



Ronald McDonald House Charities of St. Louis Caring Partners Program Guidelines

Thank you for offering to help our home-away-from-home! Ronald McDonald House Charities (RMHC) of St. Louis truly appreciates your efforts to make a difference in the lives of seriously ill children and their families.

Ronald McDonald House Charities of St. Louis welcomes our community's initiatives to help further promote awareness and funding for our programs. However, due to limited staff time, RMHC must commit its resources to the number of internal fundraising events already being offered to sustain services. The nature of third party events limits us because we cannot schedule, budget nor predict a reliable source of revenue from such events. By taking on a fundraiser, the third party assumes the responsibility of creating a successful event without a significant level of assistance from RMHC St. Louis.

Fundraisers which benefit Ronald McDonald House Charities of St. Louis should be managed by individuals, corporations or organizations that are financially responsible, of well-established reputation and motivated by a genuine desire to help further our mission of serving families of seriously ill children. If an outside individual, corporation or organization wishes to sponsor a special event or promotional campaign to benefit Ronald McDonald House Charities of St. Louis, the following guidelines must be followed:

- All expenses incurred at the fundraising event are the responsibility of the third party event organizer; RMHC cannot provide any funds.
- RMHC will only associate with individuals, corporations and organizations known to conduct themselves in a manner compatible with our mission. Should an issue arise, it will be resolved by RMHC Management.

Event approval

- Third party event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers, and liability.
- Approval from RMHC must be received before any action can take place on any event/campaign.
- An Event Fundraiser Application must be submitted to determine if the event or campaign is within RMHC's guidelines and feasible within its existing annual calendar of events.
- Terms for use of RMHC staff, volunteers, mailing lists or general publicity among our supporters should be agreed upon by RMHC before approval of the event/campaign.

Sponsorships

- RMHC is unable to solicit sponsors for the fundraising event and does not provide any donor or volunteer contact information.
- RMHC will notify clients/volunteers/supporters of event details and invite them to attend third party events only when deemed appropriate by RMHC Staff.
- Organizers should identify any businesses or individuals to be contacted for solicitation, so that RMHC can avoid duplicated efforts. Permission must be received from RMHC prior to soliciting any businesses or individuals in the organization's name.

Promotion and Logo Usage

- RMHC St. Louis must review and approve all promotional materials that includes RMHC logo or name prior to production or distribution including, but not limited to, press releases, invitations, brochures, letters and flyers.
- The official logo of RMHC is a registered trademark and cannot be legally reproduced without written permission. In addition, the RMHC logo should be used appropriately in conjunction with the event and may not be altered in any way.
- RMHC may promote the event, *when appropriate*, in the following ways:
 - RMHC Community Fundraisers website page (www.rmhcstl.com/aroundtown)
 - Heartbeat, a bi-annual newsletter
 - Social Media (limited to Twitter, Instagram and LinkedIn)
- Social media promotion is not guaranteed; it is at the sole discretion of the RMHC St. Louis Communications Team to decide if third party promotions fit within the existing content schedule and adhere to brand guidelines. Please see *Caring Partners Social Media Guidelines* for more information.
- Any contact with media must be coordinated with RMHC.

Financial Guidelines

- A donation solicited on our behalf, whether the donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to RMHC. RMHC will determine what types of gifts can be considered tax-deductible prior to solicitation or promotion, as we are the only agents who can verify that such a gift was made, and its nature, to the IRS. This information must be made explicitly clear in promotion of the event or campaign.
- Fundraisers shall state the terms of the donation RMHC can expect from the event/campaign (for example, 50% of profits, one-time donation of \$1,000, or all proceeds). This information must be made specific in event/campaign promotions.
- Organizers should also provide the date by which RMHC will receive the donation.
- In general, we ask that no more than 20% of gross revenue generated be used to cover expenses.
- When a portion of the charge or "suggested donation" to the participant in a third party event/campaign is not tax-deductible, a statement to that effect must be included in all appropriate materials.

Miscellaneous Items

- Organizers who wish to request the presence of RMHC Ambassadors or representatives should make their request at least twenty (20) days prior to the event to allow sufficient time for such individuals to be contacted and scheduled to attend. However, RMHC cannot guarantee the presence of volunteers or staff for any third party fundraising event.
- Each request will be considered individually.

After reviewing the guidelines, please complete the online application form at www.rmhcstl.com/thirdpartyfundraisers. Please contact Mallori Green at mgreen@rmhcstl.com or by phone at 314.932.4141 with questions or concerns.