



## FUNDRAISING EVENT GUIDELINES

Ronald McDonald House Charities® of Western Washington & Alaska, known as RMHC, is deeply grateful for your generous interest in helping raise funds to meet the needs of the patients and families who are staying at Ronald McDonald House.

In keeping with RMHC guidelines, non-profit regulations, and in order to make your special fundraising event as trouble-free as possible, we require that you or your organization, known below as “the sponsor,” agree to the following guidelines:

1. Complete the attached Benefit Approval Form and return it at least 30 days before the planned date of the event. RMHC representatives will review your request, and will respond to you no later than 15 days after receipt.
2. The “Ronald McDonald House Charities of Western Washington & Alaska” name and logo may only be used after your External Event Approval Form has been reviewed and approved, and then only in connection with the fundraising event. RMHC must proof all materials using the name and/or logo. The RMHC name and logo may not be used after the event is over, or if the agreement is terminated.
3. The amount or the percentage of monies donated to RMHC *should* be included in all advertisements so that the public knows what percentage of their funds will benefit the charity.
4. All donations or proceeds, including pledges received, should be delivered or mailed to RMHC of Western Washington & Alaska within two (2) weeks of receipt.
5. Please make sure that all of the checks that you collect from your event are made payable to: RMHC of Western Washington & Alaska.
6. Your group must pre-arrange to have any other method of payment approved by RMHC. A written accounting of the Fundraising Event must be made available if requested by RMHC.
7. The sponsor shall be responsible for everything necessary to make the fundraising event successful, and shall assume full obligation and responsibility for the payment of all expenses in connection with the event, without regard to the amount of funds collected for the event. RMHC will not underwrite any portion of the event or project, nor be responsible for any expenditure related to the event, including its promotion.
8. The sponsor shall receive no commissions, nor benefit financially, from the fundraising event.
9. RMHC will determine how funds will be used, according to “area of greatest need.”
10. Any advertisements or press releases must be approved by RMHC prior to their release. We must always be sensitive to the privacy of children or families staying at the Seattle Ronald McDonald House. Therefore, no family that is staying or has stayed at Ronald McDonald House may be used or exploited in connection with the event.
11. You must agree to comply with all necessary local or government regulations. Compliance may include, but is not limited to, registering with the appropriate agencies, purchasing insurance, securing required licenses or permits, and following any rules of disclosure currently required by the IRS.

12. Corporations participating in third party event fundraising (typically through cause marketing efforts) need to register as coventurers with the state. To determine if you need to register, view the Charities Division of the Secretary of State website ([www.secstate.wa.gov](http://www.secstate.wa.gov)) or call them at 360.753.0863.
13. The sponsor agrees to indemnify and hold RMHC harmless from any and all claims that may arise as a result of this event.
14. For events requiring RMHC staff or volunteer time, RMHC will need to pre-approve your event budget.
15. This agreement may not be transferred or assigned to any other sponsor.
16. Any activity which requires RMHC to ask its donors or its Board of Directors to make or solicit purchases will not be accepted.

*I have read the attached External Event Approval Guidelines of Ronald McDonald House Charities of Western Washington & Alaska, and I agree to comply with all guidelines.*

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Name

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Title of Contact Person and Phone Number

**Once again, thank you so much for your efforts. If you have any questions on the above policy guidelines, please contact Vanessa Kirk Briley, Co-Director of Development, at 206-838-0613 or [vanessa@rmhcseattle.org](mailto:vanessa@rmhcseattle.org)**



RONALD MCDONALD  
HOUSE CHARITIES

WESTERN WASHINGTON & ALASKA

## FUNDRAISING EVENT APPROVAL FORM

Name of organization: \_\_\_\_\_

Contact person: \_\_\_\_\_

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

\_\_\_\_\_

Phone #: (\_\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

Is this an *annual* event or a *first-time* event? (Please circle one)

Brief description of proposed event, including location: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date of event: \_\_\_\_\_ Hours of event: \_\_\_\_\_

What promotional events are planned? \_\_\_\_\_

\_\_\_\_\_

Is there an admission/registration fee? Yes \_\_\_\_ No \_\_\_\_ Amount \_\_\_\_\_

Expected number of guests: \_\_\_\_\_

How and where are tickets to be sold? \_\_\_\_\_

Is the event open to the public? Yes \_\_\_\_ No \_\_\_\_

Will the event benefit other organizations? Yes \_\_\_\_ No \_\_\_\_

Names of other organizations: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other way(s) in which funds will be raised:

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Do you have adequate volunteers/staff to handle processing of all proceeds? Yes \_\_\_\_ No \_\_\_\_

Percentage of gross revenue to be donated to RMHC: % \_\_\_\_\_

Expected donation to Ronald McDonald House \$ \_\_\_\_\_

Post on the RMHC website or social media? Yes \_\_\_\_ No \_\_\_\_

If yes, please provide a brief description and contact information \_\_\_\_\_

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Check Presentation or Speaking Engagement

Speaker Required? Yes \_\_\_\_ No \_\_\_\_

PR Required? Yes \_\_\_\_ No \_\_\_\_

Date of Presentation \_\_\_\_\_

Number of Persons Expected \_\_\_\_\_

Materials, if needed? \_\_\_\_\_

Other Details: \_\_\_\_\_

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Please submit both forms to:

**Vanessa Kirk Briley**  
**Ronald McDonald House Charities**  
**5130 40<sup>th</sup> Ave. NE**  
**Seattle, WA 98105**

If you have questions or need further information, please contact Vanessa Kirk Briley at 206.838.0613 or [vanessa@rmhcseattle.org](mailto:vanessa@rmhcseattle.org). Thank you!