



Ronald McDonald House of Southwestern Ontario Fundraising Guidelines

1. Ronald McDonald House of Southwestern Ontario (RMH SWO) is proud of its record of service and the image it portrays to the public it serves. For that reason, it allows its name be used only in circumstances and for activities that are compatible with its mission. The use of the name or logo of RMH SWO, or the use of Ronald McDonald, without our express written approval is prohibited.
2. To allow RMH SWO to review and approve your proposed activity, you must complete and submit the enclosed application to the Development Associate. For major events, RMH SWO requires 6 month minimum advance planning. If the activity is approved, you will receive a letter of authorization (and telephone call) to proceed with your project.
3. Promptly update RMH SWO on any changes from the original fundraising proposal.
4. If you plan to seek underwriting by a company or other group, please contact the Executive Director of RMH SWO prior to contacting the other company or group to avoid duplication of underwriting sponsorships.
5. RMH SWO will make its best effort to:
 - a. Provide RMH SWO materials for your project or event.
 - b. Distribute information provided by you for your project or event to the Board of Directors and to our volunteers.
 - c. Have a representative attend the event.
 - d. Provide a video presentation about RMH SWO and its purpose.
 - e. Schedule tours to your project members upon request.
6. RMH SWO cannot generally supply volunteers to participate in the planning and/or implementation of your project or event.
7. RMH SWO and its Board of Directors retain the right to revoke or terminate any authorization it may give for use of the RMH SWO name.

Please allow RMH SWO at least two weeks from our receipt of your application to respond. We will do our best to ensure that all appropriate fund raising efforts have every opportunity to succeed.

If you have any questions, please call Kelley Montfort, Development Manager at 519-685-3232 ext. 2503.



Ronald McDonald
House Charities
Southwestern Ontario

Keeping families close

SOUTHWESTERN ONTARIO CHILDRENS CARE INC.

741 Base Line Road East | London | Ontario | N6C 2R6

Tel: (519) 685-3232 | Fax: (519) 685-0703

info@rmhc-swo.ca | www.rmhc-swo.ca

**Ronald McDonald House of Southwestern Ontario
FUNDRAISING APPLICATION**

Organization Name: _____

Application submitted by: _____
(Main contact)

Address: _____

Phone Numbers: _____ **Day** _____ **Evening**

Email: _____

Name of event/activity: _____

one time only OR monthly/annual/periodic
(please indicate) _____

Date(s)/Duration: _____

Location: _____

Objectives: _____

Key messages: _____

Partners (i.e. other organizations that might be involved or supporting this project, not including media): _____

MEDIA

Please list all proposed/committed media partners (print, electronic, etc.)

Television:

Radio:

Print:

Other:

Anticipated collateral/media pieces (which require RMH SWO logo and/or content):

Press release(s)

Date(s) to distribute:

TV commercial(s)

Date(s) to run:

Radio commercial(s)

Date(s) to run:

Newspaper advertisements

Date(s) to run:

Other (please indicate elements and dates)

NOTE: All materials proposing to bear the RMH SWO logo or name must be submitted to RMH SWO for approval prior to production and display with at least 48 hours for turnaround.

ADDITIONAL INFORMATION

Please provide at least two references for your organization other than the chairperson listed above. Include a contact name, address and telephone number.

Is insurance required? _____ If yes, please provide name and address of insurance carrier. (Attach copies of certificates, if applicable)

Are permits required? _____ If yes, please describe. (Attach copies of permits)

FINANCIAL ACCOUNTING

What is the method of generating revenue for RMH SWO at this event (i.e. ticket sales, donation box)?

Will other revenue be generated at this event that is not designated for RMH SWO?

How/How often will revenue be tabulated, reported, and distributed to RMH SWO?

Please indicate the projected net revenue for the event and/or expected contribution to be made to RMH SWO.

Projected Net Revenue \$ _____ (Total income less total cash expenses)

Percentage of Net Revenue Allocated to Ronald McDonald House of Southwestern Ontario:
_____ %

(Minimum Dollar amount if applicable: \$ _____)

Agreement:

The undersigned has read, understands and agrees to the terms of the Fundraising Guidelines of Ronald McDonald House of Southwestern Ontario.

Organization: _____

Signature: _____

Print Name: _____

Title: _____

For RMHC Use Only:

Proposal: Approved _____ Declined _____ Date _____

By: _____

Title: _____