



Ronald McDonald  
House  
Danville

## Fundraising Agreement/Guidelines For Third-Party Events

The Ronald McDonald House of Danville (RMHD) has a limited staff, so we have great appreciation for those who want to step up and assist us in our fundraising efforts. Because of our small size and our limited resources, we ask all third-party events to be self-sufficient.

- **PLEASE NOTE:** We have a very small staff and we cannot attend every event. You need to plan for plenty of volunteers, i.e., setup, check in, auction prep and tear down.
- Keep in mind, all invitations, tickets, postcards, flyers and posters must bear proper, most recent RMHD logo and logo usage must be approved by the RMHD Director of Development and Communications.
- The RMHD staff is here to guide you where possible. We are more than happy to provide literature.
- The RMHD Director of Development and Communications must approve all third-party events.

We thank you for your interest in fundraising for the Ronald McDonald house of Danville. It's donations from volunteers like you that help hundreds of families every year!

Briefly describe your event:

Will it be open to the public or your friends and family?

What promotional items will you be creating? (Invitations, posters, signs at the events, etc.):

Third-party Event Coordinator's Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Approved by the RMHD Director of Development and Communications \_\_\_\_\_ Date \_\_\_\_\_

E-Mail to Ginnetta Reed at [glreed@rmhdanville.com](mailto:glreed@rmhdanville.com)

## **Marketing and Promotion**

- Third-party events may not be represented as events sponsored by McDonald's Corporation or Ronald McDonald House Charities
- Promotions for the event should reflect Ronald McDonald House of Danville as a beneficiary, and not as conducting the event (i.e. "proceeds from XYZ Golf Tournament will benefit Ronald McDonald House of Danville")
- All promotional materials related to an event benefiting the Ronald McDonald House of Danville must be reviewed and approved in writing by the RMHD Director of Development and Communications prior to distribution (i.e. flyers, press releases, tickets, brochures, posters, etc.)
- The use of any Ronald McDonald House photos must be approved by the RMHD Director of Development and Communications.
- All reference to the Ronald McDonald House in publicity and promotional materials for the event or promotion should be referred to as "Ronald McDonald House of Danville".

## **Event Expenses**

If you must buy goods or services for the event and expenses will be incurred, please consider the following:

- Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the Event Coordinator of the event. The Ronald McDonald House of Danville will not be liable for any costs or expenses.
- The Ronald McDonald House of Danville will not reimburse the Event Coordinator for the purchase of goods or any expenses for a third-party event. No goods may be charged to RMHD.

## **Event Income**

- Only checks payable to the Ronald McDonald House of Danville will be provided with a tax-deductible acknowledgment letter in accordance with the IRS and state tax regulations. Donations made out to an organizer or other source may be sent a general acknowledgement letter with no value attached.
- Any checks payable to the Ronald McDonald House of Danville must be sent directly to the Ronald McDonald House of Danville at:  
Ronald McDonald House of Danville  
Attention Ginnetta Reed  
P.O. Box 300  
Danville, PA 17822
- If you are deducting expenses before sending net proceeds to the Ronald McDonald House of Danville, you cannot state or imply to your donors that any funds given to you are tax deductible.
- The Event Coordinator agrees to inform the Ronald McDonald House of Danville of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway by RMHD.
- Kindly submit appropriate documentation from individuals and/or businesses regarding their financial donations including the address, phone number and e-mail address.
- Kindly submit raised funds, payable to the Ronald McDonald House of Danville within 60 days of the event.

## **Event Insurance and Liability**

- The Event Coordinator is responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws. The Event Coordinator must also obtain appropriate insurance coverage as necessary.
- All third-party events should ideally be accessible to people with disabilities. Ideally the event should take place at a venue that meets ADA regulations. The Event Coordinator is expected to promote and make arrangements for any special accommodations and needs by participants.
- The Ronald McDonald House of Danville cannot be held liable for details associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.

## **Tax Guidelines and Implications**

- As a responsible steward of public funds, the Ronald McDonald House of Danville expects the Event Coordinator holding events to benefit RMHD to keep expenses to a minimum.
- If the Event Coordinator represents to the public that proceeds will benefit other organizations in addition to the Ronald McDonald House, the Event Coordinator should be prepared to provide access to an accounting of revenues and expenses. If so requested, an accounting and fund distribution will be expected within 60 days after the conclusion of the event or promotion.
- The Event Coordinator is responsible for complying with all IRS regulations registrations applicable to the event.
- Federal tax laws disallow third-party events from using the Ronald McDonald House of Danville Sales Tax Exemption number or Federal Employer Identification number when purchasing any goods or services from suppliers or vendors.

Please acknowledge that you have read and understand all terms of the guidelines listed above. Please return a copy of the signature page along with the fundraising proposal prior to advertising or recruiting for third-party event.

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Third-Party Event Coordinator's Name

Date