



RONALD MCDONALD  
HOUSE CHARITIES

## RONALD MCDONALD HOUSE CHARITIES

# GUIDELINES FOR GIVING

### **A message from RMHC's President...**

McDonald's founder Ray A. Kroc taught his family to share its success with others, a philosophy which has characterized McDonald's community commitment since 1955. The establishment of Ronald McDonald House Charities (RMHC) in Ray's memory confirmed our commitment to children everywhere.

RMHC's mission is to help as many children as possible in communities around the world by supporting "homes-away-from-home" for the families of seriously ill children and other programs that help children reach their fullest potential. We provide grants to not-for-profit organizations whose programs help children reach their fullest potential in three distinct areas:

- Civic and Social Services
- Education and the Arts
- Health Care and Medical Research, including Ronald McDonald House

These guidelines are provided to help your organization prepare a successful grant application. Please study it carefully and include with your proposal all the information requested. Due to the large number of requests we receive, incomplete proposals will not be reviewed by the RMHC Board of Trustees. Also, although your organization may send a completed application, we cannot fund all programs. Therefore, as good as a project might be, it could be declined.

Keep in mind as you read these guidelines that they are just that: guidelines. Some of our most Visionary projects might never have been funded had these guidelines been interpreted as rules: The success of our mission depends on the success of our partnerships with organizations like yours.

Ken Baron  
RMHC President

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**Funding Considerations...**

To be considered for funding, an organization must be designated as not-for-profit and tax-exempt as defined under IRS codes.

**Ronald McDonald House Charities (RMHC) Board of Trustees is most interested in organizations that have:**

- A program that directly benefits children
- Consistent and effective management
- Clear goals and objectives
- A broad base of funding support
- A demonstrated ability to respond to the needs of specific groups of children in a manner that yields measurable results
- Request funds for specific program support

**RMHC does not fund:**

- Advertising or fundraising drives
- Partisan, political, or denominational programs
- General and administrative costs
- Intermediary funding agencies
- Endowment campaigns
- Ongoing salaries or travel expenses
- Requested that are not in writing

**Preparation and Submission...**

Your grant proposal must be submitted in English and on a RMHC grant application form. The form requests the following information:

***Cover letter on stationery, signed by the senior management official, briefly outlining:***

- The background of the organization
- Nature of the proposal and request
- Concise description of the needs
- Specific purpose of the funds requested

***Endorsement Letter from a McDonald's employee or license, if applicable***

***Budget and financial statements must include:***

- Itemized budget for specific funds requested
- Current year's operating budget
- Audited financial statements or latest 990 forms, including Balance Sheet

***IRS 501 (c) (3) ruling confirming the organization's tax-exempt status***

***Past donor information*** (covering the past 14 months showing all private, corporate and foundation support over \$500)

***Board of Directors list***

***Completed checklist*** (Indicating that all requested information has been submitted)

## **RONALD MCDONALD HOUSE CHARITIES GUIDELINES FOR GIVING**

### **Preparation and Submission continued...**

Type directly on the application, single space and single-side pages only. You may duplicate the application form on your computer; however, it must look like our application, page for page. Use standard black type that can be photocopied. Draw all graphs, diagrams, tables and charts in black ink. Do not include any item that cannot be photocopied. When submitting your request for funding, you must include two copies of the grant application and two copies of each of the required items listed on the checklist. IF ANY OF THE ITEMS REQUIRED ARE NOT INCLUDED, YOUR APPLICATION WILL BE CONSIDERED INCOMPLETE AND THE REVIEW WILL BE DELAYED OR DECLINED.

### **Review Process...**

Ronald McDonald House Charities is governed by a 26-member Board of Trustees comprised of health professionals, business and civic leaders, and McDonald's corporate officers, licensees, and suppliers.

- The Board meets quarterly to review, select and award grants to not-for-profit organizations which have demonstrated an ability to respond to the needs of specific groups of children in a definitive, "hands-on" manner that yields measurable results.
- RMHC will acknowledge receipt of your proposal in writing within 30 days. At that time, we will also indicate in which quarter the Board will review your proposal. Please be advised that it may take up to six months before an application is reviewed by the RMHC Board.
- If the Board has questions regarding your proposal, you may receive a telephone call or a letter requesting further information, or an appointment for a site visit.
- All Board decisions are reported by mail, generally within fourteen days of the Board meeting.
- If your proposal is approved, your organization will receive a Letter of Agreement outlining the terms and conditions of the grant which must be signed by an authorized organization official and returned to RMHC. This letter will also highlight arrangements for awarding of the grant.

### ***Responsibility of Recipient...***

The recipient of any grant from RMHC must use the funds awarded for the specific purpose of their original intent. RMHC requires detailed accounting of all funds awarded. A follow-up report form will be automatically mailed to you 12 months from the date of the award. It is understood that any funds not used in the manner specified in the letter of agreement will be returned to RMHC. Any request for a revision regarding use of funds must receive prior approval and be submitted in writing to RMHC.

### **Please address all correspondence to:**

Please contact your local owner/operator.

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Grant Application Form  
Page One**

**A-1: NAME OF ORGANIZATION** \_\_\_\_\_

**B-1: PROJECT TITLE** \_\_\_\_\_

**C-1: PROGRAM/DIRECTOR  
PRINCIPAL INVESTIGATOR** \_\_\_\_\_

**D-1: MAILING ADDRESS** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CITY /STATE/ZIP CODE** \_\_\_\_\_

**TELEPHONE (include area code)** \_\_\_\_\_

**E-1: SPECIFIC AMOUNT REQUESTED  
FROM RMHC** \$ \_\_\_\_\_

**Please include all budget information in the second section of the application). If it is not included, your application will not be reviewed.**

**F-1: McDONALD'S ENDORSEMENT (if applicable)**

**McDONALD'S CONTACT** \_\_\_\_\_

**TITLE /POSITION** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CITY /STATE/ZIP CODE** \_\_\_\_\_

**TELEPHONE (include area code)** \_\_\_\_\_

**To what extent have you worked with the McDonald's contact?**

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**Grant Application Form**  
**Page Two**

**G-I: TARGET POPULATION AND PERFORMANCE SITES**

**Please summarize your target population in measurable terms, i.e., who the audience is, how many will be served, how old are the participants, etc.**

**H-I: ORGANIZATION BACKGROUND AND SIGNIFICANCE**  
**Briefly describe the background of your organization.**

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**Grant Application Form**  
**Page Three**

**I-1: OBJECTIVES AND AIMS**

**State the broad, long-term objectives and describe concisely what the program in this application is intended to accomplish.**

**J-1: DESCRIPTION OF PROJECT**

**Provide a concise description of the need or problem to be addressed, the specific purpose of the funds requested and what is unique about your project/program.**

**K-1: EVALUATION**

**Indicate how your organization will evaluate the program if funded, i.e., survey, questionnaire, test results, etc.**

**RONALD McDONALD HOUSE CHARITIES  
Follow-up Report**

**(Required within one year of date award granted.)**

**If your proposal is approved, you will be required to address the following questions 30 days after your program's completion. This allows Ronald McDonald House Charities to ensure RMHC grants are used to their full potential.**

- 1. Has the need been met or the problem solved? Please include updated information about the project (number of people served, new programs or opportunities, etc.)**
  
- 2. Did the project follow the objectives? If not, why?**
  
- 3. Has the project been modified since the proposal was presented to RMHC?**
  
- 4. Have there been major changes in timetables for project development, implementation and completion? What were the reasons for such changes?**
  
- 5. Have the personnel involved in the project proven to be adequate in numbers and qualifications? Has additional staff or staff with different qualifications been required?**
  
- 6. Have any plans for cooperation with other institutions or groups been implemented successfully? If not, what have been the reasons?**
  
- 7. What have been your methods of evaluating the success of this project?**
  
- 8. What was the Impact of the project on your organization and on those people it was designed to serve? Has the project led to the development of similar ones in other organizations?**
  
- 9. Include a complete financial reporting of the grant.**
  
- 10. Did this grant really make a difference?**

**RONALD McDONALD HOUSE CHARITIES  
CHECKLIST**

(Include this checklist with your application)

- \_\_\_\_\_ **COVER LETTER**
  
- \_\_\_\_\_ **McDONALD'S ENDORSEMENT**
  
- \_\_\_\_\_ **IRS 501 (c) (3) DETERMINATION LETTER**
  
- \_\_\_\_\_ **BUDGET AND FINANCIAL STATEMENTS**  
**Operating Budget**  
**Specific Project Budget**  
**Balance Sheet**  
**Audited Financial Statements and/or latest 990**
  
- \_\_\_\_\_ **TITLE OF NOT-FOR-PROFIT ORGANIZATION**
  
- \_\_\_\_\_ **TITLE OF PROJECT**
  
- \_\_\_\_\_ **PROGRAM DIRECTOR/PRINCIPAL INVESTIGATOR**
  
- \_\_\_\_\_ **MAILING ADDRESS AND TELEPHONE NUMBER**
  
- \_\_\_\_\_ **ORGANIZATION BACKGROUND AND SIGNIFICANCE**
  
- \_\_\_\_\_ **OBJECTIVES AND AIMS**
  
- \_\_\_\_\_ **DESCRIPTION OF PROJECT**
  
- \_\_\_\_\_ **TARGET AUDIENCE AND PERFORMANCE SITES**
  
- \_\_\_\_\_ **EVALUATION**
  
- \_\_\_\_\_ **PAST DONOR INFORMATION**
  
- \_\_\_\_\_ **LIST OF BOARD OF DIRECTORS OR BOARD OF TRUSTEES**