



change lives  
with your event, your way

Third Party Event Application  
for  
Ronald McDonald House Charities® Northern Nevada



RONALD MCDONALD  
HOUSE CHARITIES  
NORTHERN NEVADA

Help us give children in the hospital the greatest comfort of all: their families.

# why does our work matter?



## Ask Charlene Norvell.

When she was just 26 weeks pregnant, her youngest son, Asher Eli, came into the world in a hurry.

"I went to the day care to pick up Landon and had strapped him in his car seat, bent to get him a treat, and I just knew," says Charlene. "I hollered and had the [daycare staff take Landon] back into the building." In less than a minute, she gave birth to Asher in the middle of the parking lot.

"He was crying and in my pants," says an emotional Charlene. "When I got to the hospital, he was taken immediately from me. I didn't get to see him until seven hours later and he looked bigger in my pants. He was tiny, just nothing. Not how you expect to see your son."

At only 26 weeks, Asher required heart surgery, a gastrostomy button, and around-the-clock care at the Neo-natal Intensive Care Unit at Renown Hospital. While he grows healthier each day, living in Susanville, California, makes it difficult for the family to get to and from his care.

That's why the Reno Ronald McDonald House® exists, and where third-party events come into play. Fundraisers ensure families like the Norvells can focus on healing rather than the emotions, fatigue and expenses that come with traveling, finding lodging, and procuring meals.

"Nothing about a NICU stay is normal," says Charlene. "You don't feel like a mom, you feel foreign, and when you have to leave, it's horrifying. And trying to keep my other son's life normal, it's so hard. The Ronald McDonald House lifted a huge burden of my shoulders, it's been a complete blessing for my family."

# what you can do to help

Rally your network to raise funds for Ronald McDonald House Charities® Northern Nevada. We allow groups to host fundraisers throughout the year, providing some logistical and promotional support to help make your event as successful as possible. While we ask you keep your event family-friendly, don't let us limit your creativity.

Events held in the past include but are not limited to:

Penny drives  
Jazzercise marathons  
Vehicle shows  
Pancake breakfasts

Bake sales  
Mini-concerts  
Wreath/poinsettia sales  
Rummage sales

Chili cook-offs  
Dine-and-donates  
Ornament sales  
Fashion shows

# any amount helps

**\$10**

one family night  
in our Home

**\$50**

one trip to a child's  
medical treatment

**\$100**

a month's supplies  
for the Family Room

**\$1,000**

one student's  
full scholarship



Would you like a representative from RMHC to give a presentation?  Yes  No  Unsure

Would you need signs/banners/video/brochures/ for the event?  Yes  No  Unsure

Would you like to plan this event with the help of RMHC?  YES  NO

If yes please let us know what support would be helpful: \_\_\_\_\_

## LEGAL AND INSURANCE

The license agreement for RMHC is with McDonald's Corporation. Any use of the RMHC logo, name or other trademarks must be pre-approved by us in order to make sure our trademark is used properly.

Will this event be publicized?  YES  NO If yes please check all that may apply:

Television  Radio  Print (Newspaper, Magazines)  Flyers

Will you be using our name and/or logo in the above promotions?  YES  NO

Will you be using our name and/or logo on merchandise?  YES  NO

Are you requesting the use of the RMHC logo and/or name?  YES  NO

Would you like the RMHC name and/or logo on paper or on disc?  YES  NO

Please provide a sample of all material containing the Ronald McDonald House Charities name and/or logo for approval at least 4 weeks prior to the event.

Do you want RMHC to promote this event?  YES  NO

RMHC needs to determine if we need to notify our insurance company of your event, or if you would need to add RMHC as an Additional Insured Endorsement to your existing policy. This depends if the facility where the event is being held will have the appropriate insurance for this event. This will be determined after review of this application. Please allow at least three weeks to process.

How is revenue/donation for RMHC to be determined:

Is this a select group of people participating in the event or is this open to the general public? \_\_\_\_\_

Sources of funds for benefit portion of event (please check all that apply):

Admission  Drawing Tickets  Other: ( please describe)  
 Auction  Donations  
 Merchandise Sales  Sponsorships

Admission Charge \$ \_\_\_\_\_ Will there be complementary admission?  YES  NO

## FINANCIAL INFORMATION

Estimated Gross Receipts \$ \_\_\_\_\_ Estimated Expenses \$ \_\_\_\_\_ Estimated Total for RMHC \$ \_\_\_\_\_

Who will be in charge of the financial records? \_\_\_\_\_ Phone \_\_\_\_\_

Raffles & Drawings: Are tickets numbered?  YES  NO Cost of tickets \$ \_\_\_\_\_

Are the names of those buying tickets on the ticket?  YES  NO

Please remember raffle tickets are not tax-deductible per the IRS

If required, have ticket sales been cleared with any governing agency?  YES  NO

Are you soliciting donated items for raffle/auction? \_\_\_\_ YES \_\_\_\_ NO

Are donors being told this event will benefit RMHC? \_\_\_\_ YES \_\_\_\_ NO

Will goods be sold at event? \_\_\_\_ YES \_\_\_\_ NO

Will Sales Tax be collected? \_\_\_\_ Are other non-profits benefiting from same event? \_\_\_\_ YES \_\_\_\_ NO

If so, please list names/contact information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City ST Zip

Tel \_\_\_\_\_ Contact Name \_\_\_\_\_

## DONOR AND SPONSOR INFORMATION

Our reputation depends upon the trust we have with our donors and in their knowing that their donation is received by RMHC.

Will you be asking for donations for this event? \_\_\_\_ YES \_\_\_\_ NO

Are you asking companies to sponsor your event? \_\_\_\_ YES \_\_\_\_ NO

Do they expect recognition, publicity, or acknowledgement from RMHC for their involvement? ? \_\_\_\_ YES \_\_\_\_ NO

What do you think would be the recognition for Sponsors? \_\_\_\_\_

A complete list of contact person, company, gift item or sponsor level and dollar amount must be presented to RMHC so we can acknowledge item(s). It's illegal to solicit on our behalf if we don't receive the item or benefit from the items, so we must have the information.

## AGREEMENT

Please send copies of any or all of the following:

- A. Brochure of event if available
- B. Other information, as requested, by RMHC

At the request of RMHC you may be asked to send any or all of the following:

- A. Any hold harmless agreements that may be required by RMHC.
- B. Any and all certificates of insurance from any co-sponsor or vendors That you might contract i.e. bands, caterers, transportation, facilities, etc.
- C. Any hold harmless agreements prepared by the Co-op, RMHC, or Houses for participants.

I, \_\_\_\_\_, agree on behalf of \_\_\_\_\_, that if the project outlined about is approved by Ronald McDonald House Charities® Northern Nevada, we agree to abide by the Fund Raising Policies and Guidelines of Ronald McDonald House Charities® Northern Nevada, a copy of which has been provided to the organization by the Executive Office within thirty days or on terms mutually agreed upon. I profess that the information provided by me in the Fund Raising Proposal Form is to the best of my knowledge true and factual.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date signed

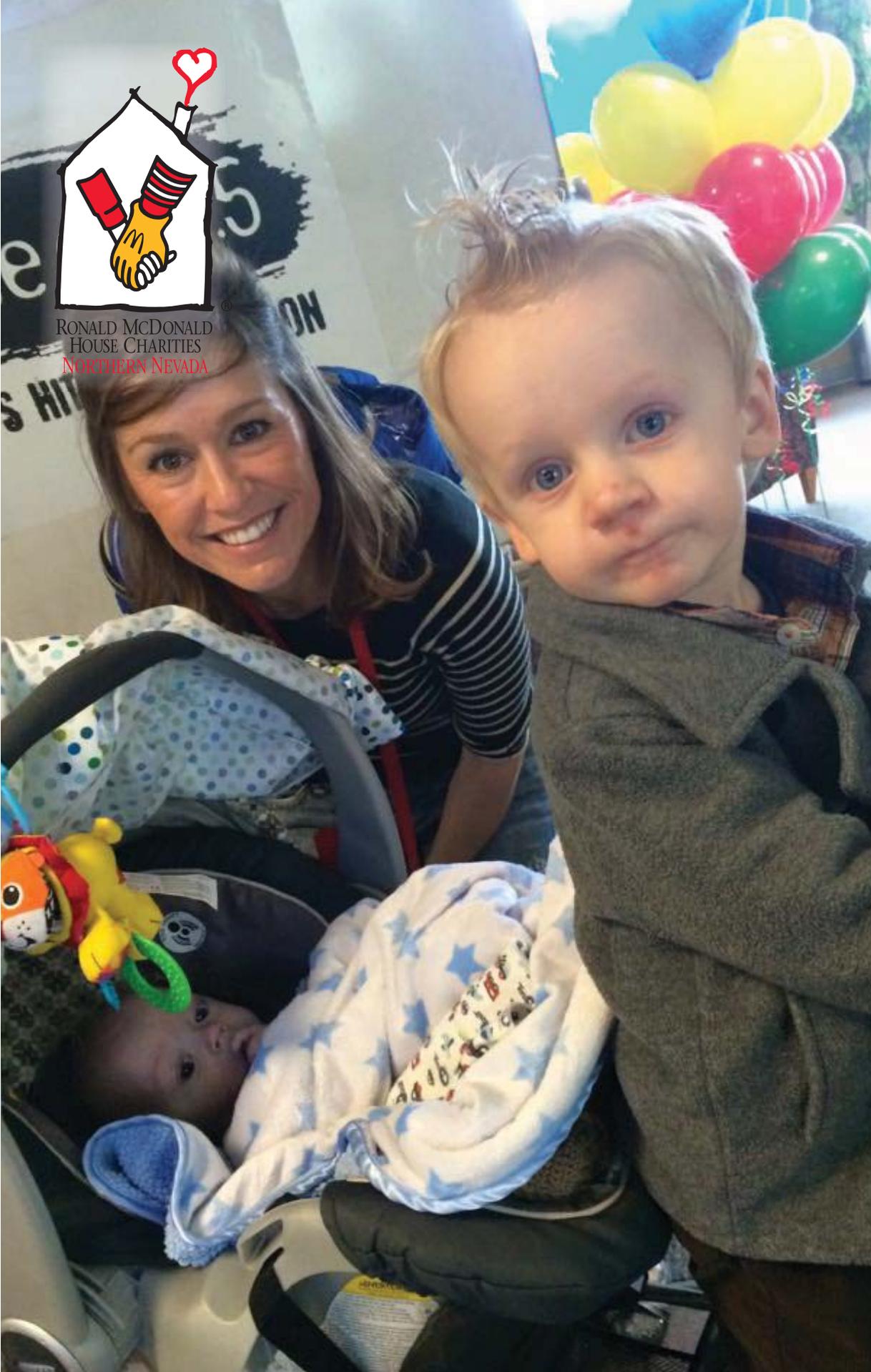
\_\_\_\_\_  
Title

Please complete in full, sign, and return one original and one copy. Upon approval, a signed copy will be returned to you.

## THANK YOU!



RONALD McDONALD  
HOUSE CHARITIES  
NORTHERN NEVADA



Last year  
we served:

**160**  
children  
in our Home

**254**  
children  
on the  
Care Mobile

**112**  
students  
with  
scholarships

**10**  
children needing  
out-of-area  
treatment

**199**  
children in  
our  
Family Room

With your help,  
these numbers  
can grow.

Asher Eli, Charlene and Landon Norvell, guests of the Reno Ronald McDonald House®.