

Fundraising Toolkit



Ronald McDonald
House Charities®
Kansas City

Keeping families close

3rd Quarter 2024





About Ronald McDonald House Charities of KC

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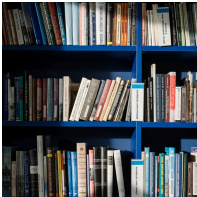
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Fundraising Event Toolkit

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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 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.

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 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 CUSICK FAMILY

Hazel Cusick was born at 24 weeks, weighing just 13 oz. Her mom, Nikki had fought preeclampsia for over a week to keep her in utero as long as possible, but Hazel's heart rate dropped and they had to do a C-section.

"The nurses told me she wasn't going to cry because she was so underdeveloped, and then she did and it was like music to our ears," Nikki said.

They knew with that glorious cry that Hazel was going to fight— and fight she did. Babies born that early tend to have some complications along with developing to full term, and Hazel had PVA (her heart wasn't closed all the way), her lungs were underdeveloped and her intestines were twisted. Eventually, a tear in her intestines led her to be life-flighted from Topeka to Children's Mercy Kansas City.

Nikki and Cory didn't know where they were going to stay being so far from home, but the hospital mentioned Ronald McDonald House and they were skeptical.

"I thought they were a run-down house with a tiny little room ... I envisioned a dorm setting. But our whole lives were uprooted and we just needed a place to stay, so we went to check in, said Nikki. When we stepped into the House I was blown away. It was beautiful, and staying at a Ronald McDonald House wasn't just a room. It was a shock to see what [they] were willing and able to provide for us."

Hazel had seven surgeries over a few months, but when she got a trach put in in late 2023 she took off developmentally. Nikki spent her days at the hospital but Cory had to return to work for financial purposes. Nikki spent most of her time alone but found connection at the Ronald McDonald House.

"We connected with so many families while we were there. Getting the chance to talk to other parents and just being able to connect ... you don't understand it until you are truly in it, and the support I got from other parents at the House was so incredible. It felt like home," Nikki said.

Nikki said little things meant the most to her during her stay: cuddles with therapy dog Jay; haircuts offered in the salon that she couldn't otherwise find the time for; smiles and thoughtfulness from the friendly staff were some of her highlights.

"I had heard about Ronald McDonald House, but I had no idea the impact it would have on my life," she says.

After 378 in the NICU, Nikki and Cory were finally able to check out of the hospital, and Ronald McDonald House Charities of Kansas City, and take Hazel home for the first time. She will continue to have a medical journey, but they know she is a fierce fighter and will continue to defy her odds!

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 to add your event to our list



- Wednesday, August 7 - Ham-bingo at Hamburger Mary's



- Wednesday, September 4 - Red Wednesday!



- Saturday, September 21 - Spark of Hope Gala & Spark After Dark Party



- Sunday, October 13 - Chicago Marathon with Team RMHC



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

www.rmhkc.org