

# COMMUNITY FUNDRAISING TOOLKIT



**RMHC**  
Newfoundland  
& Labrador

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Go Topless - Labrador Jeep Owners



Dear Friend,

Thank you for your interest in planning a community fundraising activity for Ronald McDonald House Charities® Newfoundland and Labrador (RMHC NL). Community fundraising is a great way to raise the much needed funds and awareness for Ronald McDonald House. With the support from individuals and organizations like yours, we can provide a place for our families to call home when they are going through the most traumatic event in their lives - an illness or injury of their child.

We are happy to provide you with this **Community Fundraising Toolkit** to help you plan a successful fundraiser. Ronald McDonald House is committed to assisting you wherever feasible in providing a high standard of service, promotional materials and support to ensure the best possible experience and outcome for both you and your participants.

To help you finalize the details of your fundraising activity, please complete the **Fundraising Agreement**. You will be notified of approval once it has been reviewed. If at any point you have any questions contact Christine Morgan, Director, Development & Communications, James Reid, Community Relations Coordinator, or Heather Butler, Special Events Coordinator at (709) 738-0000. We would be happy to provide you with advice and support.

We wish you all the success during your fundraising event. Thank you!

*Sincerely,*

*Ronald McDonald House Charities® Newfoundland and Labrador*



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# Why your support matters



## ABOUT RONALD McDONALD HOUSE

Ronald McDonald House Charities® Newfoundland and Labrador is owned and operated by Ronald McDonald House Newfoundland and Labrador Inc., a registered Canadian charity. Ronald McDonald House is a two story structure with 17,000 square feet of living space, with a design that can accommodate future expansion should the demand warrant it.

## HELPING FAMILIES HEAL TOGETHER

There is nothing more devastating and unsettling for a family to endure than the suffering or illness of a loved one – especially if that loved one is a child.

Despite access to some of the very best medical facilities, the emotional and financial burden that families face with the treatment of sick children can be stressful and overwhelming. Ronald McDonald House is a place where families are stronger because they are together.

Since opening in September 2012, Ronald McDonald House has provided more than 33,241 nights of accommodations to more than 1,400 families with a sick or injured child traveling to St. John's for medical reasons\*.

The Brinston Family  
18 nights



**501 NIGHTS**

Longest stay (repeat visits)

Average  
length of  
stay: **14**  
nights



**2012-2019**  
**Historical Impact**

*Keeping families close*

Longest stay (consecutive)

**509 NIGHTS**

An Average of

**367**

Families each year

**1423**



families were cared for,

**2937**

times at RMHC NL  
45% were repeat

**2042** families were put on a waitlist,  
with **1718** turned away for

It costs an average of **\$197** to provide  
a family suite each night. Families can contribute **\$15**  
per night. No family is ever turned away if they are  
unable to pay.

### Where our families travelled from

\*includes repeat families



Eastern .....672

Central.....1073

Western .....700

Labrador-Grenfell.....422

Out of Province.....25

Out of Country.....45



**\$7.2 million\***



Savings to families in  
accommodation & other costs

Such as parking, meals, access to kitchen, laundry facilities & programming

\*based on the results of an Economic Impact Study completed by RBC

**35,182 nights** of comfort and care provided to families

### Impact Research

\*based on the results of a  
Global Study 2015

- HIGHER QUALITY SLEEP
- REDUCED STRESS
- REDUCED FINANCIAL BURDEN
- STRENGTHENED COPING ABILITIES
- HELP FAMILIES RESUME NORMALCY



**Top 5 medical reasons why  
families needed Ronald  
McDonald House**

\*includes repeat families

**MEDICINE**

(APPOINTMENTS, INTERNAL MEDICINE & TESTING)

**SURGERY**

**INTENSIVE CARE UNITS (NICU/PICU)**

(NEONATAL/PEDIATRIC)

**ONCOLOGY**

**REHABILITATION**

### HOUSE PROGRAMS

**2624** Visits to the Magic Room



**1626** Just Like Nan's Baked Goods



**2757** Quilts given to sick children & their siblings



**1315** Home for Dinners



**46,025** meals prepared

**487** Special Celebrations/Other events



\*based on a best guess estimate on current house statistics





It costs an average of **\$197** to provide a family suite each night. Families can contribute **\$15** per night. No family is ever turned away if they are unable to pay.

## The impact your donation in providing programs and services at RMHC

**\$27** Could provide a **meal** for a family in at the end of a long day

**\$51** Could provide a family with **quality time** watching a movie

**\$83** Could stock the playroom with **toys** and **games**

**\$127** Could stock the **kitchen pantry** with all the cooking essentials

**\$197** Could cover the cost to care for a family for **one night**

**\$591** Could cover the cost to care for a family for a **two nights**

**\$1,379** Could cover the cost to care for a family for **one week**

**\$2,758** Could cover the cost to care for a family for **two weeks**

\*Average stay

**\$5,576** Could cover the cost to care for a family for **one month**

**\$17,730** Could cover the cost to care for a family for **three months**

**\$35,460** Could cover the cost to care for a family for **six months**

**\$53,190** Could cover the cost to care for a family for **nine months**

**\$71,905** Could cover the cost to care for family for **one year**

# Fundraising Ideas



Fundraising is FUN! Ask yourself, what activities do you do for FUN? Whether it's baking, crafting, or running. Pick whatever you do for FUN and do it to help sick or injured children and their families by raising funds for RMHC NL. It's the perfect way to give back while doing something you love.

## COMMUNITY FUNDRAISERS

- BBQ
- Car Wash
- Bake Sales
- Craft sales
- Garage sale
- Auction
- Lotteries - Ticket draws, Bingo, Texas Holdem
- Tree Lighting - ask us about our Lights of Love Tree Campaign.



## A-THONS

- Skate-a-thon
- Dance-a-thon
- Wake-a-thon
- Walk-a-thon - ask us about our Red Shoe Crew Walk for Families



## SCHOOL EVENTS

- Battle of the Bands
- Dances
- Talent Show
- Spirit Week



## IN HONOUR OR MEMORIAM

- Donations/ events can be made in honor of someone special and in lieu of gifts. Example: Birthday, wedding or anniversary.
- Donations/Events can be in memory of a family member, friend or colleague



## TOURNAMENTS

- Baseball tournament
- Hockey tournament
- Golf Tournament – ask us about our FORE the Families Golf Classic event
- Bowling tournament – ask us about our Spare Some Love Bowling Event



## WORKPLACE CAMPAIGN

- Dress down Friday
- Monthly giving
- Employee payroll deductions
- Jeans Day
- Portion of sales
- Sock Day - ask us about our Sock It for Sick Kids



## OR CREATE YOUR OWN EVENT!



# Fundraising Tips



Here are some easy fundraising ideas & tips to help you get started:

## IN PERSON & ONLINE

- **Ask Everyone!** - The #1 reason people don't give is because they are not asked. Ask use for pledge sheets or to be set up online with a fundraising page. Request a donation from family, friends, coworkers, neighbours, businesses you frequent etc.
- **Start Strong!** - Start your pledge sheet with those you think will give the most generous donation, this will encourage others to follow suit. Or pledge yourself first, then ask others match your donation.
- **Corporate Sponsorship** - identify one or several large companies you have relationships with and contact them directly. They may be willing to make a generous donation. We are happy to assist with this process.
- **Recruit** - Ask close family and friends to take your pledge form & fundraising page link to work classes, etc. with them so they can ask people they know.
- **Use Social Media** - Post your online fundraising page link on Facebook, Twitter and other social media sites.

## AT THE OFFICE/SCHOOL

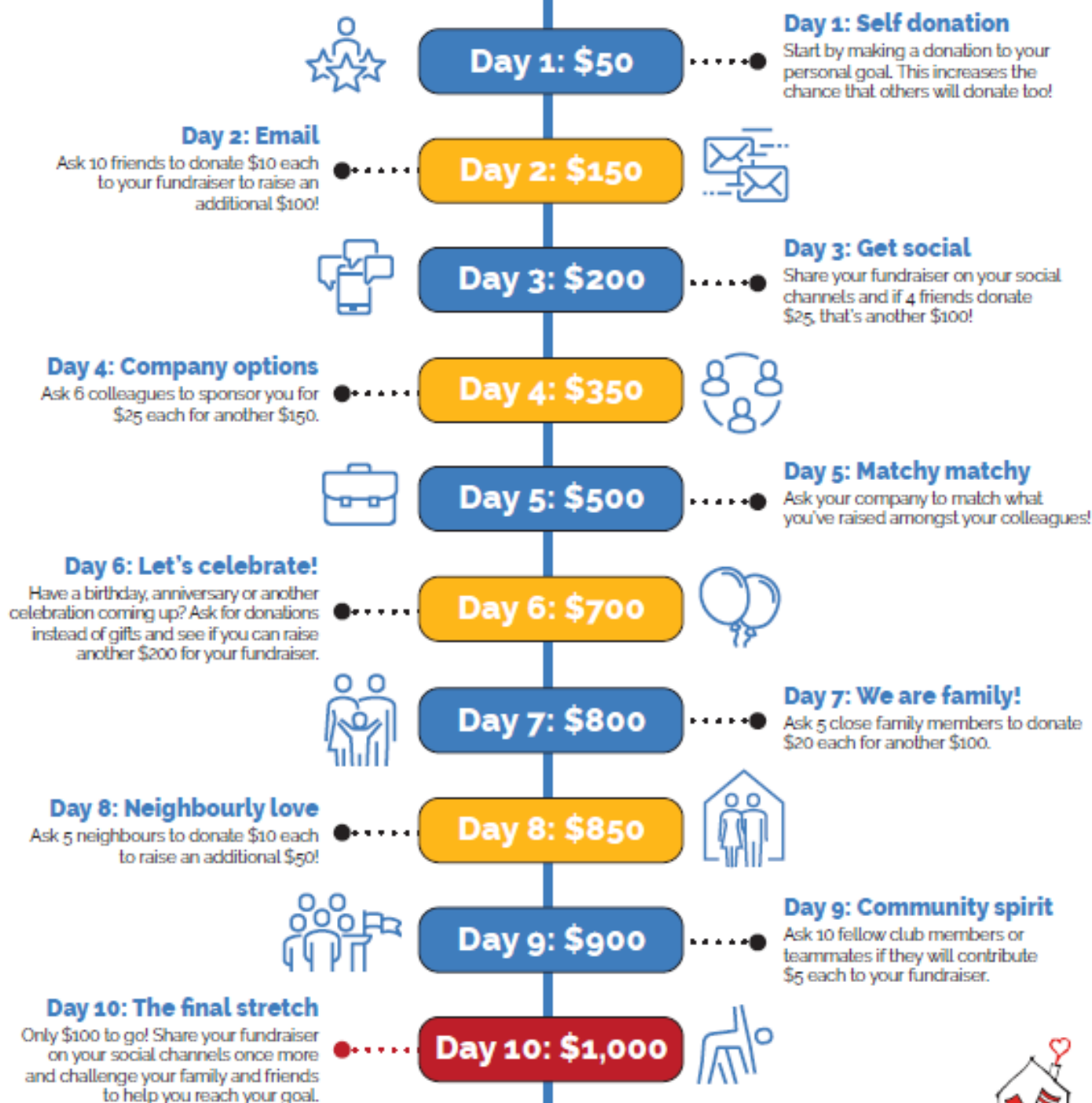
- **Have a "Casual Friday"** - those participating would donate directly to you or your team in order to wear jeans, (or our signature socks) on Fridays
- Have a **Spirit Day** - for \$2, \$5 or any amount individuals can participate in a fun Spirit Day - (Team Jerseys, theme day etc.)
- Hold a **bake sale** or **silent auction**
- Put a **donation can** up in your office/classroom. We can provide cans.
- Hold a **Lottery** - Example: Weekly 50/50 draw, themed basket draw on a donated prize etc. (we will help with licence and tickets)
- Ask your employer/school if they will **match** your fundraising total. It's a quick way to double your donation!

Don't forget to celebrate your success and give yourself a big pat on the back! Every dollar raised will help children and families who stay at Ronald McDonald House Charities® Newfoundland and Labrador.



# How to Raise \$1000 in 10 days!

You've set up your fundraiser – congrats! Now the fun begins!  
Here are **10 easy steps** to help you get on a fundraising roll and help keep more families together and close to their sick child in hospital.



**Done! You've Raised \$1,000.**



# Planning Checklist



Deciding to host a community fundraiser for RMHCNL is a huge accomplishment in itself—thank you! Here are some pointers on how you can host a successful fundraiser.

## 1. DEVELOP A PLAN

Some things to consider: What type of fundraising activity? Where will it be held? How will you raise money? How will you promote the fundraiser? Do you need volunteers or a committee? Does your event require licenses (Bingos, ticket draws etc.)

## 2. REGISTER YOUR EVENT WITH US

Complete our Community Fundraising Agreement and Fundraising Information documents and submit to RMHCNL for approval.

## 3. CREATE A BUDGET

Creating a budget will help you stay on track to raise funds and help you meet your goal. You can help keep your expenses down by soliciting in-kind donations or services or by securing sponsors. Please contact us prior to securing any sponsors.

## 4. SET A FUNDRAISING GOAL

Remember, fundraising activities are all sizes. Every donation makes a difference in the lives of sick children and their families staying at Ronald McDonald House Newfoundland and Labrador.



Miss Achievement Newfoundland and Labrador Scholarship Program

# Planning Checklist...continued

## 5. COLLECT DONATIONS

RMHC NL can provide you with **pledge sheets**, **donation cans**, and **solicitation letters**. Collecting full donor information is important so we can properly acknowledge them, where appropriate.

We can also connect you with **online fundraising platform**

- **[www.rmhc.ca](http://www.rmhc.ca)**

## 6. CELEBRATE YOUR SUCCESS

Enjoy your event day, you and your volunteers have worked hard. Be sure to share your fundraisers success on social media channels and tag us in your posts, Facebook (@rmhnl), Twitter (@OurHouseNL), Instagram (@rmhc\_nl) with tag #KeepingFamiliesClose. This may encourage others to host fundraising activities of their own.

## 7. PRESENT FUNDS TO RMHC NL

Net revenue should be presented to RMHC NL no later than **2 weeks following the event(s)**.

## 8. THANK SPONSORS, DONORS, PARTICIPANTS, VOLUNTEERS

It's important to thank everyone who helped make your fundraiser a success. Without them it wouldn't be possible.



The Dub Show



# How we can support you



## Here's what we can provide to help make your fundraiser a success!

### Promotional materials

- Newsletters
- Brochures
- Stickers
- Bookmarks
- Posters

### Advertising

- Event posted on our social media channels
- Event added to our website
- Media advisory
- Public Service Announcement

### Fundraising Tools

- Online fundraising platform
- Pledge Sheets
- Solicitation letters
- Donation cans
- Lottery licensing for lotteries  
Ex: Ticket draws, Bingo, etc.

### Other

- Fact Sheet
- Video links
- Staff/volunteer to help or attend your event (availability permitting)
- **And more, just ask!**



### Questions?

We are here to help you!

709-738-0000 1-855-955-HOME (4663)

info@rmhcnl.ca www.RMHCNL.ca



Team RMHC - Tely 10

# ONLINE FUNDRAISING



We have taken great steps to improve the online fundraising process. From the moment you first log in, you'll be able to start fundraising quick and easy! This new approach will make it simple to update your personal page, manage your contacts and team, ask for donations, and invite friends and family to join your team or donate

## Create ONLINE Fundraiser

[www.RMHC.ca](http://www.RMHC.ca)

The funds you raise will help keep families together while their sick child is treated at a nearby hospital.

### Individual Or Team Fundraiser

1. **Visit [rmhc.ca](http://rmhc.ca)** Click on fundraising,
2. Click on "Create Your Fundraiser", make an account and sign in
3. Fill out the four sections:
  - **Step 1:** Fundraiser Details: Your Fundraiser name (your name, your community's name), your goal, fundraiser description, whether or not you are hosting an event. .
  - Step 2:: Select RMHC Newfoundland and Labrador
  - **Step 3:** Upload an eye-catching image or video to your campaign. Perhaps a photo of why you are supporting RMHC Newfoundland and Labrador
  - **Step 4:** Review. Make sure all the information is correct and that everything looks good. You are ready to publish your fundraiser and start raising funds!

**Once your fundraiser is live, start sharing it around**



### HELP?

We are here to help you!

709-738-0000 1-855-955-HOME (4663)

[info@rmhcnl.ca](mailto:info@rmhcnl.ca) [www.RMHCNL.ca](http://www.RMHCNL.ca)

The screenshot shows the RMHC Canada website with a navigation bar including links for Why RMHC, Our Impact, McDonald's, Our Partners, Find a Location, Donate, and Fundraising. The main heading is "2020 Red Shoe Crew-Walk for Families - Your Walk, Your Way!". Below this is a progress bar for the campaign goal, showing \$36,500 raised out of a \$250,000 goal. A photo shows a group of people walking in a park. To the right, there is a "Donate to this campaign" button and a "Share" section with social media icons for Facebook, Twitter, and LinkedIn. Below the photo, it says "Together we are raising \$250,000 for RMHC Newfoundland and Labrador." and "Together we have raised \$36,500 of our combined \$250,000 goal". At the bottom, there is a "Create your fundraiser" button and a note about team participation.

# Lottery Information



Ronald McDonald House will apply for all Lottery Licenses and oversee ticket printing.

## Ticket Lottery Application Information Needed

When contacting Ronald McDonald House Staff about holding a lottery as part of fundraising efforts, please keep in mind that the below information is vital to filling out a lottery application to be submitted to the Consumer Affairs Division (lottery licensing).

- ☐ The Location of Draw (has to be a public place, e. g. business or office), including:
  - The Physical Address (full address information)
- ☐ Draw Date(s)
- ☐ The retail value of prize
- ☐ The description of the prize
- ☐ What type of draw it is (i.e. one price/one draw, series of draws, early bird draw, etc.)
- ☐ The selling price per ticket (e.g. \$2.00 each, \$10.00 each, \$2.00 each or 3 for \$5.00, etc.)
- ☐ The number of tickets to be printed ( $12 \times \text{Value} - \text{e.g. } \$260 (\text{prize value}) \times 12 = 3,120 \div \$2 (\text{ticket price}) = 1560$  max number of tickets to print)

## Ticket Draw Rules & Regulations

General Rules that apply to all lotteries include:

- ☐ Your Ticket Draw **MUST** take place on the draw date - no exceptions;
- ☐ All tickets - sold and unsold - **MUST** be returned to Ronald McDonald House at the end of the license;
- ☐ All discounted tickets sold **MUST** be clearly marked - the small box on the tickets you sold for \$2 and 3 for \$5 must be clearly marked on both parts of the ticket stubs;
- ☐ Lottery Licensing restricts the selling of tickets only in the province of NL. Advertising and selling outside of this province **IS NOT PERMITTED**;
- ☐ Complete and return RMHC NL Lottery Package (with sold and unsold tickets and monies);
- ☐ All Lottery Rules and Regulations **MUST** be followed.

Service NL regulates charitable and non-profit organizations' lottery fundraising activities. Each individual type of licensed lottery is governed by a specific set of rules and regulations.

For a complete list of the Lottery Licensing rules, please visit: <https://www.servicenl.gov.nl.ca/lotteries/>



# Tax Receipting



Please note, you **cannot** issue receipts for donations received on behalf of RMHC NL. RMHC NL will issue receipts for donations, where appropriate, once funds have been received.

## **TAX RECEIPTING AND GUIDELINES**

As a registered charity, RMHC NL must follow all Canada Revenue Agency (CRA) rules and regulations. We reserve the right to audit the records pertaining to any event in order to ensure compliance with the CRA. Our charitable registration number is 85050 2865 RR 0001

### **TAX RECEIPTS CAN BE ISSUED:**

- Anyone who donates \$10 or more, without any advantage, is eligible for a tax receipt.
- Please provide a complete list of names, addresses and donation amounts for receipting purposes. RMHC NL can provide pledge sheets for your event to keep track of donor information.

### **TAX RECEIPTS CANNOT BE ISSUED:**

- For the purchase of raffle tickets, admission tickets, green fees, or auction items.
- Services donated to the event.
- Sponsorship to the event, if they are receiving the benefit of advertising and/or promotion in exchange for their support.
- If a benefit has been received for the value of the donation (benefits could include dinner, admission, auction etc.)



Thank you for  
helping me  
stay with my  
❤️ Family. ❤️

**KEEPING FAMILIES  
CLOSE, THANKS TO YOU!**

**1500 families and counting...**



**RMHC®**

Newfoundland & Labrador

Keeping families close