



## Outside Fundraising Guidelines

Ronald McDonald House Charities of Western New York has established policies and procedures for those seeking to plan events to benefit our Charity. Please review these policies carefully. Upon approval of your Application, these policies and procedures become part of your agreement with Ronald McDonald House Charities of Western New York, and you will be responsible for compliance.

- An online “**Fundraising Event Request Form**” must be completed and submitted to the House. Forms can be found here: <http://rmhcwny.org/host-a-fundraiser/>.
- When listing the House as beneficiary, all references need to be our complete name: “**Ronald McDonald House Charities of Western New York**”.
- For posters, flyers, etc., please list one of the following that applies to your event:
  - *“proceeds to benefit Ronald McDonald House Charities of Western New York”*
  - *“a portion of the proceeds to benefit Ronald McDonald House Charities of Western New York”*
  - *“to benefit Ronald McDonald House Charities of Western New York”*
- You may **NOT** state: *“Sponsored by Ronald McDonald House Charities of Western New York”*.
- If 100% of the proceeds are going to benefit Ronald McDonald House Charities of Western New York, or if you are soliciting donations on behalf of our Charity, please have all donors/participants make their checks/money orders payable to “Ronald McDonald House Charities of Western New York”.
- If you would like to use Ronald McDonald House Charities of Western New York’s logo, you must request permission and artwork from the House. All copies of posters, flyers, tickets, forms, etc. must be approved by the Executive Director of the Ronald McDonald House Charities of Western New York **BEFORE** printing or distribution.
- Any letters of solicitation on our behalf need to be verified and approved by the Executive Director of the Ronald McDonald House Charities of Western New York **BEFORE** mailing or the event.
- If you would like to list our address and phone number for information or questions, please inform us, and list as found in the footer (below).
- In some cases, you may be required to submit a Certificate of Insurance for General Liability in the amount of one million dollars with the Ronald McDonald House Charities of Western New York listed as an additional insured.
- If you would like a representative from the Ronald McDonald House to attend your event, check presentation, or photo opportunity, you must call the office in advance to schedule an appointment. We will do our best to attend. *Ronald McDonald* is not a representative of the House. He is paid for appearances and is booked months in advance.

***Any other questions please call 716-883-1177 and ask for Sally.***



Ronald McDonald  
House Charities®  
of Western New York

*Thank you for helping us keep families close!*

**Ronald McDonald House Charities of Western New York, Inc.**

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[www.rmhcwny.org](http://www.rmhcwny.org)