

Ronald McDonald
House Charities®
South Florida



Hosting a

FUNDRAISING EVENT

in support of
Ronald McDonald House of
Charities® South Florida

www.rmhcsouthflorida.org



The House

The Ronald McDonald House Charities (RMHC) of South Florida provides a "home-away-from-home" for seriously ill children and their families to heal better together.

There are two Ronald McDonald Houses in South Florida supporting 48 families. Our houses are located in Downtown Miami and Fort Lauderdale.

RMHC of South Florida is an independent charity, governed by a volunteer Board of Directors and is part of a network of more than 356 licensed Ronald McDonald Houses around the world.



Who we assist

258
families stayed
at the **MIAMI HOUSE**
10,926 nights



21
SCHOLARSHIP
AWARDED
from 5 differe
South Florida cou

\$42,000
AWARDED



358
INDIVIDUAL
VOLUNTEERS

644
GROUP
VOLUNTEERS

Average stay was **21** nights

238 families stayed at the
FORT LAUDERDALE HOUSE
3,950 nights

Average stay was **21** nights



Planning your fundraising event

Here is a list of fun and creative fundraising ideas for you to consider when planning an event.

- “A-Thons” (dance, run, state, spell, swim, walk)
- Auctions (live and silent)
- Bake sale / lemonade stand
- BBQ
- Car wash
- Dress down day
- Coin box collection
- Cook-off
- Craft or County fair
- Fashion Show
- Garage Sale
- Head Shaving
- “Jail an Bail” events (holding community VIPs for “ransom”)
- Juried art Show
- Multicultural festival
- Tournaments (golf, lawn bowling, paintball)

or create your own!



Planning your fundraising event

Most events are comprised of a few common elements. Use this checklist to ensure your event is a great success!

Event checklist:

- Form a volunteer committee and appoint a committee chair.
- Familiarize yourself with RMHC South Florida so you are informed and aware.
- Brainstorm your event format, details and fundraising goal
- Create a budget to keep track of your revenues and expenses
- Reserve a venue/location for the event
- Solicit prizes and sponsorships from your contacts
- Produce event materials (posters, brochures, tickets, etc)
- Arrange proper permits and licenses
- Assess logistical and technical requirements
- Identify and coordinate the rental of necessary equipment.
- Thank sponsors, donors, participants, suppliers and volunteers.



Benefit approval policy guidelines

The Ronald McDonald House Charities of South Florida and its cornerstone program, Ronald McDonald House, hereafter referred to as RMH, is pleased to be the beneficiary of financial support as a result of special fundraising events or projects by generous individuals, groups, and organizations. In order to ensure that all proposed fundraising projects are in keeping with our organizational guidelines, and to comply with regulations pertaining to non-profit organizations, we require:

1. Completion and return of attached Benefit Approval Form for review prior to authorization to conduct an event. This form should be submitted a minimum of 30 days prior to date of event. RMH representative(s) will review the request. All requests will be answered no later than 15 days after receipt.
2. Use of RMH name or logo will only be authorized after completion of Benefit Approval Form. Sponsor is authorized to use the name, Ronald McDonald House Charities® of South Florida, only in connection with the fundraising event and only until completion of the event or termination of this agreement. All usage of the trademark of Ronald McDonald House Charities® or Ronald McDonald House® shall bear the registered trademark symbol, ®.
3. Any advertisements or press releases need to be approved by RMH prior to their release. For any print or electronic media promotion, we ask that you provide us a copy along with resulting articles or postings. We also ask to be notified of any media events or appearances and radio and television spots.
4. The amount or percentage of monies donated to RMH must be included in all advertisements so that the public knows what percentage of their funds will benefit the Ronald McDonald House.
5. RMH assumes no responsibility for promoting the event.
6. We must always be sensitive to the privacy of children or families staying at the Ronald McDonald House. Therefore, no family that is or has been a guest of RMH may be exploited in connection with the event or endeavor.
7. Event sponsor agrees to comply with all necessary local or government regulations. This includes, but is not limited to, registering with the appropriate agencies, purchasing insurance, following any rules of disclosure currently required by the IRS, and securing required licenses or permits.
8. The sponsor/organization holding the Event intended to benefit Ronald McDonald House agrees to indemnify and hold RMH harmless from any and all claims that may arise as a result of this event.

9. Due to the high level of demand on our volunteer's time, RMH cannot commit the resources of its volunteers if the net revenue is expected to be less than \$5,000. Exceptions will be reviewed on a case-by-case basis.

10. This agreement shall not be assignable by Sponsor.

11. Any endeavor which requires that the Ronald McDonald House solicit its donors or Board of Trustees to make or solicit purchases will not be accepted. This includes our Mission Partner, McDonald's Corporation.

12. Sponsor shall perform all tasks necessary for the successful completion of the fundraising event, and shall assume full obligation and responsibility for the payment of all expenses in connection therewith, without regard to the amount of funds collected for the event.

13. Sponsor agrees to deliver the proceeds to RMH promptly after the completion of the fundraising event, including pledges, and to provide a written account of the fundraising event if requested by RMH.

14. RMHC agrees to provide written tax receipts to donors who make checks payable directly to Ronald McDonald House Charities of South Florida.

15. Requests for an RMH representative must be made within 30 days of the event.

16. We have made a commitment to our staff and donors that we do not sell or provide others with our donor, volunteer and staff mailing list. Thus, we can neither provide you with this information, nor we can solicit sponsors for your fundraising event.

17. RMHC will not provide funding for reimbursement of expenses

18. You may not keep any portion of the proceeds as profit or compensation for organizing the event.

19. Proceeds should be presented to RMHC of South Florida no more than 30 days following the event by mail or delivered to Ronald McDonald House Charities of South Florida, Attention: Soraya Rivera-Moya, Executive Director; 1145 NW 14 Terrace, Miami, FL 33136

Sponsor Printed Name _____ Date _____

Sponsor Signature _____



BENEFIT/FUNDRAISING/PROMOTION INFORMATION

Name of group/organization: _____

Address: _____

Contact person: Title: _____

Phone #: _____ FAX: _____

Email: _____

Promotion Name: _____

Date(s) of promotion: _____ Time(s): _____ From: To: _____

Name & address of facility where event is being held: _____

Description of event: _____

Event sponsor(s): _____

Will you be serving alcohol? Are you selling alcohol? _____

If yes, who has the liquor liability license? _____

How will the dollars be raised? _____

How will the funds be collected? _____

What percentage of funds raised will be donated to the charity? _____

Estimated expenses: \$ Estimated gross receipts: \$ _____

Does the applicant have a Certificate of Insurance to cover the promotion? __ Yes __ No

Carrier: Policy #: _____

Type of assistance requested from Ronald McDonald House: _____

Will the RMH logo be used on printed material? __ Yes __ No If yes, please attach a copy of material(s).

Additional information:

Who is providing food and/or drink? _____

Who is responsible for providing security? _____

Number of vendors/trade booths? _____

Description of goods sold or displayed? _____

Are you requesting an RMH representative at the event? YES _____ NO _____

Signature of applicant: _____ Date: _____

Please return this form as soon as possible to:

Soraya Rivera-Moya, Executive Director

1145 NW 14 Terrace, Miami, FL 33136

Email: soraya@rmhcsouthflorida.org / Direct line: 786-476-2176

No fundraising activity will be approved without receipt of a completed form.

For Office use only _____

Date received: Date approved: _____

Hold Harmless agreement needed - YES _____ NO _____

Date approved Additional insurance needed - YES _____ NO _____

RMHC Executive Officer _____

Thank you for supporting Ronald McDonald House Charities of South Florida.