

### FUNDRAISING GUIDELINES

*Thank you for your interest in conducting a fundraising activity to benefit Ronald McDonald House Charities Southwestern Ontario (RMHC-SWO). You and numerous community supporters know first-hand how important support continues to help families and RMHC-SWO. All of the efforts you put forth are greatly appreciated.*

#### **PLEASE READ THESE GUIDELINES BEFORE PLANNING YOUR ACTIVITY/EVENT.**

These guidelines are designed to assist you in planning your fundraising activities to benefit RMHC-SWO. The provincial government regulates all fundraising activities, and we follow all CRA laws for charitable giving and acknowledgments. **Any individual or organization who wishes to conduct a fundraising activity/event or promotion involving the use of the name "Ronald McDonald House Charities Southwestern Ontario" or for other fundraising activities and/or publicity purposes must receive advance written approval from Ronald McDonald House Charities Southwestern Ontario.** Please allow 1-2 weeks for the review process to take place.

1. Activities should complement the mission and image of RMHC-SWO. Organizations that conflict with our mission or values may not be sponsors. The final judgment allowing an organization and/or a person to host an activity/event benefiting RMHC-SWO shall be the sole and final decision of RMHC-SWO.
2. You, as the activity/event organizer, must obtain all necessary permits, licenses and/or insurance.
3. RMHC-SWO assumes no responsibility for your activity/event. You agree to release RMHC-SWO and its officers, employees and agents from any and all liability arising out of your activity/event.
4. Be prepared to estimate expenses and revenues for your activity/event, as well as the size of the contribution you intend to donate to RMHC-SWO.
5. RMHC-SWO must approve, in advance, the content of all invitations, advertisements, press releases, posters or other promotional materials related to your project. Public announcements or promoting the activity/event IS PROHIBITED until written approval has been sent to activity/event organizer.
6. RMHC-SWO may *only* be identified as the beneficiary of the activity/event. For example, activity/event organizers should not call an activity/event "Ronald McDonald House Charities Southwestern Ontario Walk-a-Thon." Your activity/event should be promoted as the "Walk-a-thon to support Ronald McDonald House Charities Southwestern Ontario."
7. If another organization will benefit from the activity/event, RMHC-SWO must be notified when you apply to host an activity/event. If RMHC-SWO will not receive all of the proceeds from the activity/event, then the exact percentage of the proceeds that benefit RMHC-SWO must be stated clearly on all invitation copy, advertising, and promotional materials.
8. You, as an activity/event planner, may not keep any portion of the proceeds as profit or compensation for organizing the activity/event. If activity/event expenses are greater than the money raised, you are responsible for paying those expenses.
9. Proceeds must be received by RMHC-SWO within business 60 days of the fundraising activity/event or campaign.
10. RMHC-SWO must be notified if there are any significant changes planned for the activity/event. If circumstances warrant (i.e. fraud, negative exposure, etc) RMHC-SWO may, at any time, through members of its governing board or senior administrators, direct you to cancel the activity/event. You must agree to cancel the activity/event, if so directed, and you hereby agree to release RMHC-SWO and its board members, officers and employees from any and all liability in connection to any such action.

## **WHAT WE CAN DO TO HELP YOU**

- Offer advice and guidance on activity/event planning
- Provide a letter of authorization to be used to validate the authenticity of the activity/event and its organizers
- Promote the activity/event on the Ronald McDonald House Charities Southwestern Ontario website
- Provide a representative to attend your activity/event, if possible
- Provide a written tax receipt to eligible donors who make their cheques payable to Ronald McDonald House Charities Southwestern Ontario

## **WHAT WE CANNOT DO TO HELP YOU**

- Provide on-site staff support at your activity/event (exceptions granted on a case-by-case basis)
- Extend our tax exemption or charitable solicitation license to you
- Provide insurance coverage
- Provide funding or reimbursement for expenses
- Solicit sponsorship revenue for your fundraising activities
- Provide celebrities or professional athletes for your activity/event
- Provide Ronald McDonald House Charities Southwestern Ontario letterhead
- Submit press releases to media outlets
- Obtain permits or licenses

Please understand that the volume of requests we receive sometimes exceeds the number of staff available to attend activities/events.

## **Questions**

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**Please Contact:**  
info@rmhc-swo.ca