



RMHC
Rochester, NY

Keeping families close™

Community Fundraiser Guidelines

333 Westmoreland Drive, Rochester, NY 14620
www.rmhcrochester.org
585-442-5437

Community Fundraiser Application

Please submit to RMHC 30 days before event.

Name of Group/Individual: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

E-mail: _____

Event: _____

Date of Event: _____

Fundraising Goal: \$ _____

Is RMHC the sole recipient of your event's proceeds?

YES NO

If no, please explain: _____

Expectations of RMHC (logo, website, etc.): _____

I understand and agree to the guidelines for running a community fundraiser for Ronald McDonald House Charities of Rochester, NY that are included in this brochure and that RMHC reserves the right to make changes to these guide-

Our Mission

To provide a supportive "home-away-from-home" for families of children receiving healthcare in the Rochester community and to support related efforts that improve the health and well-being of children.

Our Values

Family: We treat our families and our team members with respect, kindness and compassion. We serve our families with acceptance and inclusion, and people are at the heart of everything we do.

Integrity: We do what we say. We are honest and transparent in our communications. We hold one another accountable for building a workplace reflective of our mission.

Teamwork: We are one team serving our families and our community. We are "all hands on deck" and ready to roll up our sleeves to help our families and one another.

Want to plan an event to benefit RMHC? Consider these ideas:

- Friday jeans day or casual day at work
- Car wash
- Bake sale, craft sale, candy sale, book sale, yard sale—any sale!
- Golf tournament
- Wine/beer tasting or happy hour

Thank you!

On behalf of the hundreds of families we serve each year, thank you for supporting Ronald McDonald House Charities of Rochester, NY, Inc. (RMHC) by organizing a third-party, community fundraiser. Please review these guidelines to assist you in planning your event.

Event Guidelines

- Ronald McDonald House Charities of Rochester, NY is not responsible for and is held harmless of all liabilities and expenses for the community fundraiser.
- As a not-for-profit organization with limited resources, RMHC cannot provide funding or staffing for your fundraiser.
- If Ronald McDonald House Charities of Rochester, NY will not be receiving all of the proceeds of the event, the exact percentage of the proceeds to benefit RMHC must be clearly stated on all promotional materials and explained on your application form.
- RMHC cannot extend our tax-exempt status to your organization for use when making event-related purchases.
- Please submit event proceeds to Ronald McDonald House Charities of Rochester, NY **within 30 days of the event**. Mail the proceeds to 333 Westmoreland Drive, Rochester, NY 14620, or stop by the Westmoreland House and drop them off. We'd love to meet you!

How RMHC Can Help

- Provide and approve the use of the Ronald McDonald House Charities of Rochester, NY logo.
- Acknowledge and provide a written tax receipt to donors who make their contributions payable to Ronald McDonald House Charities of Rochester, NY in accordance with state and federal tax laws.
- Provide a letter of authorization stating that your third-party event is being conducted to raise funds for RMHC to be used to validate the authenticity of the fundraiser and its organizers.
- Promote your event through our social media platforms – Facebook , Twitter, Instagram, and LinkedIn - for third-party events that donate 100% of the events proceeds to RMHC.



Ronald McDonald
House Charities®
Rochester, NY

Keeping families close™

Promotion & Logo Usage

- Any and all promotional materials for your event that use the Ronald McDonald House Charities of Rochester, NY name or logo must be reviewed and approved by RMHC before being distributed to the public.
- The RMHC logo must be used “as is” on all marketing pieces for your event; no alterations or changes are permitted.
- When referencing the event, Ronald McDonald House Charities of Rochester, NY needs to be listed as the recipient of the proceeds **not** as the event’s host. For example, “Community Car Wash **to benefit** Ronald McDonald House Charities of Rochester, NY” should be used instead of “Ronald McDonald House Charities of Rochester, NY Community Car Wash.”
- Refer to the charity as either: Ronald McDonald House Charities of Rochester, NY **or** RMHC.