



Keeping families close™

Want to help raise funds for RMHC® of the Capital Region?

Thank you for your interest in helping to support Ronald McDonald House Charities® of the Capital Region (RMHC-CR). We depend heavily on the generosity of people like you to help families with sick children stay close to each other and the care and resources they need.

Non-profit organizations like RMHC-CR must demonstrate the highest ethical practices in all aspects of our operations, especially the handling of donated funds. We are proud of the way we do business and we must vigilantly protect the good name and reputation that Ronald McDonald House Charities® has earned.

In order for any outside party to raise funds for RMHC-CR, a written agreement must be signed by both an officer of RMHC-CR and a representative of the group/individual fundraiser. This agreement is important to ensure that proper fund raising practices are followed and that clear expectations are outlined on both sides. Our goal is to work with you to make your fund raising project as successful as possible.

Please begin by completing and returning the enclosed form via email to snigra@rmhcofalbany.org. The information you provide will be reviewed by RMHC-CR staff, and when appropriate, members of the Board of Directors. You will be contacted by RMHC-CR if there are questions. If all is agreeable, a signed agreement will be returned to you within 14 days. RMHC-CR will keep your signed agreement on file to verify your fund raising activities in case anyone should contact us with questions about their legitimacy.

Any group or individual organizing a fundraiser on behalf of RMHC-CR must agree to the following:

- ANY and ALL** use of the RMHC-CR name and/or logo to promote a fundraiser must be reviewed and approved by RMHC-CR and, when necessary, the global office of RMHC. In addition, approval is required for use of images of the inside or outside of any RMHC-CR facility. Please allow at least two weeks for review from the time you submit materials for approval.
- ANY and ALL** communications with media (web, print or broadcast) must be approved ahead of time by RMHC-CR. This includes, but is not limited to, press releases, media advisories, requests to cover check presentations, commercial promotions, news spots, etc.

Please note that RMHC-CR must be mindful of the perception that businesses and/or individuals are profiting from the use of RMHC-CR's name. For this reason, any fundraiser that includes the sale of items which result in profit for a business and/or individual will be heavily scrutinized. All approved promotions must clearly communicate the benefit to RMHC-CR and be a good fit with RMHC-CR's current public relations and development initiatives.

Additionally, promotions which center on a customer/donor purchasing a product to have that same product donated to RMHC-CR or a guest of RMHC-CR will only be approved when the offered product meets a current need of RMHC-CR.

Finally, due to the overwhelming number of direct sales consultants that offer to raise funds on behalf of RMHC-CR, we are unable to host direct sales parties or promote direct sales parties to our contacts or through our official channels. Please complete the enclosed form to request approval for your fundraiser and allow us to confirm its legitimacy if asked.

RMHC® of the Capital Region Third-Party Fund Raising Agreement

Name of fund raising event/activity: _____

Name of group/individual raising funds: _____

Date(s) of fund raising event/activity: _____

Location (if applicable): _____

Detailed description of fund raising event/activity:

What are you requesting from RMHC to make your fundraiser a success:

Contact name: _____

Mailing address: _____

Phone: _____ Email: _____

Will any other person be responsible for handling donations in support of this fundraiser? Y/N

If yes, Name: _____ Phone/Email: _____

Expected date for RMHC-CR to receive funds: _____

Gross profits expected: \$ _____ Estimated expenses: \$ _____

Estimated amount to be donated to RMHC-CR: \$ _____

Maximum donation amount or guaranteed minimum, if any: \$ _____ Max./Min.

If your fundraiser involves the sale of a product, please specify the actual amount/percentage of each purchase to be donated to RMHC-CR (i.e. \$5 for every item purchased OR 50% of each order):

We will hold McDonald's, its subsidiaries, affiliates, and franchisees, Ronald McDonald House Charities, Inc. the Organization and their respective trustees, directors, officers, employees, volunteers, and agents harmless from and against 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. In addition, I have read and understand the rules related to prior approval for use of Ronald McDonald House Charities® of the Capital Region's name and/or logo as well as any communication with media related to the event.

Third-Party Signature: _____

RMHC-CR Signature: _____

Title: _____

Title: _____

Date: _____

Date: _____