



**Ronald McDonald
House Charities®**
Rochester, NY

Third Party Event Policy

Mission & Values

Families are stronger when they are together. The mission of Ronald McDonald House Charities of Rochester, Inc. (RMHC) is to provide a supportive "home-away-from-home" for families of children receiving healthcare in the Rochester community, and supports related efforts that improve the health and well-being of children. We live our values in all that we do.

- **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 and are honest and transparent in our communications. We hold one another accountable for building a workplace reflective of our mission.
- **Teamwork.** We work together as one team for the greater good of our families and our community.

Policy Purpose

RMHC is incredibly grateful to the individuals and organizations from across the community who are interested in raising money to benefit the families we serve. Financial support from third party fundraising is an important piece of supporting and expanding the RMHC mission.

As a 501 (c)(3) organization, RMHC has a fiduciary responsibility to ensure the name is used properly, funds are handled and accounted for appropriately, and fundraising is conducted in a manner that is consistent with the mission and values.

All fundraising events for RMHC require permission in advance. Please do not make public announcements or promote the event until an authorized representative of RMHC approves it in writing. Fundraising events must comply with all local, state, and federal laws.

Event Promotion and Usage of Ronald McDonald House Charities of Rochester Logo

- The third party/group/organization holding the event must clearly represent themselves as third party fundraisers, rather than employees of RMHC. The third party must obtain all required licensure for solicitation for the benefit of a charitable organization.
- Ronald McDonald House Charities of Rochester logo is a registered trademark and cannot be reproduced without written permission.
- RMHC may, in its discretion, promote such third party events, when appropriate, through its communication channels:
 - RMHC website or Facebook page with a link to the event's/organization's website, if such a website exists.
 - RMHC newsletter, if enough advance notice is given, and there is enough space.

Event Language

All promotional materials must be clear that the event or fundraiser will be for the benefit of Ronald McDonald House Charities of Rochester. Suggested language: "All proceeds to will be for the benefit of Ronald McDonald House Charities of Rochester" or "25 percent of the ticket price will benefit Ronald McDonald House Charities of Rochester." The event coordinator will be responsible for determining the value of the goods and/or services that participants may receive and shall comply with all applicable laws and with respect to informing them as such.

Financial Guidelines

- If event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses.
- RMHC sales tax exemption (on purchase) cannot be extended to any third party event or fundraising effort.

Sponsorship

- RMHC cannot solicit sponsorships, or in-kind sponsorships, such as printing or silent auction items, for any third party fundraising event.
- RMHC does not provide donor contact information.
- RMHC will not accept gifts from companies whose products or services do not support our mission, or from donors whose requests for public recognition are incompatible with our philosophy of appreciation.

Liability and Changes

RMHC is not involved in organizing or supervising the event, the sponsors agree to defend, indemnify and hold harmless Ronald McDonald House Charities of Rochester from any and all claims and liabilities in any way related to the event. The event organizer agrees to advise Ronald McDonald House Charities of Rochester of any changes in the event. Ronald McDonald House Charities of Rochester may require proof of event insurance, and require that it be named as additional insured prior to approval.

What Ronald McDonald House Charities of Rochester can do for event organizers:

- Acknowledge direct contributions to Ronald McDonald House Charities of Rochester.
- Approve the use of Ronald McDonald House Charities of Rochester logo and/or name.
- Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Provide limited Ronald McDonald House Charities of Rochester materials, such as newsletters, for the event and information and links, if compatible, and appropriate to the events' website.
- Provide information about the event on Ronald McDonald House Charities of Rochester website or Facebook page with a link to the event's/organization's website, if such a website exists.
- Provide assistance with press releases announcing and/or promoting the event, if desired. Please note, we do not have the staff resources to write or send your press releases for you.