas's expectations expressed in this document.

Sponsoring Organization: _____

Organization Representative Name: _____

Organization Representative Signature: _____

Date: _____

Please return this form to Marifer Sandoval, Corporate Relations & Events Manager, at events@rmhlv.org.

For RMHC of Greater Las Vegas Use Only

Reviewed by: _____ □ Approved □ Denied

Comments: _____

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