



## ***Greetings,***

Thank you for your interest in choosing the Ronald McDonald House of Portland, Maine for consideration to be the beneficiary of your fundraising promotion event and we ask that you read the following information.

## **Fundraising Guidelines**

The Ronald McDonald House of Portland, Maine, since its inception in 1995, prides itself on a record of excellence in service to the community and the families it serves.

While we are most grateful for the fundraising support from the community, we must take a heightened interest when our name is used in connection with a fundraiser. For this reason, the Ronald McDonald House name may be used only for activities that are in accordance and compatible with our mission. The name and use of the logo must be supported by a written approval before undertaking your event.

Following, this letter is the Fundraising Application Form to be filled out and either emailed – [community@rmhportland.org](mailto:community@rmhportland.org) or mailed – 250 Brackett Street, Portland, Maine 04102 back to me. If you have any questions, please do not hesitate to contact me at (207) 780-6282 ext. 335 to discuss your fundraiser/event or answer any questions that may arise when filling out this form.

If your fundraiser event is approved, we ask that you stay in touch throughout the process and share with us any written information or materials bearing our logo before it is mailed, handed out or distributed in the community. The staff is here to support your fundraiser and we can provide the necessary support for a successful event.

The Ronald McDonald House of Portland, Maine retains the right to revoke or terminate any authorization in may give for use of the official Ronald McDonald House name.

## **About the Ronald McDonald House**

The Ronald McDonald House is a warm smile from a friendly volunteer, a home-cooked meal after a busy day at the hospital, a restful night's sleep in a caring environment and families helping each other through one of the toughest times in their lives.

Costly medical bills, siblings back home and keeping up with their jobs are challenges that push families to the breaking point. Lengths of stay can vary from one night to several months and although there is a nominal charge of \$10 a night many families are unable to pay due to the financial burden they are facing.

This is why it is heartwarming to know that a caring community is there to guarantee the Ronald McDonald House will be there for those families who depend on us during one of life's most stressful and challenging of times.

**Fundraising Application**

Name of Individual/Group/Organization: \_\_\_\_\_

Name of Fundraiser/Event: \_\_\_\_\_

Contact Name & Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Description of Fundraiser/Event: \_\_\_\_\_

\_\_\_\_\_

\*\* Who is the Intended Audience, the # of Attendees and Location: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date/Time of Fundraiser: \_\_\_\_\_ Rain Date: \_\_\_\_\_ Alcoholic Beverages Served? \_\_\_\_\_

Anticipated Revenues: \$ \_\_\_\_\_ Anticipated Expenses: \$ \_\_\_\_\_

Insurance Required? \_\_\_\_\_ If yes, Certificate of Insurance issued by: \_\_\_\_\_

Are Permits Required?: \_\_\_\_\_ If yes, Permits issued by: \_\_\_\_\_

List other non profit organizations benefiting from this Event: \_\_\_\_\_

List other Businesses involved: \_\_\_\_\_

How will the Fundraiser/Event be staffed?: \_\_\_\_\_

How will the Fundraiser/Event be Publicized?: \_\_\_\_\_

\_\_\_\_\_

Promotional Materials needed from the House: \_\_\_\_\_

Proposed Media including Press Releases: \_\_\_\_\_

Additional Comments if needed: \_\_\_\_\_

\_\_\_\_\_

How will the revenue be designated to the Ronald McDonald House? If an item how much per item; if a percentage of the gross what is the percentage; or if revenue after expenses what is the targeted revenue:

\_\_\_\_\_

\_\_\_\_\_

How will be the funds be presented to the Ronald McDonald House: \_\_\_\_\_

\_\_\_\_\_

**Notices and Disclaimers**

Approval of the Fundraiser/Event does not make Ronald McDonald House of Portland, Maine a co-sponsor, partner or joint venturer with the event organizer. The Ronald McDonald House of Portland, Maine retains the right to revoke or terminate any authorization it may give for use of the Ronald McDonald House name or logo. "Ronald McDonald House" is a federally registered trademark and unauthorized use of the name or logo is prohibited.

**Fundraising Agreement**

The undersigned, on behalf of the above-named and organization, has read, understands and agrees to the terms of the Fundraising Guidelines. Ronald McDonald House of Portland, Maine undertakes no responsibility or liability for the fundraising event. The above-named organization releases and agrees to defend, indemnify and hold harmless the Ronald McDonald House of Portland, Maine, and its affiliated or related entities, and each of their employees, directors, agents, successors and assigns from and against, any and all claims, demands, damages, losses, actions, causes of action, or suits of any kind or nature arising from or relating to the event or other activities of the organization including, without limitation and without regard to any immunities, any claims of damage or injury to any employee, agent or volunteer of the organization.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date