



Third-Party Fundraiser Policies and Guidelines

Thank you for offering to help support our mission to **enhance the healthcare experience for families and children through comfort, care and supportive services**. Ronald McDonald House Charities of Northeast Ohio® (RMHC® NEO) appreciates your efforts to make a difference.

An outside or third-party fundraiser or event is one that an individual or organization outside of RMHC NEO organizes and executes, and of which all or a portion of the net income benefits RMHC NEO. The third-party individual or organization is responsible for planning the event, including, but not limited to, sponsorships, insurance, permits, expenses, and publicity. RMHC NEO is available for guidance, and may assist if staff time permits, but the majority of planning and execution is the responsibility of the individual or organization hosting the event.

We are fortunate to have many supporters throughout the community. Corporations, clubs, students, families and other groups organize activities and events as simple as dress-down days and as elaborate as golf outings to benefit RMHC NEO. No matter the size or complexity of the event or activity, every dollar raised directly impacts the support we are able to provide for families.

Although RMHC NEO encourages and appreciates third-party fundraising events, approval must be obtained at least 30 days prior to advertising or holding an event. RMHC NEO maintains the right to decline events. This is an important safeguard in preserving the integrity of the name and reputation of RMHC NEO as well as our commitment to our donors.

Please review these Third-Party Fundraising Guidelines. You will be required to agree to these guidelines at the end of your event application. Upon approval of your application, the guidelines become part of your agreement with RMHC NEO.

For questions or more information regarding third-party fundraising, please contact:

For the Northern (Greater Cleveland) Region

Sara Schoonmaker
Development Coordinator, North
sschoonmaker@rmhcneo.org
216.229.5757 x1134

For the Southern (Akron/Canton/Youngstown) Region

Claire DeBruin
Development Coordinator, South
cdebruin@rmhcneo.org
330.253.5400 x1120

Ronald McDonald House Charities® of Northeast Ohio, Inc. (RMHC NEO) is a part of a globally recognized charity and is under a licensing agreement and restrictions. Thus, we ask that you read and agree to the following fundraiser guidelines to assure clear communication between you and RMHC NEO and to help ensure the success of your event.

For purposes of these guidelines, "you" and "your" means the organization, organizing group or individual(s) sponsoring or holding the event. "We", "us", "our", "RMHC NEO", means Ronald McDonald House Charities of Northeast Ohio.

Our policy

RMHC NEO has an obligation to protect the name, reputation, and standing of our charity in the community. Therefore, we have established a set of policies and procedures by which we govern ourselves and those who represent our organization. As such, we will not knowingly engage in any activity which encroaches upon our mission to enhance the healthcare experience for families and children through comfort, care and supportive services. All events and activities should complement the mission and image of RMHC NEO.

We ask that your fundraiser not encourage or promote the use of tobacco or firearms or the promotion of products that do not support the health and well-being of children.

Further, because RMHC NEO is not sponsoring your event or activity, we cannot have revenues or expenses from your event or activity flow through our bank accounts, nor are you able to set up a bank account in our name. Only the net proceeds from the event or activity should be received by RMHC NEO.

As a 501(c)(3) organization, RMHC NEO must protect our tax-exempt status. Therefore, you are not permitted to use our tax exemption in any manner or as part of the promotion of your event. Nor will you represent to the public that you enjoy any tax-exempt rights or privileges as a result of your role in the event, nor will you state that any portion of the purchase price for any goods or services at the event is tax deductible for charity purposes.

Our Guidelines

1. Prior to production or distribution, RMHC NEO must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers, and press releases. Proposed materials should be emailed to the appropriate contact listed below based on your region.
2. Due to the high volume of events, RMHC NEO is unable to post third-party fundraisers on our website or create social media posts to promote third-party fundraisers. Should your organization post on social media to promote your event, RMHC NEO may review and share the social media post. Based on the size, scope and fundraising potential of the event, RMHC NEO reserves the right to review and alter these promotional policies.
3. RMHC NEO must be notified in writing if there are any significant changes to the event once it has been approved. If circumstances warrant, RMHC NEO may at any time direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release RMHC NEO and its officers, directors, employees, and volunteers from any and all liability in connection with any such action.
4. In order to provide your donors with important information concerning their contribution, we ask that all promotional materials clearly state the exact percentage of the proceeds (from net

proceeds) and/or the exact portion of the ticket price that will benefit RMHC NEO (for example: 50% of proceeds from the sale of books benefit the House). If RMHC NEO is not the sole beneficiary of your event, you must tell us the other recipients and the percentage that will be given to each. Event material should state "Proceeds will benefit Ronald McDonald House Charities® of Northeast Ohio."

5. If liability insurance is required, the sponsoring organization will secure insurance against claims by participants and spectators as well as provide RMHC NEO a copy of each form.
6. You are not permitted to use our RMHC NEO name or logo or publicize that an event is being held to benefit RMHC NEO without our written consent. You may not make public announcements or promote the event until you receive written approval from RMHC NEO of your Third-Party Fundraiser Application. Furthermore, our logo must be used appropriately and may not be altered in any way because it is a registered trademark.
7. Your event organizer or representatives may not state or imply that he/she (or the organization) is an agent, subsidiary, or partner or that they hold any other business relationship with RMHC NEO. All third-party events must be promoted in a manner to avoid statement or appearance of RMHC NEO endorsing any product, firm, organization, or service. All usage of the trademark of Ronald McDonald House Charities® of Northeast Ohio shall use the registered trademark symbol.
8. We have made a commitment to our staff and donors that we do not sell or provide others with our donor, volunteer, and staff mailing lists. Thus, we can neither provide you with this information nor can we solicit sponsors for your fundraising event.
9. In order to better coordinate fundraising activities and in the best interest of your time, we ask that you provide us with a list of targeted sponsors for your event before they are approached. Please remember that many individuals and businesses may already support RMHC NEO and may not wish to make additional donations.
10. We reserve the right to observe your event.
11. RMHC NEO will not provide funding or reimbursement of expenses.
12. You may not keep any portion of the proceeds as profit or compensation for organizing the event.
13. Proceeds should be presented to RMHC NEO no more than 60 days following the event by mail or delivery to:

For the Northern (Greater Cleveland) Region

RMHC Northeast Ohio
10415 Euclid Avenue
Cleveland, OH 44106
Attn: Sara Schoonmaker

For the Southern (Akron/Canton/Youngstown) Region

RMHC Northeast Ohio
141 West State Street
Akron, OH 44302
Attn: Claire DeBruin

14. Events must comply with all federal, state, and local laws governing charitable fundraising and gift reporting. RMHC NEO may only issue tax receipts for checks made out to "Ronald McDonald House Charities of Northeast Ohio" or "RMHC NEO". If your donors send their contributions directly to RMHC NEO, you must inform us of the value of any goods or services the donor received in return for the contribution. We will issue tax receipts for in-kind donations or event sponsorship agreements if you provide complete information for all applicable donors.
15. We must always be sensitive to the privacy of children or families staying at RMHC NEO facilities. Therefore, no family that is or has been a guest of RMHC NEO may be used for advertising in connection with the event unless a signed release from the family is provided.

Ways We Can Help:

- Provide written materials explaining the mission and services of RMHC NEO.
- Use of RMHC NEO name and logo as appropriate upon review of event materials.
- Distribute information about your event (provided by you) to our staff and volunteers.
- Share your social media posts to help promote the event with our followers.
- Provide a video presentation about the House.
- Make every effort to send a RMHC NEO representative or volunteer to attend your event if requested. This cannot be guaranteed.
- Schedule a private tour of our House if/when safety protocols allow.
- Send written tax receipts to donors who make checks payable directly to "Ronald McDonald House Charities of Northeast Ohio" or "RMHC NEO".
- Attend the event and/or reception to receive proceeds based on availability and scheduled in advance with a member of the RMHC NEO staff or volunteer team.

What We Are Unable To Do:

- We cannot provide startup costs, underwrite expenses, or provide funding or reimbursement for event expenses. The event organizer is responsible for covering all expenses for their event.
- RMHC NEO cannot post your event on our website or create and publish social media posts promoting your event on our social media channels.
- We cannot provide mailing lists or contact information for our supporters, staff, families, or vendors.
- We cannot provide RMHC NEO letterhead.
- RMHC NEO cannot process any credit cards for your event.
- We are not obligated for liabilities related to the event.