



Hello, Fundraiser!

We are so excited to work with you on your fundraising event in support of Ronald McDonald House Charities® of Greater Washington, DC (RMHCDC) and help raise support for the families we support!

This toolkit provides tips, information, branding guidelines and more to help you prepare to host an event benefiting RMHCDC.

If you have any questions after reviewing this toolkit, please contact Sarah Quillen at [SQuillen@rmhcdc.org](mailto:SQuillen@rmhcdc.org).

On behalf of the RMHCDC staff, Board of Directors, and families, thank you again for your compassionate support, and for joining us in providing vital support and resources to the families we care for.

All the best,

A handwritten signature in black ink that reads "Sarah Quillen". The signature is fluid and cursive.

Sarah Quillen

Vice President of Development and Marketing

Ronald McDonald House Charities® of Greater Washington, DC

[SQuillen@rmhcdc.org](mailto:SQuillen@rmhcdc.org) | (202) 424-2708

## RMHCDC Community Events Policies and Guidelines

Thank you for your interest in hosting an event or promotion to benefit the families cared for by Ronald McDonald House Charities® of Greater Washington, DC (RMHCDC).

The following guidelines provide helpful information for planning a successful fundraising event to benefit our families. Thank you in advance for your understanding!

### General Policies:

1. The use of the logo, letterhead, and/or name Ronald McDonald House Charities® of Greater Washington, DC or RMHCDC may not be used in any way by any individual or organization to solicit prizes, sponsorship, underwriting or cash donations from another organization in order to support the fundraising event, promotion or sale *without prior written permission from the organization or a representative*.
2. Due to limited resources, *we are not able to offer the following actions in support of your event: solicit prizes; provide mailing lists or contact information for our supporters, staff, families, or vendors; and we cannot process any credit cards onsite*. A link for accepting donations online can be provided at your request.
3. The organizer must complete this agreement to register the fundraising event with RMHCDC at least four (4) weeks in advance of the event.
4. Event organizers may not offer, on behalf of RMHCDC, free tickets, advertising, or publicity.
5. Contributions to RMHCDC are tax deductible less the value of goods and services received. This must be stated on the event invitation or promotion. Items sold at the event are not tax-deductible and sales tax must be charged.
6. RMHCDC cannot guarantee media coverage for your event. Contact with the media about the event or promotion may be made, provided that the host communicates with RMHCDC about or regarding contacts or arrangements. We will do what we can to help to promote your event and fundraising efforts!
7. RMHCDC is not responsible for providing liability insurance for the event. Event organizers shall indemnify and hold harmless Ronald McDonald House Charities® of Greater Washington, DC from liabilities, losses, and expenses arising from the event or promotion.
8. RMHCDC cannot serve as the fiscal agent for the event, i.e. the charity cannot provide startup costs, underwrite expenses, invoice sponsors, or provide funding or reimbursement for event expenses. The **event organizer is responsible for covering all expenses** for their event. In addition, *event organizers must comply with all local and state laws and purchase any necessary permits and licenses*.
9. RMHCDC cannot guarantee employees and/or volunteers will be available to attend the event. Requests for staff/volunteer assistance at the event should be made at the time of the proposal, as early as possible. We will do our best to support your event.
10. RMHCDC reserves the right to approve additional benefactors which are considered.
11. When hosting a ticketed event, a minimum of seventy-five (75) percent of the gross proceeds of the event must be donated to RMHCDC. A financial statement must be presented, along with the proceeds, within thirty (30) days of the event's conclusion. The expenses for your event should not exceed 25% of your total revenue.

12. Third Party events or fundraising programs must present a positive image for RMHCDC. Event materials should state, "Proceeds will benefit families cared for by Ronald McDonald House Charities® of Greater Washington, DC." If only a percentage of the proceeds will be benefiting RMHCDC, please note that portion on your materials.
13. All promotional materials must be approved by RMHCDC before produced and distributed. Our logo cannot be changed in any way because it is a registered trademark.
14. Contributions may be tax-deductible. If individual donors want a tax receipt from RMHCDC. Within 30 days of the event, all checks should be made payable to and submitted to: Ronald McDonald House Charities of Greater Washington, DC c/o Admin, 3312 Gallows Road, Falls Church, VA 22042.

**If you have any questions, please contact Sarah Quillen at [SQuillen@rmhcdc.org](mailto:SQuillen@rmhcdc.org) or (202) 424-2708.**

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RMHCDC's ability to offer services for third party fundraising events is limited by staff size. However, we can serve as a resource for ideas and advice to make your event a success.

### **Ways We Can Help:**

- Offer guidance on event planning.
- Use of RMHCDC's name and logo as appropriate upon review of event materials.
- Provide a letter of support to be used to validate the authenticity of the event if needed.
- Provide informational materials about RMHCDC.
- **Provide tax receipts** to donors
- **Suppress names of donors who do not wish to be contacted.** *You must submit a list of accurate names and addresses at the time of the donation.*
- Attempt to provide, but not guarantee, an RMHCDC representative at your event.
- Attendance at the event and/or reception to receive proceeds by a member of the RMHCDC staff may be possible, based on availability and scheduled in advance.

Thank you, again, for your interest in planning a fundraising event to benefit Ronald McDonald House Charities® of Greater Washington, DC!



## RMHCDC Community Event Application

Thank you for your interest in holding an event to help change a child's life. Before you hold a fundraising event, **you must review and complete the attached Policies and Guidelines, Release, and Waiver. Please return your completed application** to RMHCDC at SQuillen@rmhcdc.org or 3727 14th Street Northeast, Washington, DC 20017. For more information, contact Sarah Quillen at (202) 424-2708.

Name of Organization/Individual Planning Event: \_\_\_\_\_

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

Telephone number: \_\_\_\_\_ E-mail address: \_\_\_\_\_

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

Type of Event (Brief Description): \_\_\_\_\_

URL(s) of event website, online ticket purchase, Facebook event, online promotion, or other online listing, if applicable: \_\_\_\_\_

Date/Time/Location of Event: \_\_\_\_\_

Event is (circle one):      Open to the Public      By invitation only.

Estimated Donation to RMHC: \$\_\_\_\_\_

Assistance requested from Ronald McDonald House Charities (if any): \_\_\_\_\_

### EVENT PROMOTION & ADVERTISING (FLYERS, PSAs, ETC.) MUST BE PRE-APPROVED BY RMHCDC

I, \_\_\_\_\_, agree (or on behalf of the organization I represent) to abide by the Community Events Policies and Guidelines. We will hold McDonald's, its subsidiaries, affiliates, and franchisees, Ronald McDonald House Charities® of Greater Washington, DC the Organization and their affiliates, respective trustees, directors, officers, employees, volunteers, and agents harmless from and against and all claims, liabilities, judgments, penalties, settlements, losses, damages, and expenses, including court costs and reasonable attorney's fees, incurred or suffered by these parties in connection with or as a result of the event.

Contact's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Ronald McDonald House Charities® (RMHC®) Grant, Assignment, Release and Waiver

I hereby forever grant to (i) Ronald McDonald House Charities, Inc., its affiliates, subsidiaries, franchises, advertising and promotional agencies, and their respective agents and representatives, any of its Chapter organizations (defined as an entity having the right to use Ronald McDonald House Charities, Ronald McDonald House, Ronald McDonald Family Room, and/or Ronald McDonald Care Mobile, or other trademarks for charitable purposes) (collectively, "RMHC") and (ii) all of RMHC's corporate partners (collectively, the "Partners"), including, but not limited to, McDonald's Corporation, its affiliates, subsidiaries, franchises, advertising and promotional agencies, and their respective agents and representatives (collectively, "McDonald's", and together with RMHC and the Partners, the "Grantees"), the irrevocable, royalty-free, unrestricted worldwide right to use, publish, display, broadcast, edit, modify and distribute materials bearing my name, voice, image, likeness and/or any other identifiable representation of myself (collectively, "My Likeness"). These materials may appear in any form, style, color or medium whatsoever now known or later developed (including, without limitation, photographs, videotapes, videos, digital media, films, sound recordings, software, drawings, prints, broadcast, internet and electronic media.) **The Grantee's use of My Likeness will be limited to use involving raising awareness of or for support of RMHC.**

I agree that all materials containing My Likeness (including, without limitation, all negatives, plates and masters of any photographs, videos, recordings, files, prints or tapes) shall be and remain the sole and exclusive property of the Grantees, and I hereby assign any right I may have acquired in or to such material to the Grantees. I hereby release and forever discharge the Grantees from any and all claims, liabilities and damages relating to the use of My Likeness. I hereby waive any right I may have to inspect or approve the finished materials or any part or element thereof that incorporates My Likeness. I acknowledge and agree that if I committed or commit any act or have been or shall become involved in any situation or occurrence tending to bring myself into public disrepute, contempt, scandal or ridicule, or tending to shock, insult or offend the people of this nation or any class or group thereof, or reflecting unfavorably upon the reputation(s) of any Grantee (collectively, an "Act"), then RMHC reserves the right to immediately cease use of My Likeness without further notice due to me. I further understand and agree that any determination with respect to an Act shall be at the sole discretion of RMHC and shall be conclusive in all respects. I have agreed to the above in consideration of the opportunity given to me by RMHC and/or McDonald's to appear in these materials. I acknowledge that I have fully read and understand this document and that I have had any questions regarding its effect or the meaning of its terms answered to my satisfaction. I certify that I am at least 18 years of age, unless this document is also signed by my parent or legal guardian.

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Name (please print)

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Signature

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Address

-----  
Date Signed

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City, State, Country, Zip/Postal Code

I represent that I am a parent or legal guardian of the person identified above, who is a minor. I understand the above and consent to the use of his/her Likeness as set forth above.

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Signature of Parent or Guardian

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Minor's Date of Birth

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Name of Parent or Guardian (please print)

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Date Signed