



## RMHC Third-Party Fundraising Guidelines

Ronald McDonald House Charities® of Madison, Inc. (RMHC-Madison) is grateful to the many caring people and organizations who wish to support our mission. Third-party events are reviewed in advance to ensure they stay true to the mission of the organization. Once approved, our team can support your group to make the event a success.

### What is a Third-Party Fundraiser?

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

*Organizer:* Person, group, organization, or business hosting a third-party fundraiser to benefit RMHC-Madison.

### How Do I Get Started?

Please take time to review **Third-Party Fundraising Guidelines** and submit the attached **Fundraising Event Proposal** before you start planning. Approval by RMHC-Madison must be obtained before promoting 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.

### Things to Consider

While we wish we could honor every third-party fundraising request, our small staff and brand standards require a few considerations. We appreciate your understanding.

#### Event Licenses, Insurance and Liabilities

- Organizers are responsible for obtaining necessary permits, licenses, (including raffle licenses), and insurance required by local and state agencies, and must comply with applicable laws to hold the event. It is the responsibility of the organizer to be familiar with these requirements.
- RMHC-Madison is not able to share our raffle license with organizers for third-party fundraisers.
- RMHC-Madison cannot be held liable for details associated directly or indirectly with the event.

#### Marketing & Event Sponsors

- Requests for use of the RMHC-Madison logo, name or image must be approved in advance.
- Third-party events may not be represented as events *sponsored by* RMHC-Madison.
- Promotion of the event should reflect RMHC-Madison as a beneficiary, but not conducting the event (i.e. *“Proceeds from XYZ Golf Tournament will benefit Ronald McDonald House Charities of Madison, Inc.”*).
- Promotional materials related to an event benefiting RMHC-Madison must be reviewed and approved by the RMHC-Madison Dir of Marketing prior to distribution (flyers, press releases, tickets, brochures, posters).
- 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.”
- The organizer agrees to inform RMHC-Madison of any effort to secure sponsors to ensure there is no duplication of efforts already underway.

#### Expenses

RMHC-Madison cannot reimburse organizers for expenses unless agreed upon in writing during approval process.

## Forwarding Donations and Receiving Acknowledgment

- Organizers are responsible for the accounting of the event.
- All checks must be payable directly to RMHC-Madison.
- Only checks and cash donations clearly labeled with donor information, will be provided with a tax-deductible acknowledgment letter in accordance with IRS regulations.
- Within 30 days following the event organizers should submit funds, payable to RMHC-Madison, and send appropriate documentation from individuals and/or businesses regarding their financial donations.

## 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 are limited in the amount of assistance we provide at the 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 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 banners can be provided depending on availability
- 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

## We Appreciate your Understanding

Our daily work focuses on guest families and keeping our programs running smoothly. With that in mind, we appreciate your understanding that we are unable to provide the following:

- Assistance in soliciting donations, mailings, attending 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.

## Questions

Please contact Kristen Drake at [kdrake@rmhcmadison.org](mailto:kdrake@rmhcmadison.org) with any questions. Many thanks for considering RMHC-Madison and supporting our mission to serve families during their child's medical crises. Your caring support provides a home-away-from home when families need it most!