



Third Party Fundraising Event Guidelines

Ronald McDonald House Charities® of Mobile is extremely grateful to the many people and organizations who wish to organize events to support our mission. Events which meet specific criteria will be considered for approval. Each event will be reviewed on a case-by-case basis.

Third-Party Fundraising Event – A fundraising activity by a non-affiliated group or individual, where the RMHC has no fiduciary responsibilities and little or no staff involvement.

Event Application and Approval

Please review these Third-Party Fundraising Guidelines. Complete and submit for approval the attached Fundraising Event Proposal Form and return it to RMHC of Mobile.

- Approval by RMHC of Mobile must be obtained before you advertise or hold your event.
- Annual events should be registered with RMHC of Mobile each year.

Marketing and Promotion

- Third-party events may not be represented as events sponsored by RMHC of Mobile.
- Promotions for the event should reflect RMHC of Mobile as a beneficiary, and not conducting the event (i.e. “proceeds from XYZ Golf Tournament will benefit Ronald McDonald House Charities of Mobile”).
- All promotional materials related to an event benefiting RMHC of Mobile must be reviewed and approved by RMHC of Mobile prior to distribution (flyers, press releases, tickets, brochures, posters, etc).
- Any requests for the use of the RMHC of Mobile logo, name and images must undergo approval.
- All references to RMHC of Mobile in publicity and promotional materials for the event or promotion should refer to “Ronald McDonald House Charities® of Mobile.”

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 organizer of the event.
 - RMHC of Mobile will not be liable for any costs or expenses.
- RMHC of Mobile will not reimburse organizer for the purchase of goods for a third-party event. No goods may be charged to RMHC of Mobile for any reason.

Event Insurance and Liability

- The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws, and also obtain appropriate insurance coverage as necessary.
- RMHC of Mobile cannot be held liable for details associated directly or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage.

How can RMHC of Mobile help with your event?

RMHC of Mobile can provide the following:

- Advice and suggestions on event planning, as time allows.
- Approval of the use of RMHC of Mobile name, logo and images.*
- Display promotional materials.
- RMHC of Mobile Event Banners.**
- Acknowledge and provide tax receipts for contributions made payable and submitted to RMHC of Mobile.
- With ample prior notification, RMHC will make every effort to have a representative present as requested.

*Approval of event marketing materials where the RMHC of Mobile name, logo or images are utilized is not optional.

**Event Banners will be provided depending on availability.

RMHC of Mobile is unable to provide the following:

- Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees, and collecting monies.
- RMHC of Mobile's tax-exemption number for making any purchases related to your event.
- Access to donor lists or contacts.
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.

Third-Party Fundraiser | Frequently Asked Questions

Will a Ronald McDonald House Charities representative attend the event?

If you would like an Ambassador to represent Ronald McDonald House Charities of Mobile at your event, we will make our best effort to secure an RMHC Staff member or RMHC Ambassador for a check presentation and/or to address the attendees.

Can the Ronald McDonald House Charities provide informational materials such as brochures, flyers, etc. for my event?

Yes, with advance notice staff can provide materials suitable for your event with information about RMHC of Mobile.

Can I provide receipts or an acknowledgment letter from Ronald McDonald House Charities of Mobile?

Donations made online or sent directly to Ronald McDonald House Charities of Mobile will receive an acknowledgment letter. We can also provide a single acknowledgment letter for the event coordinator and/or organization.

If participants donate directly to the Ronald McDonald House Charities of Mobile, can staff provide names and amounts donated?

Ronald McDonald House Charities of Mobile respects the confidentiality of its donors and will not release their contact information.

Can I use the Ronald McDonald House Charities' tax-exempt status when purchasing materials?

Third-party fundraisers cannot use the Ronald McDonald House Charities' tax exemption status in conjunction with the event. However, Ronald McDonald House Charities staff can provide a verification letter confirming the organizer's intent to raise funds for Ronald McDonald House Charities of Mobile. All checks from participants of third-party promotions must be made out to the third party organization, not Ronald McDonald House Charities of Mobile.

*For individuals requesting donations to Ronald McDonald House Charities of Mobile in lieu of gifts for an event/ special occasion, checks should be made out to Ronald McDonald House Charities of Mobile and sent with a note stating what event/ special occasion it should be applied to.