

HOSTING A FUNDRAISER - GUIDELINES

Third Party Fundraisers are vital to Ronald McDonald House Charities of Corpus Christi, Texas in order to support our mission to provide a home-away-from-home for families with critically ill or injured children receiving treatment at Corpus Christi area medical facilities.

We welcome and greatly appreciate requests from individuals, organizations and corporations (“Host”) to host benefits, special events or donation drives on behalf of RMHC Corpus Christi. The following guidelines have been developed to protect both the Host and RMHC Corpus Christi.

Event Approval

- A third party fundraiser application must be submitted to determine if the event or campaign is within RMHC’s guidelines and feasible within its annual calendar of events.
- Approval from RMHC Corpus Christi must be obtained before any event/campaign is held.
- Terms for use of RMHC Corpus Christi staff, volunteers, mailing lists or general publicity among our supporters should be agreed upon by RMHC Corpus Christi staff before approval of event/campaign.

Financial Guidelines

- Host must state the terms of the donation from the event to RMHC Corpus Christi staff (i.e. 50% of profits, 1 time donation of \$1,000, or all proceeds) and tender gift within thirty (30) days of the event.
- Host agrees to provide RMHC Corpus Christi with the event net proceeds and a written accounting of the revenue within thirty (30) days after the event.
- A donation solicited on our behalf, whether an item or cash, is fully tax-deductible *only* when it is made directly and entirely to RMHC Corpus Christi. RMHC Corpus Christi will determine what types of gifts can be considered tax-deductible *prior* to sponsor solicitation or promoting, as only RMHC Corpus Christi staff can verify the gift and its nature to the IRS. This information must be made clear in promotion of the event.
- Host is responsible for all expenses related to an event and assumes responsibility for any debts incurred.
- When a portion of the event fee is considered non tax-deductible, a statement to that effect informing all event participants must be included in all materials.

Promotion and Logo Usage

- Host is responsible for soliciting participation. RMHC Corpus Christi can support the event with a predetermined level of promotion through our social media and website platforms (if applicable).



- All media must be submitted to Veronica Ramos at vramos@rmhcofcc.org for review. Allow three business days for approval.
- Any use of RMHC Corpus Christi's logo or inclusion of the RMHC Corpus Christi name in any/all event promotion must be approved by RMHC Corpus Christi. All publicity and/or promotional materials, media and advertisements referencing RMHC Corpus Christi's involvement must be approved by RMHC Corpus Christi in advance of the event.
- Host is responsible for ALL event coordination, marketing/promotion, income and expenses.
- RMHC Corpus Christi logos cannot be altered in any way and cannot be used in any other format other than to promote RMHC Corpus Christi.

Sponsorship

- Host agrees to coordinate and request permission from RMHC Corpus Christi before soliciting any individuals, organizations or business to avoid duplicated efforts.
- RMHC Corpus Christi will not solicit sponsors for the fundraising event and will not provide donor or volunteer contact information.

Terms and Conditions

- In accordance with standards adopted by the Council of Better Business Bureaus, all collateral material relating to the event must specify at the point of solicitation: (a) that RMHC Corpus Christi is the benefiting organization; (b) that written information about the RMHC Corpus Christi is available by calling (361) 854-4073 or visiting RMHCofCC.org; and (c) the actual or anticipated proceeds will benefit RMHC Corpus Christi.
- Host agrees to indemnify and hold harmless RMHC of Corpus Christi and McDonald's Corporation (who owns the RMHC Corpus Christi trademarks) from any and all third party claims made in connection with the hosted fundraiser. RMHC Corpus Christi has the right to request a certificate of insurance (if applicable).
- Host is responsible for complying with all applicable local, state and federal regulations regarding a charitable event.
- Host represents to RMHC Corpus Christi that (a) it will comply with all applicable laws during the planning, promotion, and conduct of the event; (b) all necessary insurance, licenses and permits will be obtained; (c) whatsoever arising out of, or in any way related to, the event.
- This document shall not be construed to authorize Host or any of its employees or representatives to act as an agent of RMHC Corpus Christi.