



## 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, providing as many details as possible, and **return** the completed application to RMHC for approval. Upon approval you may begin fundraising!

### Guidelines

*In order 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 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
- Promote your event on our website, with a link to your event, or fundraising page
- Attend fundraisers or check presentations, as schedule permits



## 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? \_\_\_\_\_ 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 is 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 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. RMHC may request that certain businesses not be contacted given their existing support.

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 make their contributions 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, donation, auction, raffle, etc.):  
 \_\_\_\_\_

Anticipated Gross Receipts \$ \_\_\_\_\_ Anticipated Costs \$ \_\_\_\_\_

Total Anticipated Donation to RMHC \$ \_\_\_\_\_

Will any organization other than RMHC of Greater Las Vegas benefit from the proceeds? \_\_\_\_\_

If yes, please provide information below:

Name of Organization	% of Proceeds
	100%



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, Special Events Coordinator, at [events@rmhlv.org](mailto:events@rmhlv.org).**

**For RMHC of Greater Las Vegas Use Only**

Reviewed by: \_\_\_\_\_  Approved  Denied

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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