



Ronald McDonald House of Dallas, Inc. Third Party Fundraising Application

Mission of the Ronald McDonald House of Dallas: "Existing to serve and sustain families when serious illness or injury strikes the most cherished part of their lives, their children."

DATE: _____

ORGANIZATION

Name: _____

Contact Person and Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: Day: _____ Evening: _____

Fax: _____ E-Mail _____

Has your group previously raised funds or solicited goods for the Ronald McDonald House?
Yes No

EVENT

Description: _____

Date(s): _____

Hours: _____

Location: _____

Sponsors/Underwriters: _____

BUDGET INFORMATION *(Please attach budget details.)*

Projected Expense: _____

Projected Income: _____

Projected Donation: _____

Publicity/Promotional Efforts *(Please note Event Marketing section of Guidelines)*

Assistance needed from the Ronald McDonald House:

- _____ Ronald McDonald House brochures for publicity
- _____ Ronald McDonald House representative(s) to attend the event
- _____ Speakers from our Speaker's Bureau
- _____ Use of the Ronald McDonald House video presentation
- _____ Use of the Ronald McDonald House logo
- _____ Use of the Ronald McDonald House banner
- _____ Ronald McDonald House promotional items such as T-shirts, mugs, caps, etc.
(Available to you at our cost.)
- _____ Other Explanation: _____

Will any other charitable organization benefit from this event? If so, please name and describe extent to which they will benefit.

Please return signed guidelines and completed application form to:

Ronald McDonald House of Dallas
Attn: Sarah Leverett
4707 Bengal Street
Dallas, Texas 75235
Phone: (214) 631-7354
Fax: (214) 631-1527
sleverett@rmhdallas.com



Ronald McDonald House of Dallas, Inc. Third Party Fundraising Guidelines

Mission of the Ronald McDonald House of Dallas: "Existing to serve and sustain families when serious illness or injury strikes the most cherished part of their lives, their children."

Thank you for your interest in helping to raise funds for the Ronald McDonald House of Dallas ("RMHD"). The following are guidelines to assist volunteers, such as yourself, as they plan a fundraising event. In order to use the RMHD name, logo, or trademark in conjunction with your event, you must observe the following guidelines (note signature on final page) and complete the attached application.

EVENT MARKETING

- Third-party events may not be represented as events sponsored by the RMHD.
- Promotions for the event, including any promotional materials, should reflect the RMHD as a beneficiary, and not conducting the Event (i.e. "a portion of the proceeds from [Event Name] will benefit the RMHD").
- RMHD logo may not be used to give the impression that the RMHD supports or endorses the volunteer sponsor's product(s).
- RMHD reserves the right to review all event materials that include our name and/or logo PRIOR to print, allowing at least 24 hours for approval.

EVENT EXPENSES

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

- Will the event generate enough income to reimburse you for expenses?
- RMHD will not reimburse for the purchase of goods for third-party events, and goods may not be charged to the RMHD for any reason.
- Federal tax laws disallow third-party events from using the RMHD Sales Tax-Exemption number or Federal Employer Identification numbers when purchasing any goods or services from suppliers/vendors.
- Any expenses associated with producing the event are the sole responsibility of the hosting volunteers, and the RMHD will not be liable for any costs or expenses.
- No one, volunteer or event planner, associated with the event may take a fee, commission or salary.
- If soliciting for goods and/or services, the following wording can be used when asking for donated products/services. "I am part of (Group Name) that is organizing an event in which a portion of the proceeds will benefit Ronald McDonald House of Dallas." *(RMHD will provide acknowledgement letters for donated items stating the description, not the value, of the donated item. You will be responsible for providing the donor's contact information as well as the description of the gift.)*

EVENT INCOME

- Bank accounts can not be opened in the name of RMHD for any reason.
- Any check payable to RMHD must be sent to RMHD.
- If the event is promoted as a fundraiser for RMHD, all proceeds, after deducting expenses, must be sent to the RMHD.
- If the event sponsor deducts expenses from the gross proceeds, then checks from donors may not be made payable to the RMHD.

- Only checks made payable to the RMHD will be provided with a tax-deductible acknowledgement. Donations made out to the organizer or other source will be sent a general acknowledgement with no value attached.
- If you are deducting expenses before sending net proceeds to the RMHD, you may not state or imply to your donors that any funds given to you are tax-deductible, and you may not use the word “donation” as it implies that they are tax-deductible. If you are selling goods and services (i.e. admittance to an event, food, or t-shirts), you may not state that the funds paid are fully tax-deductible. If the amount paid for a good/service exceeds \$75, then you must disclose the portion of the donation that is not tax-deductible because it is attributed to the value of the goods/services received (this is an IRS rule).
- A final accounting report from all event organizers is required within 60 days of the event.
- Funds are to be given to the RMHD no later than 60 days following the event.

MISCELLANEOUS

- RMHD cannot be responsible for event insurance liability, as this is the sole responsibility of event planners.
- RMHD cannot be responsible for liquor licensing.
- Please contact the RMHD if your event features games of chance or a raffle, as there are laws and regulations in various states that must be followed.
- RMHD will not assume any liability for the event.
- RMHD and event organizers/organization will remain as separate entities. The RMHD may terminate the relationship at any time.
- RMHD will not associate with any events that are not wholesome family entertainment and that will not risk injury to any participant.

On behalf of the families served at the Ronald McDonald House of Dallas, we are grateful to you and your organization for proposing this event to raise funds for the RMHD. Please sign below, then complete the attached application.

SIGNATURE: _____

DATE: _____