

Fundraising Toolkit



Ronald McDonald
House Charities®
Kansas City

Keeping families close

2nd Quarter 2022





About Ronald McDonald House Charities of KC

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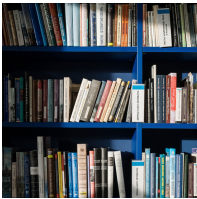
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Fundraising Event Toolkit

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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 91 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 91 rooms to host families, 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 RAU FAMILY

Lettie Jude was born on October 27 in Springfield, Mo., after a normal, healthy pregnancy. Just hours after being born, doctors discovered Lettie's heart was not working correctly, despite testing done through her mom, Haiden's, pregnancy. The left ventricle was not pumping oxygen to the rest of her body.

"Not hearing your baby cry for over 10 minutes is pretty rough ... we never did hear her cry in the delivery room," first-time mom Haiden said.

Lettie was rushed to Children's Mercy Hospital in Kansas City at less than 24 hours old. Lettie's mom and dad, Jordan, found their home in Kansas City at Ronald McDonald House Charities.

"You walk in the doors and you feel love," Haiden said.

The family was given a suite so Lettie's grandmothers could stay to help out the new parents. After a month at Children's Mercy, Lettie's heart function was declining and she was put on the transplant list. At just 5 weeks old Lettie had her first open-heart surgery to install a device to keep her heart pumping until she received a transplant.

"RMHC-KC has been a HUGE blessing to our family," Haiden said. "We get to spend time with our daughter and not worry about the finances of paying for a hotel or for food – we would have had very little left for her medical bills."

On March 3, Jordan and Haiden got the call they had been waiting for. Lettie had a perfect match for her little heart, and she would be receiving her transplant the next day, on her 100th day on the transplant list. The transplant went perfectly for 9.5-pound Lettie Jude, and it has since been a smooth recovery. They hope to be discharged to go to her KC "home" at Ronald McDonald House Charities this month, so Lettie will be close for monitoring and checkups.

"The Ronald McDonald House has become our home. We are so used to it now ... we are so grateful for it," Haiden said.

The Rau family will stay at RMHC-KC together and will go home for the first time in early summer if all goes as planned.

"Though our situation was shocking and unexpected, it is so comforting to have a place to live so close to our daughter for the months to come."



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



- June 6 - Trent Green Golf Classic



- August 28 - Hearts for RMHC 5k/10k



- October 1 - Spark of Hope Gala



- October 15 - KC Marathon



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

www.rmhkc.org