

## Want to plan an event to benefit RMHC?

- Plan a Friday jeans or casual day at work.
- Host a neighborhood car wash or yard sale.
- Hold a bake sale, craft sale, candy sale, or book sale.
- Organize a tournament: golf, mini-golf, softball, etc.
- Host a “Lemon-Aid” stand.



A group of kids from Victor organized “Loops for Love”, a neighborhood bike rally, to raise money for RMHC.

## Community Fundraiser Application

Please submit to RMHC 30 days before event.

Name of Group/Individual: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Fundraising Goal: \$ \_\_\_\_\_

Is RMHC the sole recipient of your event’s proceeds?

YES NO

If no, please explain why: \_\_\_\_\_

Expectations of RMHC (logo, website, etc.): \_\_\_\_\_

\_\_\_\_\_

*I understand and agree to the guidelines for running a community fundraiser for Ronald McDonald House Charities of Rochester, NY that are included in this brochure and that RMHC reserves the right to make changes to these guidelines, as necessary.*

Signature: \_\_\_\_\_



## Community Fundraiser Guidelines

For more information, visit [www.rmhcrochester.org](http://www.rmhcrochester.org) or contact Jackie Crego at (585) 442-5437 ext. 2257 or [jackiec@rmhcrochester.org](mailto:jackiec@rmhcrochester.org)

# Thank you!

On behalf of the hundreds of families we serve each year, thank you for supporting Ronald McDonald House Charities of Rochester, NY by organizing a third-party, community fundraiser. Please review these guidelines to assist you in planning your event.

***Your support truly helps give kids a better chance to get better.***

## ***Event Guidelines***

- Ronald McDonald House Charities of Rochester, NY is not responsible for and is held harmless of all liabilities and expenses for the community fundraiser.
- As a non-for-profit organization with limited resources, RMHC cannot provide funding or staffing for your fundraiser.
- If Ronald McDonald House Charities of Rochester, NY will not be receiving all of the proceeds of the event, the exact percentage of the proceeds to benefit RMHC must be clearly stated on all promotional materials and explained on your application form.
- RMHC cannot extend our tax-exempt status to your organization for use when making event-related purchases.
- Please submit event proceeds to Ronald McDonald House Charities of Rochester, NY within 30 days of the event. You can either mail in the proceeds to 333 Westmoreland Drive, Rochester, NY 14620, or stop by the House and drop them off. We'd love to meet you!

## ***How RMHC Can Help***

- Provide and approve the use of the Ronald McDonald House Charities of Rochester, NY logo.
- Acknowledge and provide a written tax receipt to donors who make their contributions payable to Ronald McDonald House Charities of Rochester, NY in accordance with state and federal tax laws.
- Provide a letter of authorization stating that your third-party event is being conducted to raise funds for RMHC of Rochester, NY to be used to validate the authenticity of the fundraiser and its organizers.
- Promote your event through our social media platforms – Facebook and Twitter – for third-party events that donate 100% of the events proceeds to Ronald McDonald House Charities of Rochester, NY.

## ***Promotion & Logo Usage***

- Any and all promotional materials for your event that use the Ronald McDonald House Charities of Rochester, NY name or logo need to be reviewed and approved by RMHC before being sent out to the public. These materials can be e-mailed to Jackie Crego for review once your event has been approved.
- The RMHC logo must be used “as is” on all marketing pieces for your event; please do not make changes to it.
- When referencing the event, Ronald McDonald House Charities of Rochester, NY needs to be listed as the recipient of the proceeds not as the event’s host. For example, “Community Car Wash **to benefit** Ronald McDonald House Charities of Rochester, NY” should be used instead of “Ronald McDonald House Charities of Rochester, NY Community Car Wash”.
- Refer to the charity as either: Ronald McDonald House Charities of Rochester, NY **or** RMHC.