



## Ronald McDonald House Charities of Ohio Valley Third Party Fundraising Policy

**Purpose:** The purpose of this policy is to provide guidelines and rules for partner organizations wishing to fundraise on behalf of the Ronald McDonald House Charities of the Ohio Valley.

### Policy:

1. The Ronald McDonald House Charities® of the Ohio Valley (RMHOV) name and marks are our greatest assets. We must protect and maintain these assets by partnering with organizations that are reputable and have products, interests and values that support and are consistent with our mission to improve the health and well-being of children.
2. RMHOV will review each potential partner, organization, or new initiative before agreeing to a relationship. Information obtained from the completed third party event application will inform this process.
3. RMHOV is prohibited from participating in any political event or activity. We do not endorse individual candidates or political party groups. If a political figure wishes to partner with our organization, a special request must be submitted to the RMHOV Executive Committee and will be reviewed by the RMHOV Board of Directors.
4. RMHOV reserves the right to decide not to participate in any activity, event, or program if it is deemed inappropriate, in conflict with another activity of the organization or not of interest to our Charity.
5. RMHOV requires that the exact percentage of the donation or the specific amount of support must be agreed upon before a Co-Venture Agreement is signed. This language must be communicated to the public in clear unambiguous language on all communications pieces (i.e. 15% of the net proceeds will be donated to... or \$7 from every ticket purchased will be donated to...or a minimum of \$5,000 will be donated to...)
6. RMHOV must approve in writing all collateral and press releases (printed and electronic) material bearing our name and/or logo.
7. RMHOV does not distribute its donor, family or volunteer list; the Charity may opt to organize a mailing at the third party's expense at our discretion but will not share names, addresses, emails, etc. with another organization.
8. RMHOV receives critical support from the corporate world. RMHOV shall not share its sponsor contact information to third parties and will only allow third parties to solicit on our behalf with prior approval. RMHOV may decide to invite past or current sponsors to participate in a third party event if it is determined to be in their interest. In this case, RMHOV will make the request.
9. RMHOV does not guarantee Ronald McDonald or celebrity appearances/involvement.
10. RMHOV cannot make any commitments on behalf of the McDonald's Corporation.

11. RMHOV does not guarantee attendance, ticket sales, or in-kind donations.
12. RMHOV will not incur any event-related costs, unless agreed upon up front and outlined specifically in the signed Co-Venture Agreement. This includes, but is not limited to, postage, printing, purchasing tickets and/or sponsorship. If event-related costs are assumed by RMHOV, the co-venture agreement will outline exactly what expenses will be covered and RMHOV will not pay for expenses exceeding more than 25% of the gross revenues. Exceptions to this policy can only be made by the RMHC of the Ohio Valley Board of Directors.