



## Community Fundraising Information & Guidelines

Thank you for considering Ronald McDonald House Charities of Southwest Florida (RMHC SWFL) as a beneficiary of your fundraising activities. Our mission is to create, find, and support programs that directly improve the health and well-being of children and their families in Charlotte, Collier, Glades, Hendry, and Lee counties.

We value your interest in fundraising for RMHC SWFL and rest assured that contributions are used effectively and are very much appreciated by the families and children we serve. We rely on the support of our community to continue our mission. When you support our charity, you make a difference in the lives of families and children in need. Together, we can do big things.

Below are RMHC SWFL's Policies and Procedures for third-party fundraising activities as well as FAQs. Please review all information carefully. Upon approval of your event application, this document listing all policies and procedures will become part of your agreement with the charity, and you will be responsible for complying with them.

After you review the guidelines below. Please fill out and submit the Community Fundraising Form at least 6 weeks prior to your event.

### POLICIES AND PROCEDURES

#### Community Fundraising Guidelines

- Events should complement the mission, purpose, and image of RMHC-SWFL. It is at the discretion of the RMHC-SWFL fundraising team to identify who/what complements the mission, purpose, and image of the children's charity.
- Event applications (the Community Fundraising Form) must be submitted at least 6 weeks before the event takes place.
- Your fundraiser or event may not be represented as an effort sponsored by RMHC SWFL. Instead, promotions for your fundraiser or event should reflect RMHC SWFL as a beneficiary only.
- All references to RMHC SWFL in publicity and promotional materials for the event or promotion should refer to "Ronald McDonald House Charities of Southwest Florida", or "Ronald McDonald House Charities of SWFL"
- You may not use the RMHC SWFL name or logo or otherwise indicate to the public that an event is being held for the benefit of our children's charity **without the prior express written consent of an authorized representative of the organization.**  
\*\* **Once approved, we will send you the official logo to use.** You must use only use the approved logos we give you and not alter or modify in any way.



- Event promotional materials must state, "Proceeds will benefit Ronald McDonald House Charities of SWFL" or "X" percentage of net proceeds will benefit Ronald McDonald House Charities SWFL".
- RMHC SWFL must review and approve in writing all promotional materials including, but not limited to, advertising, letters, brochures, flyers, press releases, and all online content prior to production or distribution. Proposed materials should be submitted via email to [amy@rmhcswfl.org](mailto:amy@rmhcswfl.org)
- Due to a commitment to our donors, we are not able to sell or provide others with our mailing lists.
- We reserve the right to observe your event.

### Licenses and Insurances

- The sponsor is responsible for obtaining any necessary permits and clearances required by local and state governments and complying with all applicable laws. Sponsor must also obtain appropriate insurance coverage as necessary
- RMHC SWFL cannot be held liable for details associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance, or liability coverage
- Events must comply with all federal, state, and local laws governing charitable fundraising, gift reporting, and special events
- We must receive a copy of your insurance certificate (if applicable) at least ten business days before the event

\*\*\*\* Please note that gaming events such as raffles require a license\*\*\*\*

### Our Commitment to the Event

#### **RMHC SWFL can provide the following:**

- Advice, suggestions on event planning, and sharing fundraising best practices as time allows
- Use of the charity name & RMHC SWFL logo for this specific event (upon RMHC SWFL's approval)
- RMHC SWFL Marketing materials (brochures, flyers, rack cards, etc.)
- When appropriate, promote your event or fundraiser to the RMHC SWFL community through our website and social media platforms (Facebook, Instagram, LinkedIn).
- Acknowledgments and tax receipts for contributions made payable and submitted to RMHC SWFL



**RMHC SWFL cannot provide the following:**

- RMHC SWFL tax exemption number for making any purchases related to your event or fundraiser.
- Guaranteed volunteer, Board Member, families, or staff attendance at the event or fundraiser
- Access to RMHC SWFL donor lists or contacts
- RMHC SWFL letterhead
- Ronald McDonald
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage
- RMHC SWFL cannot endorse products

**DEFINITIONS**

Community Fundraising Event: Occurs at a specific place(s) and time(s). Participants gather in person or virtually together. It may involve renting space, collecting RSVPs, providing food and beverages, etc.

Community Fundraiser: A strategy to raise funds over a period of time. Funds raised can be collected in a drop jar, online fundraising page, on social media, etc.

**After reviewing all of the Community Fundraising Guidelines above, please fill out and submit the Community Fundraising Form.**



## COMMUNITY FUNDRAISING FAQ's

### **How long should I expect to wait for event approval?**

Upon submission of your application, allow 5 - 7 business days for a response. Please be as specific as possible on the application to help expedite the review process.

### **Can I use the Ronald McDonald House Charities of Southwest Florida name?**

You may upon approval. When using the RMHC SWFL name for your event, you must identify the charity as the benefactor, not as the event producer/promoter. For example: "A Walk-A-Thon benefiting Ronald McDonald House Charities of Southwest Florida"

### **Will someone from RMHC SWFL be present at my event?**

We are happy to attend events when requested if we have representatives available. Be sure to indicate this on the Community Fundraising Form.

### **Where do I get the logo to use if you agree that we can use it?**

Once we approve the event, we will send you the official RMHC SWFL logo(s). Please do not use any other logos you may find elsewhere or alter what we send you in any way. You must use the ones we give you.

### **Do you have to approve any artwork we create for the event?**

Yes, we must approve any artwork (including social media posts) that contain our logo.

### **Can Ronald McDonald make an appearance at my event?**

No. Because of the large demand for Ronald McDonald appearances, Ronald McDonald has to limit his appearances to RMHC signature events.

### **Can I use RMHC SWFL's tax identification number?**

No, we cannot provide you with our tax identification number.

**How do I ensure all of my donors will receive a tax receipt or participation thank you letter?** All individual checks made payable to RMHC SWFL will receive a tax receipt in accordance with IRS standards, as well as a participation thank you letter.

### **Do I need to be a non-profit (501(c)3) organization to host an event?**

No, anyone can host a fundraising event! If you are currently with an organization that claims 501(c)3 status and people make checks out to your organization, we cannot give them tax receipts.

### **How do I submit our raised funds/donation?**

You may hand deliver or send a check to RMHC SWFL at:  
16100 Roserush Court, Fort Myers, FL 33908

\*\* Checks should be made out to: Ronald McDonald House Charities Southwest Florida, Inc.

### **Whom do I contact if I have any questions?**

Becky Abraham, Development Director - Office: 239-437-0202 • Email: [becky@rmhcswfl.org](mailto:becky@rmhcswfl.org)