



Ronald McDonald House Charities® of Eastern Wisconsin, Inc. (RMHC) Guidelines for Fundraising

January, 2008

The Ronald McDonald House Charities® of Eastern Wisconsin, Inc. hereafter referred to as RMHC, is pleased to be the beneficiary of financial support as a result of special fundraising events or projects by generous individuals, groups and organizations. In order to ensure that all proposed fundraising projects are in keeping with our organizational guidelines, and to comply with regulations pertaining to non-profit organizations, we require: **(Please read and initial each numbered item and sign off at the bottom.)**

1. Completion and return of attached Fundraising Application Form for review prior to authorization to conduct an event. This form should be submitted a minimum of 30 days prior to date of event. The Development Committee representative(s) will review the request. All requests will be answered no later than 15 days after receipt. **INITIAL** _____
2. Use of RMHC name or logo will only be authorized after completion and approval of Fundraising Application Form. Sponsor is authorized to use the Name: Ronald McDonald House Charities® of Eastern Wisconsin, Inc. only in connection with the Fundraising event, and only until the earlier of the completion of the event, or termination of this agreement. All usage of the trademark of the Ronald McDonald House ® shall bear the registered trademark, “®” **INITIAL** _____
3. Any advertisements or press releases need to be approved by RMHC prior to their release. **INITIAL** _____
4. The amount or percentage of monies donated to RMHC must be included in all advertisements so that the public knows what percentage of their funds will benefit the House. **INITIAL** _____
5. RMHC assumes no responsibility for promoting the event. **INITIAL** _____
6. We must always be sensitive to the privacy of children or families staying at RMHC. Therefore, nor family that is or has been a guest of the RMHC may be exploited in connection with the event or endeavor. **INITIAL** _____
7. Event sponsor agrees to comply with all necessary local or government regulations. This includes, but is not limited to, registering with the appropriate agencies, purchasing insurance, following any rules of disclosure currently required by the IRS, liability releases and required licenses (such as raffle license) or permits. **INITIAL** _____
8. The sponsor/organization holding the event intended to benefit RMHC agrees to indemnify and hold RMHC harmless from any and all claims that may arise as a result of this event. **INITIAL** _____
9. Due to the high level of demand on our volunteer’s time, RMHC cannot commit the resources of its volunteers. **INITIAL** _____
10. Any endeavor which requires that the RMHC solicit its donors or Board of Directors to make or solicit purchases will not be accepted. **INITIAL** _____
11. Sponsor shall perform all duties necessary for the successful completion of the Fundraising Event, and shall assume full obligation and responsibility for the payment of all expenses in connection therewith, without regard to the amount of funds collected for the Event. **INITIAL** _____
12. Sponsor agrees to deliver to RMHC, promptly after the completion of the Fundraising Event, the proceeds, including pledges, and to provide a written accounting of the Fundraising Event within 30 days of event. **INITIAL** _____

I have read and agree to all the above terms.

Name _____

Organization _____

Date _____



Ronald McDonald House Charities of Eastern Wisconsin, Inc.®

Fundraising Application Form

Sponsoring Organization:

| | | | |
|--------------------------|-------------------|--------------------|--------------------------------------|
| Organization | | Contact Person | |
| Address (Contact Person) | | | Apt or Suite |
| City | State | ZIP Code | Email |
| Home Phone Number | Work Phone Number | | Fax Number (to fax approved form to) |
| Organization's Purpose | | Size of Membership | |

Special Event Information:

| | |
|---|--|
| Description of Event | |
| | |
| | |
| | |
| Location of Event | Date of Event |
| Will the event benefit any other organization(s)? <input type="checkbox"/> Yes <input type="checkbox"/> No | If yes, please name other organization(s): |
| Anticipated Income from Event % of Gross Revenues to be donated to the RMHC _____% | |
| Anticipated Gross: _____ Net: _____ | |

Other Information:

| | |
|---|--|
| How Will the Event be Promoted? | |
| | |
| Will the Ronald McDonald House Charities logo be used in conjunction with other logos, trademarks, etc? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, proofs must be approved by RMHC of Eastern WI, Inc.</i> | |
| Has the Group ever sponsored an event for RMHC of Eastern Wisconsin, Inc.? <input type="checkbox"/> Yes <input type="checkbox"/> No | |

Terms:

Sponsoring Group’s Covenants

We will conduct the event for the benefit of Ronald McDonald House Charities of Eastern Wisconsin, Inc. (the “Organization”) in accordance with the provisions of this proposal.

We will maintain the insurance coverage evidenced by the Certificate of Insurance accompanying this proposal throughout the pendency of the event.

Our conduct of the event will conform to applicable laws, rules, regulations and ordinances.

We will not use any trade or service mark or related copyright of McDonald’s Corporation (“McDonald’s”), except as authorized by McDonald’s. After being submitted to us, we will forward any related material to McDonald’s Corporate Legal Department in Oak Brook, IL for approval.

All material using the Ronald McDonald House Charities name or logo will be submitted by us to the Organization for approval prior to the publication or use of such material.

We will indemnify and hold Ronald McDonald House Charities, Inc., the Organization and their respective trustees, directors, officers, employees, volunteers, and agents harmless from and against any and all claims, liabilities, judgments, penalties, settlements, losses, damages, and expenses, including court costs and reasonable attorney’s fees, incurred or suffered by these parties in connection with or as a result of the event.

Organization Consent

In consideration of your sponsorship of a fundraising event for the benefit of the Organization, as more fully described in this proposal, the Organization hereby consents to your sponsorship of the event upon the terms and subject to the conditions set forth herein.

| | | |
|--|-------|------|
| Sponsor Signature | Title | Date |
| RMHC of Eastern Wisconsin, Inc. Representative Signature | Title | Date |

Please complete and return this contract to Ronald McDonald House Charities of Eastern Wisconsin, Inc.
No fundraising activity will be approved without receipt of a completed form.

Send to:
Ronald McDonald House Charities of Eastern Wisconsin, Inc.
Attn: Carol Bulgrin
8948 Watertown Plank Road
Wauwatosa, WI 53226
Phone: (414) 475-5333 ▪ Fax: (414) 475-6342

Thank you for supporting Ronald McDonald House Charities of Eastern Wisconsin, Inc.!