

COMMUNITY FUNDRAISING TOOLKIT



Ronald McDonald
House Charities®
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 a **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, support and fundraising advice 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 attached Fundraising Application. This application is subject to approval prior to proceeding with your activity. If at any point you have any questions please free free to contact one of the Development Team listed below. We would be happy to provide you with advice and support.

Thank you again for supporting Ronald McDonald House Charities.

Sincerely,

Heather Butler

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#KeepingFamiliesClose

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RMHC
Newfoundland
& Labrador

WHY YOUR SUPPORT MATTERS

ABOUT RONALD MCDONALD HOUSE

Ronald McDonald House Charities® Newfoundland and Labrador (RMHC NL) is owned and operated by Ronald McDonald House Newfoundland and Labrador Inc., a registered Canadian charity. RMHC NL 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 over 1800 families with more than 53,000 nights of comfort while they travel to St. John's for their child's medical care.



4 year old Ryder Renouf and his family of Cape St. George NL spent 277 nights at RMHC NL



5 year old Felicity Caines and her family of Rattling Brook, NL spent 277 nights at RMHC NL

2024 Impact

Keeping Families Close



Ronald McDonald
House Charities
Newfoundland & Labrador

LONGEST STAY (CONSECUTIVE): **365 NIGHTS**



4866 NIGHTS
of comfort provided to
229 FAMILIES with children
needing medical care

OF AVAILABLE FAMILY SUITES: **15**

Average
length of stay:

15 NIGHTS



\$2.5 Million in savings to families
in accommodation & other costs

*based on the results of an 2023 Economic Impact Study completed by RBC

Without RMHC, Families could incur up to **\$7,815** in expenses for a **15-day hospital stay**

Families can contribute **\$15** per night, however, no family is turned away if they can't pay

HOUSE PROGRAMS

*best estimate on current stats



- 613** Visits to the Magic Room
- 105** Just Like Nans Baked Goods
- 172** Warm Welcome Bags
- 201** Home for Dinners made **6030** meals
- 41** Special Celebrations/Events

VOLUNTEER COMMITMENT

- 129** Family Service Volunteers spent **5353** hours taking care of the house so families have more quality time together
- 219** Community volunteers province-wide, help raise funds and awareness.
- 10** Skilled community leaders sit on our Board of Directors



WHERE FAMILIES COME FROM

*includes repeat families



Eastern NL.....68	Labrador-Grenfell.....32
Central NL.....62	Out of Province.....1
Western NL.....57	Out of Country.....9

IMPACT RESEARCH

*based on results of 2023 Economic Impact Study completed by RBC



97% of families said that RMHC:
Improved their ability to be involved in child's care,
Allowed them to rest & maintain physical well-being,
and Eased their financial burden

TOP 5 MEDICAL REASONS FAMILIES NEED RMHC

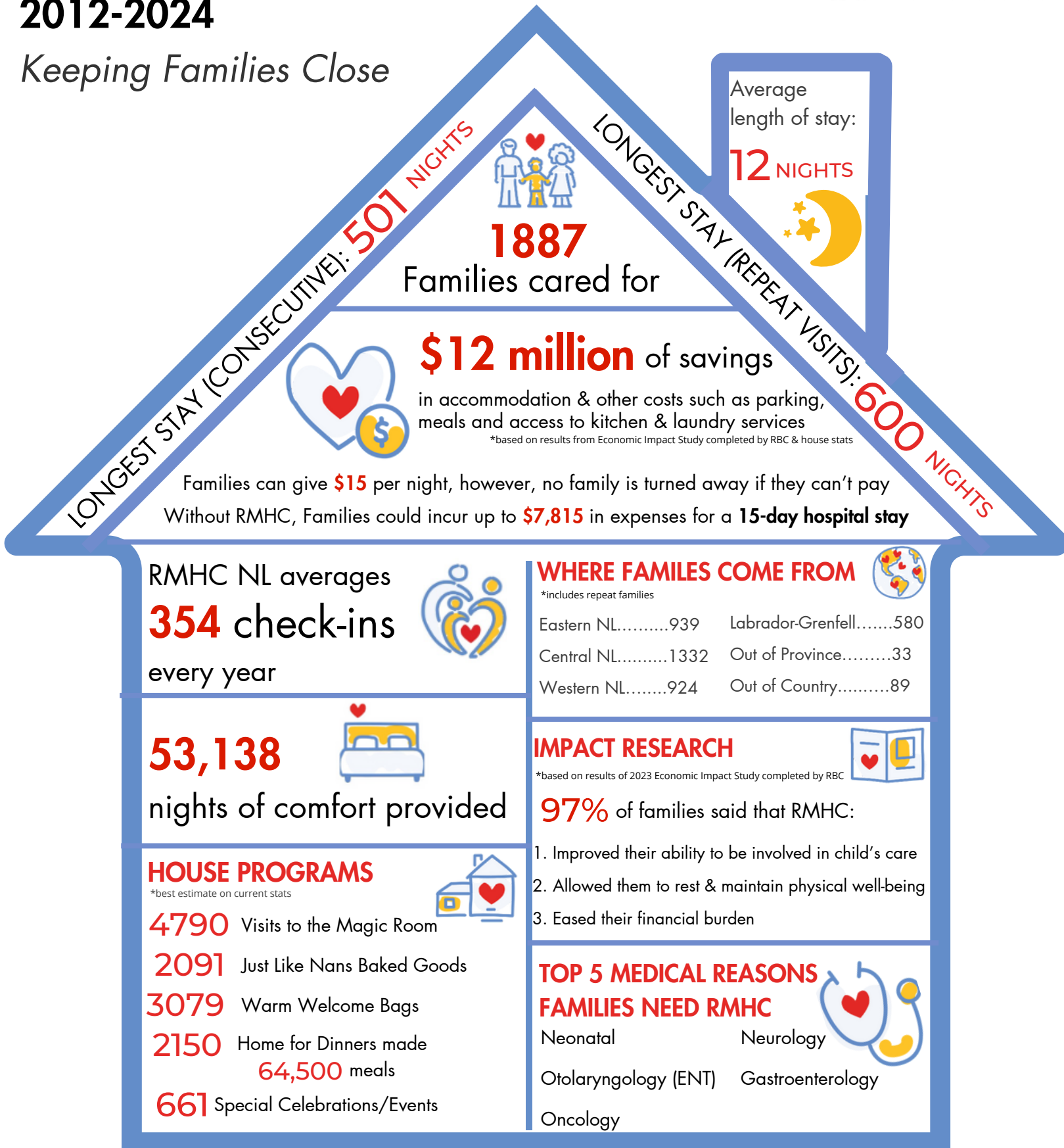
Neonatal	Neurology
Otolaryngology (ENT)	Gastroenterology
Oncology	



Historical Impact

2012-2024

Keeping Families Close



RMHC NL averages

354 check-ins

every year



53,138



nights of comfort provided

HOUSE PROGRAMS

*best estimate on current stats

4790 Visits to the Magic Room

2091 Just Like Nans Baked Goods

3079 Warm Welcome Bags

2150 Home for Dinners made
64,500 meals

661 Special Celebrations/Events



WHERE FAMILIES COME FROM

*includes repeat families

Eastern NL.....939	Labrador-Grenfell.....580
Central NL.....1332	Out of Province.....33
Western NL.....924	Out of Country.....89



IMPACT RESEARCH

*based on results of 2023 Economic Impact Study completed by RBC

97% of families said that RMHC:

1. Improved their ability to be involved in child's care
2. Allowed them to rest & maintain physical well-being
3. Eased their financial burden



TOP 5 MEDICAL REASONS FAMILIES NEED RMHC

Neonatal

Neurology

Otolaryngology (ENT)

Gastroenterology

Oncology



Ronald McDonald House Charities NL is a community house that relies on support from individuals, businesses, service groups, foundations, corporate sponsors, and fundraising events to provide innovative and impactful programs and services to families each year.

Donation Impact

*Providing comfort to Families
of sick children*



It costs an average of **\$279** to care for a family each night.

Families can contribute **\$15** per night, however, no family is ever turned away if they are unable to pay

See the impact your donation can have

\$27 could help a provide **a meal for a family** at the end of a long day

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

\$83 could help **stock the playroom** with games and toys

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

\$279 could cover the cost to care for a family for **one night**

\$558 could cover the cost to care for a family for **two nights**

\$1,953 could cover the cost to care for a family for **one week**

\$3,906 could cover the cost to care for a family for **two weeks**

*Length of average stay

\$8,370 could cover the cost to care for a family for **one month**

\$25,110 could cover the cost to care for a family for **three months**

\$50,220 could cover the cost to care for a family for **six months**

\$75,330 could cover the cost to care for a family for **nine months**

\$101,835 could cover the cost to care for a 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
- Bake Sales
- Craft sales
- Garage sale
- Auction
- Lotteries - Ticket draws, Bingo, etc.
 - *License Required from Gov of NL*
- 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

WORKPLACE CAMPAIGNS



- Dress down Friday
 - Jeans Day
 - Monthly Giving
 - Show Your Stripes
- ask us about Show Your Stripes*
- Employee payroll deductions
 - Portion of sales

IN HONOUR OR MEMORIAM



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

SCHOOL EVENTS



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

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

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 then so they can ask people they know.

Use Social Media - Post your online fundraising page link on Facebook, Twitter and other social media sites.



FUNDRAISING TIPS

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 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 license and tickets). Ask your employer/school if they will **match** your fundraising total. It's a quick way to double your donation!

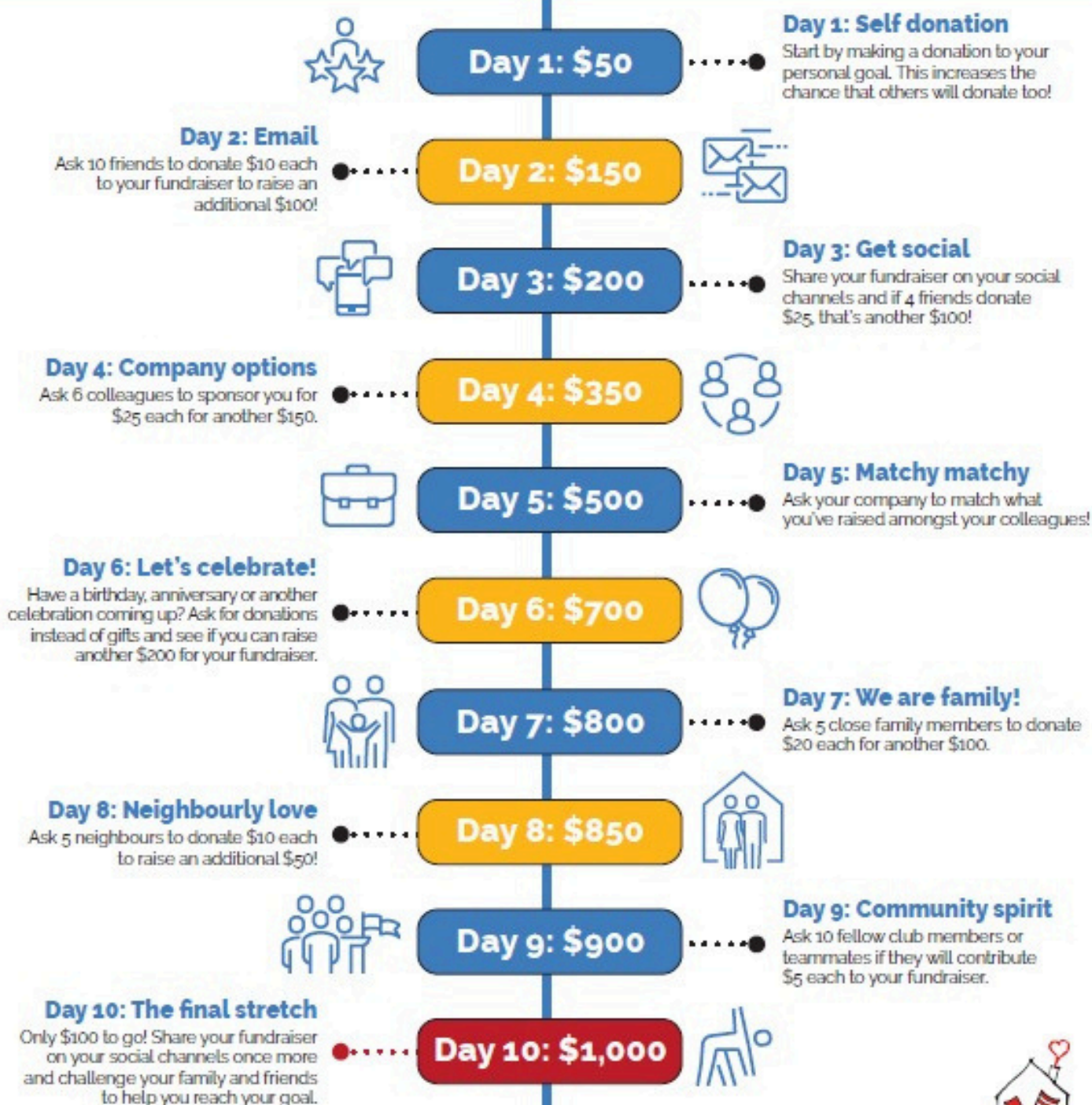
Don't forget to celebrate your success and give yourself a big pat on the back!

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 hosting 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.



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 an **online fundraising platform at 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 with tag #KeepingFamiliesClose. This may encourage others to host fundraising activities of their own. Facebook (@rmhnl), Twitter (@OurHouseNL), Instagram (@rmhc_nl)

7. PRESENT FUNDS TO RMHC NL

Net revenue should be presented to RMHC NL no later than **Two (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.



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

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 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!

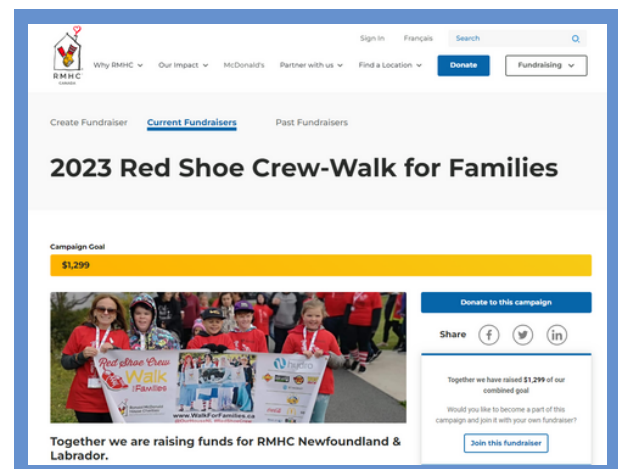


HELP?

We are here to help you!

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

info@rmhcnl.ca www.RMHCNL.ca



LOTTERY INFORMATION

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

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).

Ticket Lottery Application Information Needed

- The Location of Draw (has to be a public place, e.g. business or office)
 - The Physical Address (full address information)
- Draw Date(s)
- The retail value of prize (even if prize is donated, retail value is needed)
- The description of the prize (include all info necessary)
- 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, \$2.00 each or 3 for \$5.00, etc.)
- The number of tickets to be printed ($12 \times \text{Value}$ - e.g. $\$260$ (prize value) $\times 12 = 3,120 \div \$2$ (ticket price) = 1560 max number of tickets to print)

This is the left page of a 'Ticket Lottery Licence Application' form. It includes sections for 'Applicant Information' (Organization Name, Address, City/Town, Postal Code, Phone, Fax, Email), 'Proposed Use of Proceeds' (Details on how proceeds will be used), 'Draw Location/ Ticket' (Location of Draw, Ticket details), and 'To be signed by two Principal Officers of the Organization' (Name, Position, Address, City/Town, Postal Code, Phone, Fax, Email, Signature, Date).

This is the right page of a 'Ticket Lottery Licence Application' form. It includes sections for 'Event(s) Date(s)' (Single event or series of events), 'Event Information' (Total number of tickets, Ticket price, Description of prizes, etc.), 'Lotteries Trust Account Information' (Name of Trust, Type of Account), 'Events Chain Manager' (Name, Phone, Email), 'Licence' (Method of receiving your licence, Fee, Email, Mail), and 'Reminder' (Sign or Re-signature group must have valid certification before approval).

LOTTERY INFORMATION CONT.

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 RMHC NL 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/>

Or Scan the QR Code!



TAX RECEIPTING

Please note, you **cannot** issue receipts for donations received on behalf of RMHC NL. We 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!**



RMHC
Newfoundland
& Labrador