



RMHC[®]

of Central Pennsylvania

Keeping families close[®]

Want to help raise funds for Ronald McDonald House Charities® of Central PA? ... Here's what you do!

Thank you for your interest in helping to support the Ronald McDonald House Charities of Central PA (RMHC-CP). We depend heavily on the generosity of people like you to help keep families together during a difficult time.

Non-profit organizations like RMHC-CP must demonstrate the highest ethical practices in all aspects of operation, especially its handling of donated funds. We are proud of the way we do business and must vigilantly protect the good name and reputation that Ronald McDonald House Charities has earned. As a donor, you surely will agree that trust and respect are the heart and soul of public support.

In order for groups or individuals to raise funds for RMHC-CP, a written agreement must be signed by RMHC-CP's Executive Director and/or Development Manager and the group's representative to assure proper fund raising practices, to be crystal-clear on expectations, and to join our respective strengths to make the fund raising project a wonderful success.

The first step is to complete and return the enclosed form. This information will be reviewed by the RMHC-CP's Executive Director and/or Development Manager and when appropriate, members of the Board of Directors. You will receive a call from the Development Manager if there are questions. Otherwise if all's agreeable, a signed agreement will be sent to you. RMHC-CP will then be able to use this form to verify your activities should we receive calls from the public.

The following rules must be followed by groups or individuals organizing a fundraiser:

Because McDonald's is the owner of the trademark they must review and approve all use of the marks. ALL use of RMHC-CP's charity name and/or logo to promote a fundraiser must be reviewed and approved by RMHC-CP and when necessary Ronald McDonald House Charities Global Office. In addition, approval is also required for use of images of the inside or outside of the facility. The approval process takes two weeks.

ALL communications with media (print or TV) must be approved ahead of time by RMHC-CP's Executive Director. This includes, but is not limited to, press releases, requesting media for check presentations, commercials promoting the event, news spots, etc.

Please note that RMHC-CP does not allow businesses and/or individuals to profit off of the use of the Charity's name. Therefore any fundraisers that include the sale of items which result in profit for a business and/or individual will not be approved.

In addition, due to the overwhelming number of direct sales consultants that contact us, we are unable to host direct sales parties or promote direct sales parties to our contacts.

Please contact Amy Leonard at 717-533-4001 x156 or aleonard@rmhc-centralpa.org with any questions.

THANK YOU!

Initials: _____



RMHC®
of Central Pennsylvania

RMHC® of Central PA Third-Party Fund Raising Agreement

Name of Fund Raiser: _____

Date(s) of fundraising event: _____

Location of event: _____

Detailed Description of Fundraiser (Continue on other side of page): _____

Organizer's Name: _____

Contact person's name: _____

Mailing address: _____

Telephone number(s) _____

E-mail address: _____ FAX number: _____

Expected date for RMHC to receive donation _____

Name and phone number of person responsible for accounting and money:

Gross profits expected: \$ _____ Estimated expenses \$ _____

Estimated amount or percentage to be donated to RMHC of Central PA: \$ _____

We will hold McDonald's, its subsidiaries, affiliates, and franchisees, Ronald McDonald House Charities, Inc. the Organization and their respective trustees, directors, officers, employees, volunteers, and agents harmless from and against all claims, liabilities, judgments, penalties, settlements, losses, damages, and expenses, including court costs and reasonable attorney's fees, incurred or suffered by these parties in connection with or as a result of the event. In addition, I have read and understand the rules related to prior approval for use of Ronald McDonald House Charities® of Central PA's name and/or logo as well as any communication with media related to the event.

Sponsor Signature: _____ Title _____ Date _____

RMHC Rep. Signature: _____ Title _____ Date _____