

RONALD McDONALD HOUSE BC & YUKON

# HOUSE HERO PROGRAM





## HEROES WANTED

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Becoming a House Hero is so much more than making a donation; it's about engaging your corporate team to become part of our family. For one exclusive month, your company will be the House Hero by participating in and co-creating meaningful programs, events and activities that support the 73 families from across the province staying at the House.

Please consider securing your month as a House Hero, giving your team a common cause to support and reinforcing corporate values, while increasing engagement and encouraging collaboration between departments.

# ENGAGEMENT OPPORTUNITIES

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As House Hero, the RMH BC team will collaborate with you in advance to make your month impactful, meaningful and turnkey for your organization. Your team will have up to four opportunities to engage our families, from a distance, throughout your sponsored month.

## ACTIVITIES:

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### Prepare Meal Kits for Families

Rally your team to compile a menu and prepare meal kits for families to cook in one of our large kitchens. Delegate shopping and kit-packing amongst your office and possibly a cooking instructional video or message of support from your team. You can also share a special meaning behind your recipe.



### Baked Good Kits

Pull together sweet ingredients for families to freshly bake cookies, breads or cakes to enjoy throughout the week. Grandma's secret recipes are always welcome.



### Seasonal Activity

Celebrate together from a distance! Your group can help our families celebrate holidays and seasonal festivities.



### Host a Lunch and Learn

Take a virtual tour of the House, explore the impactful work of Ronald McDonald House BC and Yukon followed by a discussion and a Q&A.



### Family Activity

Facilitate family-friendly arts and crafts, sports or games for parents, teens and kids to enjoy together. Or, partner with local entertainers or educators to provide a performance or educational experience for families and youth to enjoy online.



### Virtual Messages of Hope to RMH BC Families

Invite your employees to come together for a meaningful team-building opportunity to send messages of hope to families. It may seem like a small thing, but a simple letter can mean so much. It says, "Someone's thinking of you," and "Someone's rooting for you" and "We believe in you."



### Employee Giving Campaign and Employer Match

It is becoming increasingly important to employees that they work for a company that provides them an opportunity to make a positive impact on their community. Whether your focus is retaining current talent or cultivating a positive staff culture, a workplace giving campaign can offer a sense of purpose that truly resonates with your employees.



### Virtual Fundraising

Choose any fun activity and do it while raising funds for RMH BC families who are far from home during this difficult time. You can also bring your community together virtually by turning any activity into a group challenge like playing a game for 8 hours straight or committing to run, walk or stroll 73kms in a month representing 73 rooms in the House.

# RECOGNITION & BENEFITS

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Your financial and volunteer investment is highly valued at the House. Recognition and associated benefits include:

**Exclusivity:** Each month will feature only one corporate partner.

**Tax Receipt:** Receive a tax receipt in the amount of your gift.

**In the House:** Your company will be recognized as our House Hero throughout the House for an entire month, 24/7 on TV screens and communications amongst families, volunteers and staff.

**Partner with an Iconic Brand:** Use the exclusive RMH BC & Yukon Proud Supporter logo on your website and social media platforms to proudly show your support of RMH BC.

**Annual Report:** Listing in the RMH BC & Yukon annual report, sent out to all of our individual & corporate donors and partners.

**Social Media:** RMH BC will proudly highlight and capture memories of your organization as a House Hero on our social media platforms (Instagram, Twitter and Facebook). 2-4 posts throughout the month.

**Summary Report:** This report includes highlights of the month's activities and celebrations and your impact for families.

Thank you for your consideration. For more information and to discuss how to secure your House Hero month, please contact:

**Stephanie Mosher**  
VP, Philanthropy

T: 604.736.2957 ext. 3110 E: smosher@rmhbc.ca



*"Here at the House we feel supported, cared for, and when we are here we have a village behind us to help carry the load so we can concentrate on getting healthy. You are giving us more than a place to stay, more than a bed and a meal. You are giving us a place to call home."*

The Labonte Family  
Whitehorse, YT  
Seamus, age 7, cystic fibrosis

## YOUR HOUSE HERO MONTH: \$10,000\*

We will work with your team to generate valuable engagement opportunities that reinforce corporate values and give your team a common cause to support. Each month has unique opportunities to offer, but the intention of providing meaningful connection and sharing your impact are at the core of our House Hero program. Your support will help keep families close during a tremendously difficult time.

### SAMPLE MONTH | 2020/21

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	 8 Host a Team Lunch & Learn	9	10	 11 Make Family Meal Kits	12
13	14	15	 16 Send Messages of Hope	17	18	19
20	21	22	23	 24 Step Challenge Fundraiser	25	26
27	28	29	30	 31 Sponsor Seasonal Festivities		

\* \$15,000 for profile in December



FOR MORE INFORMATION CONTACT

**Stephanie Mosher**

**VP, Philanthropy**

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**40**  
years  
1983 – 2023



Ronald McDonald  
House Charities®  
British Columbia & Yukon

**Ronald McDonald House BC and Yukon**

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**604-736-2957 | [www.rmhbc.ca](http://www.rmhbc.ca)**

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