

- RMH BC Community Fundraiser Toolkit -

# Become a Community Champion

From running a marathon to starting a workplace challenge to selling cakes, there are so many ways for you to make a difference.

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Ronald McDonald  
House Charities®  
British Columbia & Yukon

Get in touch!  
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[www.rmhbc.ca](http://www.rmhbc.ca)

Follow us! @rmhbc    

# About Ronald McDonald House BC & Yukon

When the unthinkable happens and a family is uprooted for their child's critical medical treatment, there are many barriers they must overcome to stay together. Hotel stays are expensive, siblings need to be cared for, and staying in the hospital long term is unsustainable. That's where the House comes in—providing accommodation, comfort, compassion, and a sense of community to these families in need.

Ronald McDonald House BC and Yukon depends on community supporters like you to give these families a home away from home where they can stay together and focus on what matters most - caring for their child.



## Ronald McDonald House BC & Yukon

Located 575 Steps from BC Children's Hospital



RMH BC & Yukon serves 73 families per night, and **up to 2,000** families each year.

**25** Nights: the average length of a stay in 2023.

**365** Nights: the longest stay in 2023.

## Ronald McDonald Family Room

Located inside Surrey Memorial Hospital



Last year **690** families with sick children also found comfort in the Ronald McDonald Family Room.

**12** Nights: the average length of a stay in 2023.

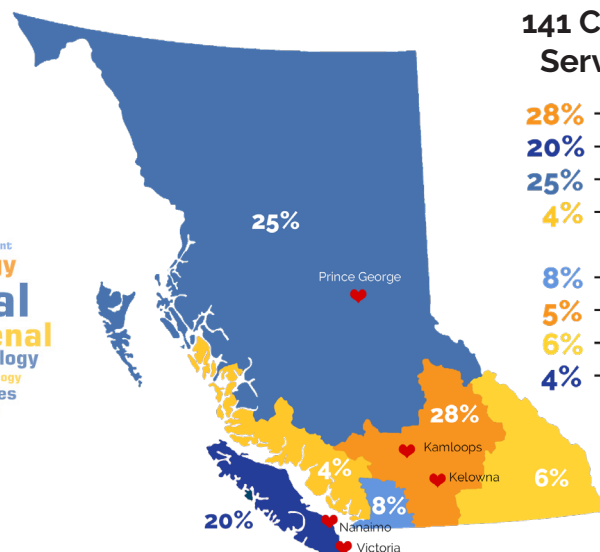
**119** Nights: the longest stay in 2023.

## 2023 Reasons for Stay:



## 141 Communities Served in 2023

- 28%** - Interior
- 20%** - Vancouver Island
- 25%** - Northern BC
- 4%** - Squamish, Whistler, Sunshine Coast
- 8%** - Fraser Valley
- 5%** - Yukon
- 6%** - Kootenays
- 4%** - Other Provinces & International



# Your Impact

No matter how big or small, your fundraiser can make a difference for the children and families living at Ronald McDonald House BC and Yukon. Here are some ways your funds will support keeping families together when it matters most.



## The Gift of Play - \$50

Help a child who is far from home to simply be a kid with new toys, games, or arts and crafts kits.



## Gift a Night - \$150

Our cost to accommodate a family for one night is \$150, and generous donors allow us to keep our doors open for families in need.



## Starting a Family Band - \$500

Your support gives a family access to Core Wellness Programs throughout their stay like Music Therapy, Art Therapy, and Medical Play.



## One Week's Stay - \$1,050

Your support means a full week of peaceful sleep, leaving families more ready to care for each other and take on each day's treatments together.



## Adopt a Family - \$2,500

Adopt a Family for an average stay at RMH BC, providing all the essential comforts of home and a community of support when it matters most.



## A Month of Meals - \$5,000

The Family Meals Program is the 2<sup>nd</sup> most in-demand program at RMH BC after accommodation. Help support the Family Meals program for a month!



"When my 3-year-old daughter Annalynn was diagnosed with leukemia, it was incredibly overwhelming. With doctors telling us to prepare to be in Vancouver for upwards of a year, it seemed like an insurmountable task to keep our family afloat.

It was a huge relief that we would not have to pay months of hotel bills, and that our older children would be able to come and visit us. For the first time I was able to breathe and feel like we would be able to face the next year of treatments."

**The Beattie Family, Armstrong, BC  
Over 180 Nights at RMH BC**

# So Many Ways to Make a Difference

Whatever you do for fun, you can turn into a fundraiser. Need some inspiration? Check out the following ideas.



## Donate Your Birthday

Skip the gifts this year and instead ask your friends and family for a donation.



## Bottle Drive

Donate your recyclable cans or bottles at Return It Express.



## Press Play For Families

Whether it's gaming, music, sports, art or entertaining, show off your skills by streaming your passion.

## More fundraising ideas:

- "A-Thons" (dance, run, skate, spell, swim)
- Auctions (live and silent)
- Art Show
- Bake Sale/Lemonade Stand
- BBQ
- Car wash
- Coin Box Collection
- Cook-off
- Craft or County Fair
- Fashion Show
- Garage Sale
- Head Shaving
- Multicultural Festival
- Tournaments (golf, poker, bowling, street hockey)

**OR create your own!**

# Event Planning Checklist

Ready to get started? Follow our event checklist to ensure your fundraiser is a success.

## Before the Event

- Become an Expert.** Familiarize yourself with RMH BC & Yukon's mission, vision & values by reading our impact statement, key messages and more!
- Brainstorm.** Decide the type of event you want to host. Remember, whatever you do for fun, you can turn into a fundraiser!
- Set a Goal.** Think about how much money you can raise and set a donation goal.
- Get in touch.** Reach out to RMH BC to let us know about your fundraiser and submit a Fundraising Agreement Form.
- Go Digital.** Create your online fundraising page.
- Budget.** Keep track of your expenses and revenues.
- Prepare.** Secure a venue or location. Coordinate renting any equipment (think tables, chairs, speakers). Apply for any needed permits (liquor license, gaming license, or city permit).
- Reach out.** Get in touch with local businesses to donate any prizes or provide sponsorship. Contact Ronald McDonald House BC & Yukon prior to reaching out to corporate sponsors.
- Grab the snacks.** Food and beverages can be an important part of any event, If serving food or beverages please make every effort to not use competitors of McDonald's (e.g. Tim Hortons or other coffee chains, Burger King, or another quick service burger competitors).
- Get Creative.** Produce event materials (posters, brochures, tickets, etc.). RMH BC can provide you with our Proud Supporter Logo, poster templates, key messages and more. Make sure that RMH BC approves all marketing and event materials before you start sharing them.
- Spread the word.** Tell the world about your fundraiser, share your event and your online fundraising page. Make sure to let your community know why fundraising for Ronald McDonald House BC & Yukon is so important to you.
- Get Social.** Share your Community Fundraiser on social media and make sure to tag **@RMHBC** and use **#KeepingFamiliesClose** and **#RMHBCCommunityChampion**.

## After the Event

- Say Thanks.** Thank sponsors, donors, participants, suppliers and volunteers.
- Donate.** All donations made through your online fundraising page go directly to RMH BC. If you collected cash or cheque donations, email [community@rmhbc.ca](mailto:community@rmhbc.ca) to arrange submitting. If you are collecting several donations in person, keep track of them with a pledge sheet.
- Provide Feedback.** RMH BC is always looking for ways to improve their Community Fundraisers. As the now-expert Community Champion, let us know how your fundraiser went by filling out the Community Fundraiser Feedback Form.

## RMH BC's Role in your Community Fundraiser

Every year, supporters from across BC and Yukon come together and get creative with their fundraising ideas, RMH BC can provide you with the support and necessary tools to make your event a success. Whatever you choose to do, we will be here to help you along the way!

- **Online Fundraising Page**
- **RMH BC Proud Supporter Logo**
- **Social Media Graphics**
- **Letter of Support/ Sponsorship Letter**
- **Key Messages**
- **Stickers**
- **Impact Statement**
- **Video Links**
- **Family Stories**
- **Pledge Form**
- **Cash Donation Box**
- **Onsite Donation Payment Processor**
- **Branded Pull-up Banners**

*Looking for other forms of support? Reach out to [community@rmhbc.ca](mailto:community@rmhbc.ca)*

# Important Information

## Fiscal Responsibility

As a registered charity, RMH BC & Yukon must follow important guidelines related to the cost of fundraising. These guidelines also apply to monies raised on our behalf by fundraising groups. If you are using the RMH BC & Yukon name as part of your efforts, every effort should be made to keep expenses to a minimum.

## Sponsorships

Contact Ronald McDonald House BC & Yukon prior to reaching out to corporate sponsors.

Official suppliers and sponsors of your event must not be confused with the official sponsors of RMH BC & Yukon. Doing so could undermine our efforts with major corporate donors, whose support we heavily rely on. Careful consideration must be made when affixing sponsor logos. For this reason, we must approve all of your materials if you are using corporate sponsors, to ensure there is no confusion around official sponsor status.

## Food & Beverages

If serving food or beverages at your event, please make every effort to not use competitors of McDonald's (e.g. Tim Hortons or other coffee chains, Burger King, or another quick service burger competitors).

## RMH BC & Yukon logo standards

Unauthorized use of the Ronald McDonald House BC & Yukon "Proud Supporter" logo is prohibited. All event materials featuring our name and/or logo must be approved PRIOR to publication or distribution.

## Tax Receipt Compliance

As a registered charity, RMH BC & Yukon must follow all Canada Revenue Agency (CRA) rules and regulations. If we do not, we risk losing our charitable status. We reserve the right to audit the records pertaining to any event to ensure compliance with the CRA. Our organization is able to issue tax receipts to individuals or companies that make a donation without receiving a benefit or tangible item of some sort. Any donor who donates \$20 or more is eligible for a tax receipt.

### Tax receipts can be issued:

- If RMH BC & Yukon receives a statement showing all revenue and expenses from the Fundraising Event.
- To eligible donors of \$20 or more, if our organization is provided with a complete list of names, addresses and donation amount, no later than 90 days following the event. Or, if your event is held at the end of the calendar year, the list of names and funds must be received by calendar year end.
- If the amount raised after expenses is equal to or greater than the amount of receipts being requested.
- For the donated portion of the ticket price, which is the difference between the ticket price and the fair market value (food, entertainment, beverages, etc.) received by the ticket purchaser.
- When funds are received in the same calendar year that the event was held.

### Tax receipts cannot be issued:

- For gifts in-kind and donated services.
- For the purchase of raffle tickets, admission tickets, green fees or auction items.
- For sponsorships, as they are receiving the benefit or advertising and/or promotion in exchange for their support.
- When the donor receives something of value in return.

# RMH BC Branding & Key Messages

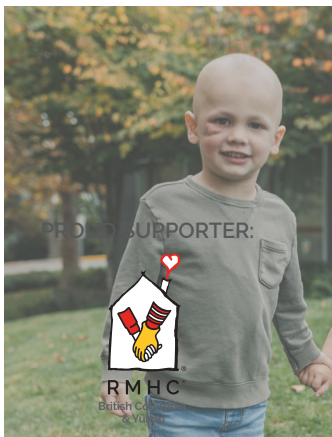
## Key Messages

Ronald McDonald House BC and Yukon is a home away from home for families facing a medical crisis who must travel to Vancouver to BC Children's Hospital or BC Women's Hospital for treatment.

RMH BC & Yukon is the province's family care charity.

- In an average year, RMHC BC & Yukon (1 x 73-bedroom House and 1 x 4-bedroom Family Room within Surrey Memorial Hospital) serves up to 2,000 families from over 200 communities.
- RMH BC is 575 steps from BC Children's Hospital, which keeps families close to treatment and their seriously ill child.
- Staying at RMH BC eases financial burdens. Without RMH BC, a family could incur up to \$11,000 in out-of-pocket expenses to be by the side of their sick child for just one 18-day hospital stay.
- Staying at RMH BC & Yukon also provides a sense of community and relief from social isolation for sick children and their families, through Wellness Programs such as Music Therapy, Art Therapy, Medical Play, Massage Therapy and Pet Therapy.
- Today, one in four Canadian families has either stayed at a Ronald McDonald House or Family Room or knows someone who has.
- We are supported by a network of many donor partners – including our founding and forever partners at McDonald's Canada, along with its independent franchisees and guests. On average, McDonald's Canada covers 20% of our total expenses.
- Across BC & Yukon, we continue to rely on the support of individual Canadians to support our mission through donations, volunteering, and other support.

## Logo Standards



DO NOT place the logo on a busy background.



DO NOT distort the logo. Always leave the logo in the correct proportion.

PROUD SUPPORTER:



DO NOT add effects like drop-shadows or embossing to the logo.

# Frequently Asked Questions

## **Can RMH BC promote my event?**

While we are not able to create a dedicated social media post for all community events, we would be happy to share posts that we are tagged in! Please feel free to tag @RMHBC on Instagram, Facebook or Twitter, and use #KeepingFamiliesClose and #RMHBCCommunityChampion.

## **Can my donors receive a tax receipt?**

RMH BC can issue tax receipts for donations of \$20 or more. For any donors requesting a tax receipt, please collect all the necessary information on the Donation Form that can be found on our Community Events page ([rmhbc.ca/host-an-event](http://rmhbc.ca/host-an-event)). Required details include: name, address, contact info (email or phone), amount donated and type of donation (cash or cheque).

Please remember that any cheque donations should be made payable to Ronald McDonald House BC.

For more information on CRA tax guidelines, please visit: <http://www.cra-arc.gc.ca>.

## **Can I deduct my expenses from the funds raised?**

We ask that you plan and budget carefully for your event as the expenses should not exceed 20% of the total event revenue. RMH BC will not reimburse you for any expenses incurred; all financial control is the responsibility of the event organizer.

Please consider asking for local business to sponsor your event and provide in-kind donations to help alleviate the costs. We would be happy to provide you with a letter of support!

## **I am hosting a raffle as part of my event. How do I obtain a license?**

If you are selling tickets for a prize draw, a raffle or a 50/50 contest, you will be required to obtain a Gambling Event License from the BC Gaming Policy and Enforcement Branch:

<https://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising/gambling-licence-fundraising>

Please be sure to complete your online application at a minimum 2 weeks prior to your event as the processing times may vary.

These applications require a letter of support and we would be happy to provide you with this letter.

## **How do I submit my donations to RMH BC and can I get a photo with the big cheque?**

Any donations collected through your online fundraising page will go directly to RMH BC and tax receipts will be issued accordingly.

Any cash or cheque donations collected can be submitted in person at RMH BC. Be sure to also submit your Donation Form for any tax receipts that need to be issued. Please note that tax receipts for cash and cheque donations will only be issued by RMH BC once all funds are received and the full list of donors has been provided.

**Address:** 4567 Heather Street, Vancouver, BC V5Z 0C9

**Hours:** Monday to Friday between 9:30am to 4:30pm

Please contact us at [community@rmhbc.ca](mailto:community@rmhbc.ca) prior to visiting!

We would be happy to have the big cheque ready for a photo opportunity and can also give you a tour of the House to show you the impact that your fundraiser will have to families in need. Please contact us to arrange your visit!