



## Guidelines for Third Party Fundraising for the Ronald McDonald House of Charlotte

Thank you for your interest in fundraising for the Ronald McDonald House of Charlotte. Donations are very important and greatly appreciated! The Ronald McDonald House of Charlotte strives to be a good steward of the funds entrusted to us by our supporters, partners and the community, and we ask that this commitment applies to all fundraising activities conducted on our behalf. To that end, the following guidelines have been established to serve as a standard for all fundraising promotions, programs, special events and benefits held on behalf of the Ronald McDonald House of Charlotte by any third party, individual or group (hereafter referred to as the "Sponsor.")

1. Any and all fundraising activities must be pre-approved by the Special Events Manager of the Ronald McDonald House of Charlotte **before** the Sponsor is authorized to use the Ronald McDonald House of Charlotte name or logo in any way.
2. All activities must be consistent with the mission of the Ronald McDonald House of Charlotte, non-controversial and adherent to any and all applicable local, state and federal laws.
3. If the Sponsor represents to the public that a certain amount of money, percentage of proceeds, or profits will benefit the Ronald McDonald House of Charlotte, the Sponsor should be prepared to provide access to an accounting of revenues and expenses to the Special Events Manager if requested. Funds should be presented to the Ronald McDonald House of Charlotte within 60 days of the event or program's end.
4. All promotional material related to the Sponsor's fundraising efforts (booklets, commercials, etc.) should be approved by the Special Events Manager .
5. Sponsor agrees to inform the Ronald McDonald House of any plans to recruit underwriters or sponsors for the fundraising activity. This ensures that there will be no duplication of efforts that may be underway.
6. Please do not solicit raffle items or auction items for third party events. Ronald McDonald House of Charlotte hosts several events each year involving raffles and auctions, and we need to ensure that we do not exhaust limited resources.
7. The Ronald McDonald House of Charlotte cannot be responsible for processing funds, negotiating or paying vendors, solicitations, sales and/or other administrative functions of the Sponsor's event or program. Sponsor should make all arrangements for all vendors, expenses and necessary support.
8. Proposals submitted to the Ronald McDonald House of Charlotte should clearly and specifically state the fundraising activity plan, timeline, expected attendance/participation, and desired or expected financial contributions.
9. The Ronald McDonald House of Charlotte reserves the right to protect the privacy of our volunteers, clients and staff. Permission to use names, images, photos, likenesses or other personal information must be secured from both the individual and the Special Events Manager prior to use by the Sponsor.

Each request will be considered individually, and we appreciate your patience as we give each request thoughtful and thorough consideration! Please use the Ronald McDonald House of Charlotte Third Party Fundraising Application Form to submit your fundraising ideas, or for more information, please contact:

Cameron Hunter, Development & Communication Director  
Ronald McDonald House of Charlotte  
(704) 288-5319



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## THIRD PARTY FUNDRAISING APPLICATION

**NOTE: THIS APPLICATION MUST BE APPROVED BY RONALD MCDONALD HOUSE OF CHARLOTTE PRIOR TO PUBLICIZING OR HOLDING EVENT**

DATE: \_\_\_\_\_

GROUP/COMPANY PLANNING EVENT: \_\_\_\_\_

CONTACT PERSON RESPONSIBLE: \_\_\_\_\_

CONTACT PHONE: \_\_\_\_\_ CONTACT EMAIL: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

FUNDRAISING PROGRAM/EVENT NAME: \_\_\_\_\_

DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

DESCRIPTION: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ESTIMATED PARTICIPATION/ATTENDANCE: \_\_\_\_\_ ESTIMATED DONATION AMOUNT:\$ \_\_\_\_\_

LIST ANY OTHER CHARITABLE ORGANIZATIONS THAT WILL BE INVOLVED OR BENEFIT: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

WILL YOU BE SOLICITING FOR DONATIONS AND/OR SPONSORSHIPS?       YES       NO

DOES YOUR EVENT REQUIRE A LICENSE?       YES       NO

PLEASE DESCRIBE YOUR PLANS TO PROMOTE THIS PROGRAM/EVENT. WHAT METHODS OF PR AND ADVERTISING WILL BE USED? HOW WILL THE RONALD MCDONALD HOUSE LOGO AND NAME BE USED?

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PROPOSED BUDGET: ALL COSTS TO COME OUT OF PROCEEDS OR TO BE PAID DIRECTLY BY EVENT ORGANIZER. PLEASE LIST ALL COSTS EVEN IF YOU EXPECT THEM TO BE DONATED.

**COSTS:**

Location	\$ _____
Food/Beverage	\$ _____
Printing (tickets, posters, etc.)	\$ _____
Advertising	\$ _____
Prizes	\$ _____
Other (please specify)	\$ _____

**TOTAL COSTS** \$ \_\_\_\_\_

**TOTAL EXPECTED INCOME:** \$ \_\_\_\_\_

**(-) TOTAL COSTS** \$ \_\_\_\_\_

**(=) REVENUE TO RONALD MCDONALD HOUSE OF CHARLOTTE** \$ \_\_\_\_\_

**DO YOU AGREE TO COMPLY WITH THE GUIDELINES FOR THIRD PARTY FUNDRAISING?**    YES    NO

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**SIGNATURE OF APPLICANT**

**DATE**

**PLEASE RETURN COMPLETED FORM TO:**

*RONALD MCDONALD HOUSE OF CHARLOTTE*  
1613 E. Morehead St.  
CHARLOTTE, NC 28207  
FAX: 704-335-4093  
E-MAIL: [cameron@rmhofcharlotte.org](mailto:cameron@rmhofcharlotte.org)

***Your support is greatly appreciated!***

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**For Ronald McDonald House of Charlotte Use Only**

Date Received: \_\_\_\_\_

Approved By: 1. \_\_\_\_\_

2. \_\_\_\_\_

Date Approved: \_\_\_\_\_