

Fundraising Toolkit



Ronald McDonald
House Charities®
Kansas City

Keeping families close

1st Quarter 2022





About Ronald McDonald House Charities of KC

Page 02



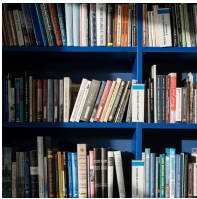
Our Brand

Page 03



Hosting an Event

Page 04



Resources & Printables

Pages 05, 06, 07



Family Story & Donation Info

Page 08



Fundraising Event Toolkit

contents



Our Mission

RMHC-KC



Our Campus

Our History

In 2021, we celebrated 40 years of serving families in Kansas City. To learn more about our history, scan the QR code below to view a short video on YouTube.



At Ronald McDonald House Charities of Kansas City (RMHC-KC), we keep families with sick children close to each other and the care and resources they need. At our three Houses adjacent to Children's Mercy Hospital and Ronald McDonald Family Room, we create places of respite where families can rally around and support one another.

On any given night, Ronald McDonald House Charities of Kansas City (RMHC-KC) serves 87 families.

RMHC-KC alleviates the worry and expense of finding a close, comfortable and affordable place for a family to stay while their child receives the medical care they need. That can make a world of difference to a child bravely battling an illness or recovering from a serious injury.

Our mission at Ronald McDonald House Charities is to reduce the burden of childhood illness on children and their families. We accomplish this by:

- Creating a caring and uplifting environment
- Providing comfortable lodging convenient to a health facility
- Undertaking resource and fund development activities that support our facilities, programs and services



Our brand

In materials, please use our full name "Ronald McDonald House Charities of Kansas City," or "Ronald McDonald House Charities of KC."

Our Logo

We can provide you with various formats and versions of our logo.

It is preferred to use the full color version of the logo whenever possible with either black or RMHC blue for the logo text. In situations where the logo will be placed on a dark background, make the logo text white for legibility.

Please do not stretch or distort the logo. Do not add effects, embellishments (like embossing or shadows). Do not separate elements of the logo (house, heart, letters) or change the scale of the elements.



Keeping families close



Ronald McDonald House Charities®
Kansas City

Colors



RED

Print:
Pantone 485
CMYK: 5, 97, 100, 0

Digital:
RGB: 218, 41, 28
HEX: #DA291C



YELLOW

Print:
Pantone 123C
CMYK: 0, 23, 93, 0

Digital:
RGB: 255, 200, 41
HEX: #FFC829



BLACK

Print:
100% Black
CMYK: 0, 0, 0, 100

Digital:
RGB: 0, 0, 0
HEX: #000000

For tagline:



GRAY

Print:
50% Black
CMYK: 0, 0, 0, 50

Digital:
RGB: 153, 153, 153
HEX: #999999

Alternate text color:



BLUE

Print:
Pantone 660U
CMYK: 63, 38, 0, 0

Digital:
RGB: 98, 142, 204
HEX: #638DC9

Prior to the distribution of any event collateral using the Ronald McDonald House Charities of Kansas City logo, please contact Emily, our Director of Marketing & Communications at egretzinger@rmhckc.org for approval



Fundraising Event Ideas & Ways to Help

Are you wanting to host a fundraiser but aren't sure where to start? Here are some fun ways to raise money.

- **RUN, WALK, SWIM or CYCLE** - find a local race in your area, challenge a friend or coworker to complete it with you and participate in the event in honor of a family or child at Ronald McDonald House.
- **CELEBRATE** - Getting married? Turning a year older? Ask family and friends to donate to RMHC-KC in lieu of gifts. You can easily host a fundraiser for us on Facebook!
- **PLAY** - organize a golf outing, bowling tournament or karaoke night and ask for donations to participate, or in attendance, at the event.
- **JEANS DAY** - ask your coworkers to make a donation in exchange for wearing jeans to work
- **WATCH PARTY** - turn a football or Bachelor night watch party into a fundraiser. Host your friends for a watch party and donate the proceeds to your fundraising goal

- **WISH LIST DRIVE** - host at your office or neighborhood and collect household items RMHC-KC needs most. Scan the QR code or check our website to view our most updated needs.



- **YARD SALE** - host a spring or fall cleaning yard sale. Sell books, household items, games and clothes and put the earnings toward your fundraising goal. Don't forget to ask friends and neighbors to pitch in.
- **POP TABS** - collect the aluminum tabs from cans - soda, beer, soup, pet food, tennis balls and more! Make it a challenge between offices, schools or other organizations by seeing who can collect the most



Hosting an Event

www.rmhckc.org



How we can help your event Resources



Did you know?

We have merchandise available for purchase! Check out our store by scanning the QR code or going to our website www.rmhckc.org



Share SOCIAL



<https://www.youtube.com/RMHCKC>



<https://www.facebook.com/RMHCKC>



<https://www.instagram.com/rmhckc/>



<https://twitter.com/rmhckc>

Scan to view videos on our Youtube Channel including family stories and a campus tour



A Custom Donation Page or Fundraising Platform



Are you looking for an easy way to collect donations? We can help provide you with a customized webpage to collect donations. You can create a goal and donations will be sent directly to RMHC-KC so it's logistically simple for you and donors. Check out an example by scanning the QR code.



Materials

For larger events, we can provide branded swag items such as pens, stickers, koozies or brochures. If your event includes a raffle or small auction, we might be able to provide items to support that as well.



Promotion



If you have created any promotional materials for an event, we can do our best to share the message with our applicable audiences. Depending on your event, we can list it on our website or in our e-newsletters. You can add us as a co-host on Facebook or other social platforms!



Virtual or in Person Speaker



If you'd like to have a volunteer or staff member attend your event and answer questions about RMHC-KC, let us know. We might be able to provide an informative overview of the charity.



Printables

Check out the following pages and print them as you'd like to utilize for your events. If we can support you by helping to create additional materials like this, please let us know!

Thank you for helping



keep families together



Proceeds from this
event support your
local Ronald McDonald
House, helping to
provide comfort & care
to families with sick kids



Ronald McDonald
House Charities®
Kansas City



keeping families together

Facts about RMHC-KC

- We serve families whose children are receiving treatment for serious illness (like pediatric cancer, organ transplants, babies in the NICU, emergency situations and complex surgeries).
- We have 87 rooms on campus, in a typical year we are full nearly every night.
- Families do not pay to stay here, we rely on the community to help keep us going and open. It costs us \$100 to host a family for a night.
- We are a local 501c3 organization, every dollar stays in KC to support this important work.
- In addition to a room, we provide meals, transportation, hygiene products, clothing and most any other basic need items while a family is with us.
- Some families are here for a few nights, and some are here for months at a time (had a family go home earlier this year that was with us for a year). As long as you need us, we'll be here.



MEET THE SEEBER FAMILY

Ronald McDonald House Charities has been a home away from home for many families including the Seeber family. Both Savian (3) and Brian (1) were diagnosed with Microvillus Inclusion Disease (MVID) at one month old.

Microvillus Inclusion Disease is a rare genetic disease of the intestine that causes an inability to absorb nutrients that unfortunately has no cure.

After spending a majority of Savian's life at Children's Mercy, the Seeber family formed close relationships with the RMHC-KC staff. In 2020, with what was already a hectic year, RMHC-KC provided a safe hotel stay for the family when the boys were hospitalized.

"I am so thankful for EVERYTHING RMHC-KC has done for my family and me. This is such a wonderful charity for families. I hope to one day be able to feed & support families the way I have been supported."



Donation Info



Physical Donations



For the protection of our immunosuppressed families, we request that all donated items are brand new.

If you've collected items, they can be delivered to the Longfellow House (2502 Cherry St, KC MO) between the hours of 7am -7pm daily.

In order to keep everyone safe during these times, we ask that you leave donations on the table outside and text us at 816-239-5759 or ring the doorbell to let us know you've arrived. Staff will come out to retrieve the items. There is no entry from outside visitors due to Covid-19 restrictions at this time.

Monetary Donations



A Ronald McDonald House Charities of Kansas City (RMHC-KC) W9 is available upon request.

- IRS Tax ID: 43-1190760

Donations from an event can be sent to RMHC-KC the following ways:

- Via check
 1. Make checks payable to Ronald McDonald House Charities of KC
 2. Memo: Event Name
 3. Mailing address (attn: Mike Jeffries, RMHC-KC 2502 Cherry St. Kansas City, MO 64108)
- Via online donation form/credit card
 1. <https://rmhckc.org/donate/>
 2. Add your event name to the memo box

Cash

We are happy to accept donations in the form of cash but for safekeeping, please do not mail cash. Instead, write a check for the donation amount and mail it in following the check instructions. Feel free to attach a note with the donor names, addresses and amounts if you'd like us to send thank you's.



Thank You

for helping
keep families together

Upcoming Events

Scan the QR code to learn more



- February 26 - Red Shoes in the Sand Volleyball Tournament - Presented by Kiewit



- March 4 - First Fridays Art Show, heART for all at Buttonwood



- June 6 - Trent Green Golf Classic



- October 1 - Red Shoe Shindig 2022



- October 15 - KC Marathon



2502 Cherry St., Kansas City, MO 64108
816-842-8321

www.rmhkc.org