



## Third Party Fundraising Event Guidelines

Ronald McDonald House Charities® of Madison, Inc. (RMHC-Madison) is extremely grateful to the many people and organizations who wish to organize events to support our mission. However, only those third-party events which meet specific criteria and benefit the organization will be considered for approval. Each event will be reviewed on a case-by-case basis.

### Definitions

*Third-Party Fundraising Event* – A fundraising activity by a non-affiliated group or individual, where the RMHC-Madison has no fiduciary responsibilities and little or no staff involvement.

*Event Organizer* – Person, group, organization or business hosting a third-party fundraising event to benefit RMHC-Madison.

### Event Application and Approval

Please review the **Third-Party Fundraising Guidelines**. After reviewing these guidelines, please complete and submit for approval the attached **Fundraising Event Proposal Form** and return it to the address on the Third-Party Fundraising Event Proposal.

- Approval by RMHC-Madison must be obtained before advertising or holding your event.
- Annual events should be registered with RMHC-Madison each year.
- RMHC-Madison reserves the right to refuse funds raised at unapproved events and activities.

### Marketing and Promotion

- Third-party events may not be represented as events sponsored by RMHC-Madison.
- Promotions for the event should reflect RMHC-Madison as a beneficiary, and not conducting the event (i.e. “proceeds from XYZ Golf Tournament will benefit Ronald McDonald House Charities of Madison, Inc.”).
- All promotional materials related to an event benefiting RMHC-Madison must be reviewed and approved by the Marketing and Communications Director prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.).
- Any requests for the use of the RMHC-Madison logo, name and images must undergo approval.
- All references to RMHC-Madison in publicity and promotional materials for the event or promotion should refer to “Ronald McDonald House Charities® of Madison, Inc.”

### 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 organizer of the event.
  - RMHC-Madison will not be liable for any costs or expenses.
- RMHC-Madison will not reimburse organizer for the purchase of goods for a third-party event. No goods may be charged to RMHC-Madison for any reason.

- Suggestions to reduce event expenses:
  - Secure donated goods and services.
  - Negotiate reduced costs.

## Event Income

- The event organizers are responsible for maintaining accounting for the event.
- All donation checks must be payable directly to RMHC-Madison.
- Only checks payable to RMHC-Madison, and cash donations clearly labeled with the donors' information, will be provided with a tax-deductible acknowledgment 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.
- If you are deducting expenses before sending net proceeds to RMHC-Madison, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word "donation" because it implies that they are tax deductible.
- Sponsor agrees to inform RMHC-Madison of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway.
- Within **30 days following the event** organizers should submit funds, payable to RMHC-Madison, and appropriate documentation from individuals and/or businesses regarding their financial donations.

## Event Insurance and Liability

- The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws, as well as obtaining appropriate insurance coverage as necessary.
- RMHC-Madison cannot be held liable for details associated directly or indirectly with the event, including, but not limited to expenses, purchases, insurance or liability coverage.

## How can RMHC-Madison help with your event?

RMHC-Madison is extremely appreciative of the organizers who manage third-party events to benefit its programs but is limited in the amount of assistance it can provide a third-party event. At a minimum, we can:

- Provide advice and suggestions on event planning, as time allows.
- Acknowledge and provide tax receipts for contributions made payable and submitted to RMHC-Madison.

## Promotion

Promotion of your third-party event by RMHC-Madison is not guaranteed, and the level of promotion will be determined on a case-by-case basis and limited to the following:

- Approval of the use of RMHC-Madison name, logo and images.\*
- Display of promotional materials.
- RMHC-Madison Event Banners.\*\*
- Promotion of your event, when appropriate, to the RMHC-Madison community through regular platforms such as our website, social media and/or internal communications.
- Acknowledge and provide tax receipts for contributions made payable and submitted to RMHC-Madison.

\*Approval of event marketing materials where the RMHC-Madison name, logo or images are utilized is not optional.

\*\* Event Banners will be provided depending on availability.

## **RMHC-Madison is unable to provide the following:**

- Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees, and collecting monies.
- RMHC-Madison's tax-exemption number for making any purchases related to your event.
- Guaranteed volunteer, Board Member, or staff attendance at the event.
- Access to donor lists or contacts.
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.