



Community Fundraiser Information Packet

Thank you for choosing to organize a **Community Fundraiser** to benefit Ronald McDonald House Charities of Greater Las Vegas! Funds raised through your efforts allow RMHC to provide comfortable and affordable temporary housing to hundreds of families faced with the daunting challenge of caring for their seriously ill or injured child at a nearby Las Vegas hospital. Worrying about one less thing by knowing that they can turn to RMHC makes a great impact on a family, whose only concern should be caring for their child.

Thank you for your support!

Let's get started helping families!

The **first step is to get your fundraiser activity approved by Ronald McDonald House Charities of Greater Las Vegas (RMHC)**. Before you begin fundraising or promoting your event or project please follow these steps.

- 1) **Review** the Policies and Guidelines document included in this information packet.
- 2) **Complete** the Community Fundraiser Application, providing as many details as possible. Don't forget to sign the application to acknowledge that you agree to follow the Policies and Guidelines as stated. Feel free to contact RMHC if you have any questions!
- 3) **Return** the completed application to RMHC for approval. Upon approval you may begin fundraising!

Community Fundraiser Ideas

Below are some ideas and examples of successful events. Remember, your only limitation is your imagination.

Groups/Clubs: Incorporate fundraising into your club. Buy your next book club book in bulk for a discount and donate the savings to RMHC. Rent a movie for your next film club outing and donate the cost of the theater tickets to RMHC. Have a collection box at your next knitting or supper club meeting.

Sports Tournaments: Turn a day of your favorite sport into a fundraiser! Golf, snowboarding, disc golf, croquet or pool – it all works. Organize a tournament, charge an entry fee and donate the fees to RMHC. If you want to have a large event, solicit corporate sponsors to underwrite the costs in exchange for exposure of their product or logo.

Pledge Events: Hold a walk, run or other activity and ask participants to collect pledges. Pledges can be per mile, bowling pin, pool lap, etc. You can even piggy back on an existing activity like Runnin' for the House and have your teammates collect pledges for the House.

Business Proceeds: If you have a business or know of one that is having a Grand Opening, ask them to donate a portion of the proceeds to RMHC. Ask your favorite restaurant or bar to have a charity day and donate a portion of the proceeds of that day's sales to RMHC.

Sales: Bake sales, car washes and other "sales" types of events are great and can be regularly scheduled events. Monthly events can raise a significant amount over the course of a season or even a year.

Consult with RMHC development staff if you have questions or need advice along the way.

RMHC of Greater Las Vegas Contact:

Jacqueline Cruz/Special Events Coordinator/ Phone: 702.252.4663 x2225
jacqueline@rmhlv.org

Fundraising Tips for Success!



Choose the “right” fundraiser

Your fundraiser should be something you can passionately be involved with and it should serve as a way for others to support Ronald McDonald House Charities of Greater Las Vegas. Some important questions to ask yourself: What are your interests and time availability? Does the fundraiser fit RMHC’s mission and image? Is the fundraiser LEGAL in Nevada?

Form a planning committee

Forming a planning committee provides the opportunity to brainstorm ideas and then “divide and conquer” the tasks. Ask committee members to take responsibility in a certain aspect of your fundraiser that interests them or fits their skill set. When you have formed your committee, schedule a visit to the House. It’s a great way to help build their passion for the House and the event!

Set goals

Set a realistic and measurable financial goal for your fundraiser. Consider setting additional goals that aren’t necessarily measurable. For instance, did participants enjoy your fundraiser? Did they learn more about RMHC? Creating awareness about RMHC is an important aspect of a successful fundraiser.

Identify your target audience

Knowing your audience will help in planning your marketing and promotion strategy. Who will be most interested in supporting your fundraiser? Do you or your committee members have access to these groups or individuals?

Schedule the fundraiser

Select a date and time that is appropriate for your targeted participants. Refer to a calendar to avoid holidays or popular vacation times. Check out local calendars to make sure your fundraiser doesn’t conflict with other fundraisers.

Develop a budget

Creating a budget is something most folks dread. However, it is important to identify sources of income and expenses before you start fundraising. Costs should be monitored carefully, as RMHC cannot be liable for expenses or fundraisers that do not raise money. Plus, you want to make sure your fundraiser helps as many families as possible! Establishing a budget will provide a benchmark to ensure that your fundraising stays on track!

Plan your promotion strategy

How will you promote your fundraiser to build awareness, attendance and donations? In addition to traditional advertising (fliers, posters, speaking to groups), think about using email and social networking sites such as Facebook or Twitter. If you need RMHC materials (brochures, fact sheets, etc.) to hand out, just call RMHC and we can have some available for you!

Collect the funds

Please forward all funds to RMHC of Greater Las Vegas within 30 days of the fundraiser. Once the funds are received, RMHC will automatically send a thank you letter with tax information to the donor if the check is made payable to RMHC of Greater Las Vegas.

Give thanks!

Be sure to thank everyone who participated or donated to your fundraiser. Don’t forget about the folks who helped you plan the fundraiser, let them know how much you appreciated their help as well!



Policies & Guidelines For Community Fundraisers

We thank all individuals and organizations in the community for supporting Ronald McDonald House Charities or Greater Las Vegas (RMHC). We are grateful for the generous gifts of both time and fundraising dollars. Below are specific policies and guidelines for conducting a fundraiser. **After you have reviewed these policies and guidelines, please complete the Community Fundraiser Application.**

In order to ensure that all proposed fundraising projects are in keeping with RMHC organizational guidelines, and to comply with regulations pertaining to non-profit organizations, we require:

- Complete and return the Community Fundraiser Application minimum of 30 days prior to date of event for review.
- Fundraisers must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events.
- Fundraisers must fit the mission and convey the appropriate image and message for RMHC.
- RMHC cannot sponsor or endorse individuals, companies, programs, products or services and does not allow door-to-door selling or phone solicitation on our behalf.
- No fundraising activity that involves agreement with any organization or individual to raise funds on a commission, bonus or percentage basis will be considered.
- The fundraiser organizer is responsible for obtaining any necessary permits and clearances required by the government. The organizer must also obtain appropriate insurance coverage, if necessary.
- If circumstances warrant or RMHC is notified or becomes aware of practices incongruent with these guidelines or misaligned with our mission, **RMHC may direct you to modify, cease or cancel the program.**
- The sponsor/organization holding the event intended to benefit the Ronald McDonald House agrees to indemnify and hold RMHC harmless from any and all claims that may arise as a result of this event.
- This agreement shall not be assignable by Sponsor.
- The fundraiser organizer must seek approval from RMHC to repeat the fundraiser in each succeeding year.

Financial Guidelines

- Estimated expenses and revenue should be established by the fundraiser organizers on the Community Fundraiser Application and submitted to RMHC before the event is approved.
- Fundraisers must be financially self-sustaining without contribution or financial risk for RMHC. **RMHC does not offer funding to assist with fundraising efforts**, thus money needed for expenses (space rental, deposits, etc.) must be supplied by the party offering the fundraising activity.
- Fundraiser organizers will be liable for all expenses. If expenses exceed revenue, RMHC will not be liable for the expenses.
- **Donations to the fundraiser can be made payable to “RMHC of Greater Las Vegas”.** A written accounting of the fundraising event must be made available, if requested by RMHC.
- RMHC will determine how funds will be used by sponsor according to “area of greatest need.”
- **RMHC must receive all net proceeds within thirty (30) working days** of the conclusion of the fundraiser.
- Exceptions to the financial guidelines may be requested and must have written approval.

Sponsorship

- When approaching businesses and corporations for assistance and monetary support of your fundraiser, please remember that many local organizations may already have a long-standing partnership with



RMHC and may not wish to make additional donations. **Be sure to contact RMHC to discuss your plans for soliciting sponsorship and monetary support.**

- Companies with public images that would have the potential to compromise the goodwill of RMHC or McDonald's Corporation or conflict with RMHC's mission, vision or values may not be major or presenting sponsors and may not promote their products through advertising or other exposure.

Promotion and Logo Usage

- Any and all promotional materials using the registered logo and name of Ronald McDonald House Charities of Greater Las Vegas, to be used in support of this fundraiser, **must be submitted to RMHC for its review and written approval prior to production.** (This includes invitations, posters, flyers, press releases, etc.) The sponsor/organizer may not use any trademarks, service marks, or other property of McDonald's Corporation ("McDonald's") in any of its other advertising or promotional materials without the prior written approval of McDonald's.
- In naming the event, Ronald McDonald House Charities of Greater Las Vegas or RMHC should not be used in the title, but rather listed as the beneficiary of the event. For example, organizers should refer to an event fundraiser as "XYZ Fundraiser to benefit Ronald McDonald House Charities of Greater Las Vegas."
- Promotional materials must clearly state that your fundraiser is raising funds to benefit RMHC. If you are running a corporate promotion or cause-related marketing program, the public should be fully informed regarding the net amount that will be donated to RMHC. **If less than 100% of the net proceeds will be donated, the actual percentage should be disclosed to potential donors and participants.**
- RMHC does not release its proprietary mailing lists to third-party organizations. Upon approval from the Director of Fund Development, RMHC may invite selected RMHC constituents to fundraising events on a case-by-case basis.
- We must always be sensitive to the privacy of children or families staying at the Ronald McDonald House. Therefore, no family that is or has been a guest of the RMHC may be exploited in connection with the event or endeavor.
- RMHC may assume shared responsibility for promoting the event, on a case by case basis.



What RMHC of Greater Las Vegas CAN DO to assist with your fundraiser:

- Offer advice and expertise on fundraising and event planning.
- Provide and approve the use of the Ronald McDonald House Charities of Greater Las Vegas name and logo.
- Promote your event on our website, with a link to your event or fundraising page. If applicable and at its discretion, RMHC may send out e-mail communication to selected RMHC constituents.
- Assist with writing press releases and promotional materials and distributing.
- Provide a letter of authorization to be used to validate the authenticity of the fundraiser and its organizers.
- Attend fundraisers or check presentations, as schedule permits.
- Provide RMHC promotional materials (i.e. newsletters, brochures, fact sheets and or small giveaways, as available.)
- Provide a written tax receipt to donors who make their contributions payable to Ronald McDonald House Charities of Greater Las Vegas in accordance with state and federal tax laws.

What RMHC of Greater Las Vegas IS NOT ABLE TO DO to assist with your fundraiser:

- Extend our tax exemption to you.
- Provide a written tax receipt for contributions NOT made directly to Ronald McDonald House Charities of Greater Las Vegas.
- Provide primary insurance coverage.
- Provide funding or reimbursement for expenses.
- Solicit sponsorship revenue for your fundraiser.
- Guarantee volunteers or RMHC families to come speak.
- Provide mailing lists of donors, vendors, board members, employees, or others affiliated with RMHC or McDonald's Corporation constituencies.
- Guarantee the participation of Ronald McDonald.
- Guarantee media coverage.
- Guarantee attendance or be the sole solicitor of support of donors, vendors, board members, employees, or others affiliated RMHC or McDonald's Corporation constituencies at the fundraiser.



Ronald McDonald House Charities Identity Standards

This guide was developed to help clearly and consistently communicate the value of Ronald McDonald House Charities of Greater Las Vegas. These standards should be adhered to at all times by the Chapter and its partnering organizations.

Ronald McDonald House Charities of Greater Las Vegas is an independently owned and operated Chapter of the global Ronald McDonald House Charities network. McDonald's Corporation owns all copyrights to the name. Any public use of the name or trademarks must be used in compliance with the License Agreement and submitted to RMHC for review prior to production and distribution. This includes trademarks and mentions used on fundraising materials, annual reports, posters, brochures/flyers, newsletters, websites, videos, vehicles, and in press releases.

PRIOR to production, submit marketing materials to:

Jacqueline Cruz | Special Events Coordinator | jacqueline@rmhlv.org | 702.252.4663 x2225

Copyright Standards

Name: The official name of the Las Vegas Chapter is Ronald McDonald House Charities® of Greater Las Vegas. After the first mention in a document of the full charity name, it may be referred to as “Ronald McDonald House Charities” or “RMHC of Greater Las Vegas.” The acronym is RMHC. Both of these must include a registration mark when first mentioned in print.

Example: All proceeds benefit Ronald McDonald House Charities® of Greater Las Vegas (RMHC®)

Logos: There are two approved logos for our Chapter. Either of the horizontal or vertical versions may be used. When color printing is not available, the logo may be printed in black. Any parts of the logo including the heart and the house may not be separated from the words. RMHC's logo can be reproduced by maintaining its proportions and ensuring that the type is readable. Logos are available in electronic format by contacting: Jacqueline Cruz, jacqueline@rmhlv.org or 702.252.4663 x2225.

Color Version:

The heart and arms are red (PMS 185U)
The hand is yellow (PMS 115U)
The house is black.
The font in the logo is Garamond Condensed.



Black Version:





Descriptions

Mission: Ronald McDonald House Charities® (RMHC®) of Greater Las Vegas creates and supports programs that directly improve the health, education and well-being of children in our community.

Short: Believing that every child deserves a safe and supportive place to grow, Ronald McDonald House Charities® (RMHC®) of Greater Las Vegas creates and supports programs that directly improve the health, education and well-being of children in our community. The Ronald McDonald House® is the cornerstone program of RMHC, and provides temporary housing for families who travel to Las Vegas to receive critical medical treatment for their children. Contact us at (702)252-4663 or visit us online at www.rmhlv.com.

Long: The best medicine for a sick child is having family at their side. Ronald McDonald House Charities® (RMHC®) of Greater Las Vegas makes this possible by providing a “home-away-from-home” at the Ronald McDonald House® (RMH®) for families who travel to Las Vegas to receive critical medical treatment for their children. The Ronald McDonald House provides a comfortable, supportive environment where families can sleep, eat, relax, and find support from families in similar situations.

In addition to the House, RMHC of Greater Las Vegas also creates and supports programs that directly improve the health, education and well-being of children in our community. The following programs benefit thousands of children and families in our community each year:

Lunch is on Us - RMHC volunteers prepare and deliver over 550 sack lunches each week to families staying with their children at local hospitals.

Ronald McDonald Care Mobile® - In partnership with Nevada Health Center’s Miles for Smiles, RMHC provides access to dental care for underserved children in five rural counties in Nevada.

RMHC of Greater Las Vegas Scholarship Program - RMHC awards an average of \$250,000.00 each year in scholarships to local high school seniors.

RMHC Family Room - The Ronald McDonald Family Room at Sunrise Children’s Hospital opened in March 2016 and offers a special place of respite, relaxation, and privacy right on hospital grounds.

RMHC of Greater Las Vegas receives a majority of its funding through local fundraising efforts and community donations – all of which stay right here in the Las Vegas community. Contact us at (702) 252-4663 or visit us online at www.rmhlv.org.

Key Messages

- “Your donation will help us further our mission for families to find comfort, care and community that only the Ronald McDonald House® can provide.”
- “The Ronald McDonald House® allows families to eat, sleep and find the emotional support they need – just moments away from where their child is being treated.”
- “The Ronald McDonald House® provides a ‘home away from home’ to keep families of hospitalized children together.”



Community Fundraiser Application

Before you begin a fundraiser, you must submit this application for approval to the RMHC address below (mail, email, or fax). Please write N/A for anything that is not applicable to your fundraiser. The RMHC Development Office will contact you within one week to discuss your application. If you have any questions, please contact Jacqueline Cruz, Special Events Coordinator, at 702.252.4663 x2225 or jacqueline@rmhlv.org.

Contact Information

Today's Date: ____/____/20____

Company/Organization: _____

Contact Name: _____ Address: _____

City, State, Zip: _____

Daytime phone: _____ Cell phone: _____

Email: _____ Company/Organization website: _____

Company/Organization's purpose: _____

Have you conducted a fundraiser for RMHC before? If so, when and how: _____

Fundraiser Details

Name of fundraiser: _____

Start date & time: _____ End date & time: _____

Location of fundraiser (include address, if applicable): _____

Intended audience for fundraiser: _____

Anticipated attendance: _____

Description of fundraiser: _____

Do you anticipate this becoming a recurring event? If so, how often (monthly, annually, etc.): _____

Please list your expectations of RMHC: _____

What businesses, individuals or foundations will be approached for underwriting, sponsorship, in-kind giving or other contributions to help your event? _____



What incentives (if any) will be offered to your sponsors for their participation? _____

Briefly describe how your event will raise funds (sources of revenue, i.e. ticket sales, donations, sponsorship, auction, raffle, etc. Attach a separate sheet if necessary): _____

Budget Worksheet

Please *estimate* or write N/A for anything not applicable to your fundraiser. Attach a separate Budget sheet if necessary.

Gross Anticipated Revenue _____

Expenses

- Food & Beverage _____
- Staffing _____
- Other venue costs (A/V, décor) _____
- Entertainment _____
- Printing & Postage _____
- Advertising _____
- Prizes _____
- Supplies _____
- Other _____
- Total Expenses _____

Fundraiser Net Proceeds _____

Percentage of net proceeds to be donated to RMHC: _____

Will another organization benefit from this event? If so, which one? _____

Publicity

How will the fundraiser be publicized? _____

Are there any media partners involved? _____



Will the RMHC logo be requested for promotional purposes? (Circle one) Yes No

If so, how will it be used? _____

Is the fundraiser: (circle one) Open to the public By invitation only

For potential publicity of the fundraiser by RMHC (web listings, press releases, etc.) list a name and contact information that can be listed publically: Name: _____

Phone: _____ Email: _____

Additional Information

Is there any other key information about the event, the planning or post-event follow up that should be discussed?

The organizer/sponsor of this fundraiser assumes all risks and liabilities associated with the fundraiser and hereby releases and holds harmless Ronald McDonald House Charities of Greater Las Vegas and McDonald's Corporation and its directors, officers, employees, agents, successors and assigns from and against any and all claims, damages, liabilities, costs and expenses, including attorney's fees, arising out of or which may occur in conjunction with the fundraiser, including, without limitation, any personal injuries or damage to property which may occur in conjunction with the event.

I, _____, agree on behalf of the organization/group I represent that if the project I wish to coordinate is approved by Ronald McDonald House Charities of Greater Las Vegas, we understand and agree to abide by the Community Fundraiser Policies & Guidelines, a copy of which has been provided to the organization by Ronald McDonald House Charities of Greater Las Vegas. I also agree that the funds raised from the activity will be remitted to Ronald McDonald House Charities of Greater Las Vegas within 30 days of the fundraiser or within alternative terms mutually agreed upon.

X _____ Date: _____

X _____ Date: _____

Fundraiser Representative Signature

Ronald McDonald House Charities Representative

Return signed and completed form to Jacqueline Cruz at information provided below.



Community Fundraiser Follow-up Report

Please complete this form and return with the proceeds from your event, including donations made payable to RMHC of Greater Las Vegas, within 30 days of the event.

Company/Organization: _____

Contact Name: _____ Email: _____

Phone: _____ Cell Phone: _____

Event Name: _____

Date of Event: _____ Net Income: _____

Notes

Please provide any additional notes or feedback to ensure successful partnerships in the future.
