



# Fundraising Toolkit



Ronald McDonald  
House Charities®  
Kansas City

Keeping families close

1st Quarter 2025





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## Our Brand

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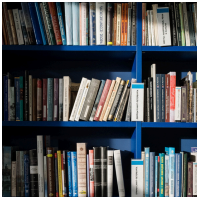


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Fundraising Event Toolkit

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Our Mission

# RMHC-KC



## 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 four Houses (three adjacent to Children's Mercy Hospital and one inside the hospital) and Ronald McDonald Family Room at Overland Park Regional, 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 94 families.

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

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.

- 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](mailto: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](http://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](http://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.



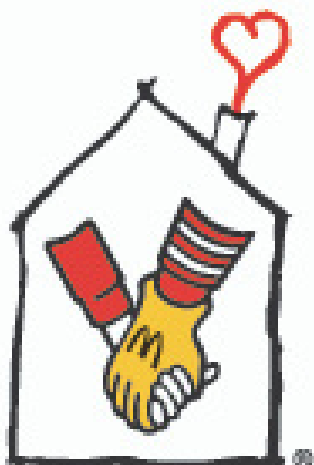
## Printables

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



**RMHC**  
Kansas City

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 94 rooms to host families and 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 or even a year. As long as you need us, we'll be here.





# MEET THE LIF FAMILY

When Ethan Lif started complaining about leg pain during practice, his mom, Amy, expected an ordinary baseball injury. Instead, their world turned upside down. Osteosarcoma was discovered in his left femur. Suddenly, the Lif family found themselves driving two hours from their hometown of Council Grove to Kansas City. In a whirlwind of appointments, meetings and anxiety, Amy was relieved to find a place to call home at Ronald McDonald House. Eight months, several rounds of chemo and one femur reconstruction later, Ethan returned to his normal high school life.

Six months later, Ethan is back – the cancer has spread to his lungs. Thankfully, the Lif family found normalcy back at the Ronald McDonald House. A place where they could make meals, do laundry and build Legos.

When Ethan needs an escape, he builds Legos. They provide a sense of comfort and distraction from the chemo and hospital stays. Ethan and his siblings, Chloe and Zach, love to push all the furniture away and dump the pieces on the floor of their room in the Longfellow House.

The Lif family's time at Ronald McDonald House has been full of ups, downs and more than a few lost Legos, but more importantly, it's given them a place to stay and feel loved through such a hard time in their lives.



**RMHC**  
Kansas City

# 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.

Unloading supplies or dropping off donations? Pull up under the Longfellow House parking lot awning and ring the bell button to the left of the door. Staff and volunteers can provide you carts to help get unloaded! For wish list and other donations, be sure to fill out an in-kind donation form when you visit so we can track your donation and send you a thank you!

## 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

Contact us at [events@rmhckc.org](mailto:events@rmhckc.org) to add your event to our list



- Monday, June 2nd - Trent Green Golf Classic



- September 2025- Spark Gala



- Sunday, October 12th Chicago Marathon with Team RMHC



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

[www.rmhkc.org](http://www.rmhkc.org)