



Atlanta Ronald McDonald House Charities (ARMHC) appreciates your interest in helping us raise funds so that we can continue to provide a "home away from home" for families this year. We are grateful for the generous support of our friends in the community who share our commitment to keeping families together near the hospital during a critical time. Atlanta RMHC has served more than 60,000 families. With your help, we can continue to serve families in need.

FUNDRAISERS AND EVENTS

Atlanta RMHC is extremely appreciative of community members like YOU that decide to host fundraisers and events to benefit our programs, but is limited in the amount of assistance it can provide a community fundraising event.

Atlanta RMHC Can Provide the Following:

- Advice and suggestions on event planning and share fundraising best practices as time allows.
- Use of Atlanta RMHC logo.
- Approval of the use of the charity name.
- Atlanta RMHC Marketing materials (brochures, stickers, flyers).
- Promotion of your event or fundraiser, when appropriate, to the Atlanta RMHC community through our website and social media platforms (Facebook, Instagram, LinkedIn).
- Acknowledgements and tax receipts for contributions made payable and submitted to Atlanta RMHC.
- Build you a fundraising web page to track money raised and fundraiser or event details

Atlanta RMHC is Unable to Provide the Following:

- Atlanta RMHC's tax exemption number for making any purchases related to your event or fundraiser.
- Guaranteed volunteer, Board Member, families or staff attendance at the event or fundraiser.
- Access to Atlanta RMHC donor lists or contacts.
- Atlanta RMHC letterhead.
- Ronald McDonald.
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.
- Atlanta RMHC cannot endorse products. Event promotional materials must state "Proceeds will benefit ARMHC" or "X" percentage of net proceeds will benefit ARMHC."

Questions? E-mail TeamShareLove@armhc.org.



Definitions

A **Community Fundraising Event**. Occurs at a specific place(s) and time(s). Participants gather in-person or virtually, together. It may involve renting space, collecting RSVPs, providing food and beverage, etc.

A **Community Fundraiser**. A strategy to raise funds over a period of time. Funds raised can be collected in a drop jar, online fundraising page, social media, etc.

Please review our Community Fundraising Guidelines below. After reviewing these guidelines, please complete and submit the online [Community Fundraising Intake Form](#). Approval by Atlanta RMHC must be obtained before you advertise your fundraiser or event. Upon approval, you will receive our logo for marketing usage.

COMMUNITY FUNDRAISING GUIDELINES

Marketing and Promotion

- Your fundraiser or event may not be represented as efforts sponsored by Atlanta RMHC.
- Promotions for your fundraiser or event should reflect Atlanta RMHC as a beneficiary, and not conducting the event.
- All references to Atlanta RMHC in publicity and promotional materials for the event or promotion should refer to "Atlanta Ronald McDonald House Charities."

Licenses and Insurances

- Sponsor is responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws. Sponsor must also obtain appropriate insurance coverage as necessary.
- Atlanta RMHC cannot be held liable for details associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.
- Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events.
- We must receive a copy of your insurance certificate (if applicable) at least 10 business days prior to event.

****Please note that gaming events such as raffles require a license****

TEAM RAISE LOVE

Groups that raise more than \$1,000 will be recognized as member of Atlanta Ronald McDonald House Charities' **Team Share Love**. Maintain your membership status by ensuring

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Keeping families close™

you raise at least \$1,000 annually. Some benefits of the ***Team Share Love*** community include the following:

- Members get web and social media logo/name recognition
- Member receive shout outs in our Charity e-newsletter and/or blog
- Members are invited to an exclusive ***Team Share Love*** social gathering to celebrate the years' successes and to provide an opportunity for members to network.

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