

# Community Fundraising Toolkit



**Ronald  
McDonald  
House®**

Newfoundland  
& Labrador

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**Heros for Heros Toy Drive**

Dear Friend,

Thank you for your interest in planning a community fundraising activity for Ronald McDonald House Newfoundland and Labrador. 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 Newfoundland and Labrador.

Sincerely,



Heather Butler, CFRE  
Director of Development and Communications  
Ronald McDonald House Newfoundland and Labrador



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# Why your Support Matters

## About Ronald McDonald House

Ronald McDonald House Newfoundland and Labrador is owned and operated by Ronald McDonald House Inc., a registered Canadian charity. The 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

Few things are more heartbreaking and distressing for a family than watching a loved one suffer –especially when 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 Newfoundland and Labrador 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.**



7 year old James Slaney and his family, of Grand Falls-Windsor, NL spent 33 nights at Ronald McDonald House



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

# Historical Impact

2012-2024

Family Stays



**Ronald McDonald House**<sup>®</sup>

Newfoundland & Labrador

Longest Stay (Consecutive): **501 NIGHTS**



**1887**

Families cared for

longest stay (repeat visits): **600 NIGHTS**

Average length of stay:

**12 NIGHTS**



**\$12 million** of savings

in accommodation & other costs such as parking, meals and access to kitchen & laundry services

\*based on results from Economic Impact Study completed by RBC & house stats

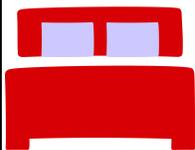
Without Ronald McDonald House Newfoundland and Labrador, Families could incur up to **\$7,815** in expenses for a **15-day hospital stay**

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

Ronald McDonald House NL averages

**354** check-ins

annually



**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 Ronald McDonald House:

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 Ronald McDonald House

Neonatal

Neurology

Otolaryngology (ENT)

Gastroenterology

Oncology



Ronald McDonald House Newfoundland and Labrador 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.

# 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 Ronald McDonald House. It's the perfect way to give back while doing something you love.

## 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*

## 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

## WORKPLACE CAMPAIGNS

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

## 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*

## SCHOOL EVENTS

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

**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.



# 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!

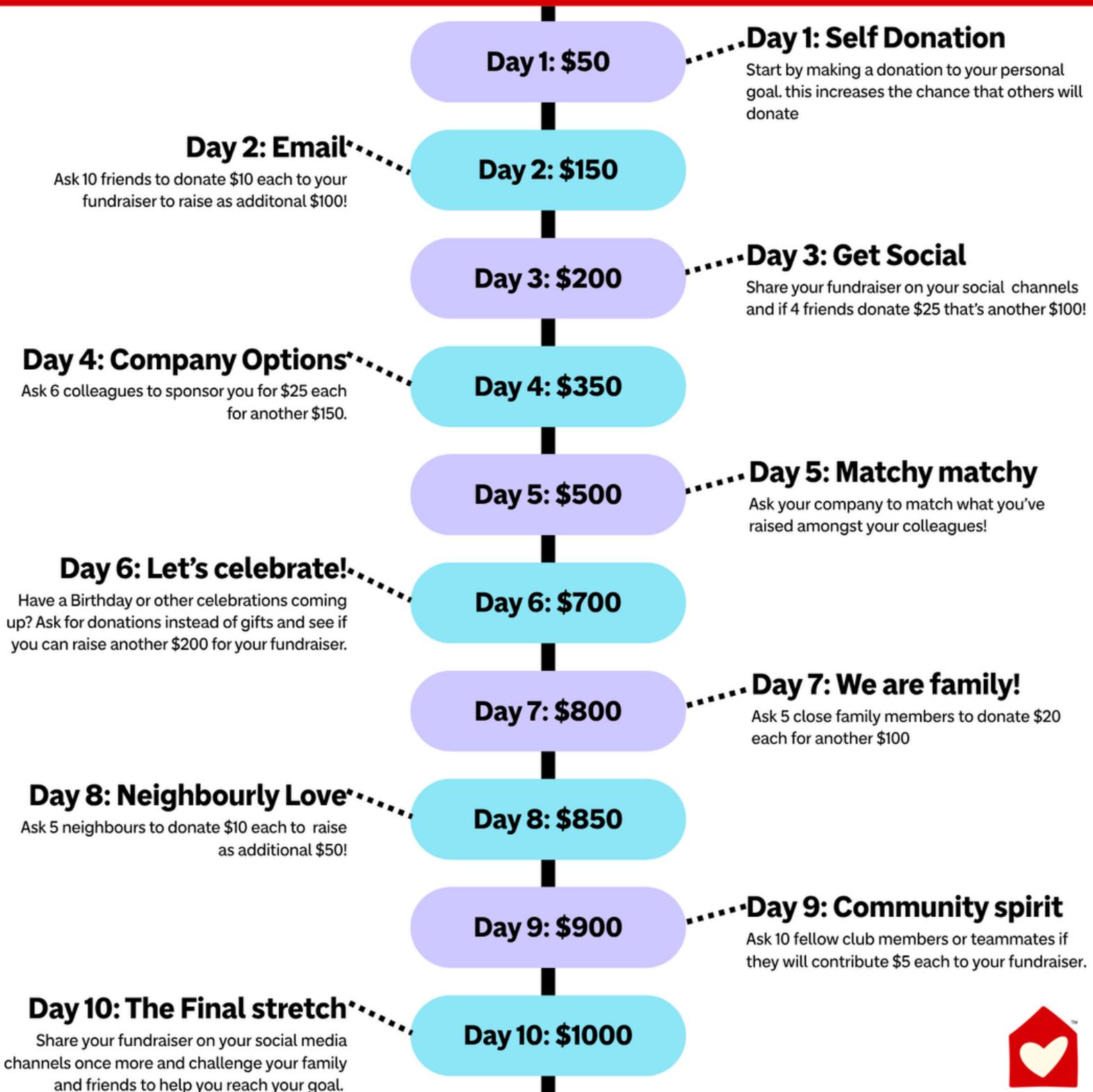
**Don't forget to celebrate your success and  
give yourself a big pat on the back!**

**Every dollar raised will help children and families who stay at  
Ronald McDonald House® Newfoundland and Labrador.**



# How to Raise \$1,000 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 close to thier sick or injured child in hospital.**



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



**Ronald McDonald House**  
Newfoundland & Labrador

# Planning Checklist

**Deciding to host a community fundraiser for Ronald McDonald House is a huge accomplishment in itself – thank you!**

**Here are the essential steps to 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 Ronald McDonald House**

To get started, please complete our Community Fundraising Agreement and Fundraising Information forms and submit to Ronald McDonald House Newfoundland and Labrador for approval.

You can find a fillable PDF version on our website, or reach out to Kelly Ball at [kellyball@ronaldmcdonaldhousesnlca](mailto:kellyball@ronaldmcdonaldhousesnlca) for assistance. Scan the QR code to access the Fundraising Application, available in both printable and online formats.



## **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.**



# Planning Checklist Cont.

## 4. Set a Fundraising Goal

Fundraising activities come in all shapes and sizes, and every contribution—big or small—makes a meaningful difference in the lives of sick children and their families staying at Ronald McDonald House Newfoundland and Labrador

## 5. Collect Donations

Ronald McDonald House 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.ronaldmcdonaldhouse.ca](http://www.ronaldmcdonaldhouse.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.

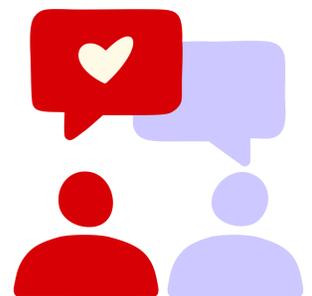
Facebook (@ronaldmcdonaldhousenl), Instagram (@ronaldmcdonaldhouse\_nl)

## 7. Present Funds to Ronald McDonald House Newfoundland and Labrador

Net revenue should be presented to Ronald McDonald House 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!

## Fundraising Tools

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

## 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

## Other

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



**NLC - Keeping Families Close Campaign**

# 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 an Individual Or Team Fundraiser

**Step 1:** Visit [ronaldmcdonaldhouse.ca](http://ronaldmcdonaldhouse.ca) and click on fundraising, (top right corner of the screen)

**Step 2:** Click on “Create Your Fundraiser”, make an account and sign in

**Step 3:** Fill out the four Fundraiser Details sections:

- Your Fundraiser name (your name, community's name)
- Your goal
- Fundraiser description
- Whether or not you are hosting an event

**Step 5:** Select Ronald McDonald House Newfoundland and Labrador

**Step 6:** Upload an eye-catching image or video to your campaign. Perhaps a photo of why you are supporting Ronald McDonald House Newfoundland and Labrador.

**Step 7:** 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 assist you!

The screenshot shows the fundraising page for the '2023 Red Shoe Crew-Walk for Families'. At the top, there is a navigation bar with the RMHC logo, 'Why BMHC', 'Our Impact', 'McDonald's', 'Partner with us', 'Find a Location', 'Donate', and 'Fundraising'. Below the navigation bar, there are links for 'Create Fundraiser', 'Current Fundraisers', and 'Past Fundraisers'. The main heading is '2023 Red Shoe Crew-Walk for Families'. Underneath, there is a 'Campaign Goal' section with a yellow progress bar showing '\$1,299'. To the right of the progress bar is a 'Donate to this campaign' button. Below the progress bar is a photo of several people in red shirts holding a banner that says 'Red Shoe Crew Walk for Families'. To the right of the photo is a 'Share' section with icons for Facebook, Twitter, and LinkedIn. At the bottom of the page, there is a text box that says 'Together we have raised \$1,299 of our combined goal' and a 'Join this fundraiser' button.

# Lottery Information

**Ronald McDonald House applies 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.

## **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 ( $12 \times \text{Value} - \text{e.g. } \$260 (\text{prize value}) \times 12 = 3,120 \div \$2 (\text{ticket price}) = 1560$  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 Newfoundland and Labrador 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 Ronald McDonald House Newfoundland and Labrador 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.

# Tax Receipting

Please note, you **cannot** issue receipts for donations received on behalf of Ronald McDonald House Newfoundland and Labrador. We will issue receipts for donations, where appropriate, once funds have been received.

## Tax Receipting and Guidelines

As a registered charity, Ronald McDonald House Newfoundland and Labrador 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. Ronald McDonald House 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.)

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



MY NAME IS JAY. I AM 8 YEARS OLD.  
I HAD TONSIL SURGERY. I WAS SICK AND  
FOR AWHILE FROM HOME. I WAS SAD  
BECAUSE I MISS MY HOME AND MY  
COTY, MAMIE.



MOM AND I STAYED AT THE  
**RONALD McDONALD HOUSE** IN  
ST. JOHNS NL. ALL THE LOVE AND  
KIND PEOPLE MADE ME FEEL HAPPY  
AND BETTER. I ❤️ ED IT THERE.



**Family Stays**