



Hosting a **Fundraising Event** in support of RMHC Toronto



**Ronald McDonald
House Charities®**
Toronto

Contact

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About RMHC Toronto



Since 1981, Ronald McDonald House Charities (RMHC) Toronto has served as a place to call home for families with seriously ill children undergoing treatment.

RMHC Toronto encompasses a House for 81 families in downtown Toronto and seven Family Rooms in hospitals across the GTA and in Sudbury.

In a typical year, we wrap our arms around over 5,000 families who came to us from throughout Ontario, across Canada and around the world.

Our House

Ronald McDonald House provides compassionate hospitality to help families carry the burden they are facing. In addition to a place to stay, we offer innovative programs, including a school and spaces for playing, cooking and working, to support the practical and emotional needs of adults and children.

408: families from across Canada and around the world stayed at the House in 2022.

29: average number of nights each family stayed.

55 km: distance away a family must live to stay at the House.

1,416: families supported through Family Rooms in 2022.

7: Family Rooms at

- Credit Valley Hospital (2)
- Health Sciences North
- Markham Stouffville Hospital
- Scarborough Health Network (2)
- The Hospital for Sick Children

Our Family Rooms

Ronald McDonald Family Rooms provide family members with a place to rest and recharge just steps away from where their sick child is being treated. Research shows this promotes their overall well-being, helping them with the stress of their child's illness. Family Rooms include lounge areas, a kitchenette, showers and spaces for sleeping.

planning

your fundraising event

Here is a list of fun and creative fundraising ideas for you to consider when planning an event.

Fundraising ideas:

- “A-Thons” (dance, run, skate, spell, swim, walk)
- Join our Wear Your Stripes and walk the block for families
- Auctions (live and silent)
- Bake sale/lemonade stand
- BBQ
- Car wash
- Dress down day
- Coin box collection
- Cook-off
- Craft or county fair
- Fashion show
- Garage sale
- Head shaving
- “Jail and Bail” events (holding community VIPs for “ransom”)
- Juried art show
- Multicultural festival
- Tournaments (golf, lawn bowling, paintball)

OR create your own!

planning

your fundraising event

Most events are comprised of a few common elements. Use this checklist to ensure your event is a great success!

Event checklist:

1. Planning

- ✓ Form a volunteer committee and appoint a committee chair.
- ✓ Familiarize yourself with RMHC Toronto so you are informed and aware.
- ✓ Brainstorm your event format, details and fundraising goal.
- ✓ Create a budget to keep track of your revenues and expenses.

2. Event Implementation

- ✓ Create an online fundraising page at rmhccanada.ca/fundraisers/create1
- ✓ Reserve a venue/location for the event.
- ✓ Solicit prizes and sponsorships from your contacts. 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 buger competitors).
- ✓ Produce event materials (posters, brochures, tickets, etc.)
- ✓ Arrange proper permits and licences.
- ✓ Assess logistical and technical requirements for the event.
- ✓ Identify and coordinate the rental of necessary equipment.

3. Post Event

- ✓ Thank sponsors, donors, participants, suppliers and volunteers.

Have fun!


We are here to help every step of the way.

how RMHC Toronto can **support**

The more information you have at your disposal, the greater your confidence will be in discussing RMHC Toronto with others.

Materials and support available for your event:

- Online fundraising page
- Logo
- Stickers
- Fact sheets
- Video links
- Newsletters
- Letter of endorsement
- Pledge form
- Staff or volunteers to attend (*availability permitting*)



Ronald McDonald House Charities Toronto
Keeping families close


Since 1981, Ronald McDonald House Charities® (RMHC) Toronto has served as a place to call home for families with seriously ill children undergoing treatment.

RMHC Toronto encompasses a House for 81 families in downtown Toronto and seven Family Rooms in hospitals across the GTA and in Sudbury.


Last year, we wrapped our arms around 5,306 families who came to us from throughout Ontario, across Canada and around the world. About every 100 minutes, a new family in need of support arrives on one of our doorsteps.

Our House

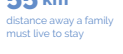
Ronald McDonald House® provides compassionate hospitality to help families carry the burden they are facing. In addition to a place to stay, we offer innovative programs, including a school and spaces for playing, cooking and working, to support the practical and emotional needs of adults and children.



730
families stayed at our House last year



30 days
average length of stay



55 km
distance away a family must live to stay



latest news

Family App Wins International Award

Arriving at RMHC Toronto for the first time can feel a little overwhelming, especially if the big city is new to you.

That's one of the reasons we created "Virtual Front Desk" last year: a mobile app designed to introduce families to the House and neighbourhood and to make them feel at home. And this August, we were named the recipient of the top international award from the body representing more than 350 RMHC Houses around the world for creating the app.

Virtual Front Desk includes a calendar of activities at the House, a neighbourhood guide with real time directions to local resources, FAQs, a House floor plan and staff directory.

Importantly, Virtual Front Desk also includes real-time broadcast messaging capabilities, allowing us to instantly send text notifications to families about, for example, tonight's dinner menu. It also has the ability to send personalized notifications, making it possible to, for example, send a message to a family member as they arrive at the House in the evening to wish them a good night's rest.

Developed in partnership with Flybits Inc., Virtual Front Desk is available for free download on the App Store and Google Play.

Introducing the RMHC Cookie

This fall, McDonald's began selling a new heart-shaped RMHC Cookie to support families at Ronald McDonald Houses and Family Rooms across Canada. For every cookie purchased every day, five cents will go towards supporting families with a seriously ill child. It will become a welcome new source of revenue for RMHC Toronto.

The inspiration for the RMHC Cookie comes from families like the Traffords from Melancthon, Ont.

Kris is the mom of 16-month-old Brody, Jade, 3, and Desmond, 5. This year, the family, including dad, Graham, spent 129 days at RMHC Toronto while Brody received treatment for a life-threatening intestinal disorder.

After long days at the hospital, Kris found she craved time in the kitchen, just like at home. When she first started baking at RMHC Toronto, she would leave a few dozen cookies out for other families to eat or take to the hospital the next day, but in no time, Kris found people would come to the kitchen to hang out together.

"It was just what I needed," she says. "I think a lot of us sometimes just want to hide in our room, but if there's a cookie smell downstairs, you get drawn out of your room and let go of that stress for a bit." It's like cookie therapy.



important information

Fiscal responsibility

As a registered charity, RMHC Toronto 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 RMHC Toronto name as part of your efforts, every effort should be made to keep expenses to a minimum. The gold standard that we strive towards is known as the 80/20 rule.

The 80/20 Rule: No more than 20% of gross proceeds can be used to cover expenses.

Sponsorships

Please call us PRIOR to securing any corporate sponsors for your event.

Official suppliers and sponsors of your event must not be confused with the official sponsors of RMHC Toronto. 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.

RMHC Toronto logo standards

RMHC Toronto will provide you with our "in support" logo for any event materials. Please do not pull our logo from the internet. The integrity of our logo must be respected at all times.



DO NOT place the logo on a busy background.



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



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

tax receipting

Tax receipt compliance

As a registered charity, RMHC Toronto 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 in order 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 RMHC Toronto 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.

fundraising event agreement form

Thank you for choosing to support Ronald McDonald House Charities (RMHC) Toronto. Please note this application and the use of the RMHC Toronto logo (where appropriate) must be approved by RMHC Toronto prior to publicizing or holding your event. All costs are to come out of proceeds and are to be paid directly by the event organizer, sometimes referred to in this form as the "Third Party."

Event information

Organization
Contact
Address
City Province Postal code
Phone Email

Event/Campaign name
Date (s) Time (s)
Address
Website and/or social media URL

Briefly describe the event, how funds will be raised, target audience, expected attendance.

Is RMHC Toronto the sole beneficiary of this event? If not, please list other benefactors.

What inspired you to choose RMHC Toronto as a benefactor of your event?

What is the anticipated fundraising total for the event?

Is this an annual event to raise funds for RMHC Toronto? YES NO

Would you like a representative from RMHC Toronto present on event day?
(Please note: RMHC Toronto may not be able to accommodate all requests.) YES NO

Would you like your event listed on the RMHC Toronto website? YES NO

Please indicate the number of RMHC Toronto promotional materials you would like for the event, if available:

Fact sheets 5 15 25

Newsletters 2 4 6

Stickers

fundraising event agreement form

Receipt of funds and liability

Please be advised that by publicly naming RMHC Toronto as the beneficiary of your initiative, you are required to donate the full percentage stated in your promotional materials. In order that we can receipt and acknowledge donors in a timely manner, we respectfully request that funds are received by RMHC Toronto within 30 days of the event. It is understood that RMHC Toronto in no way endorses any products or services used in connection with the event and shall not be held liable for any damages arising either from the product and/or services of the event.

RMHC Toronto will not be held liable for any financial losses incurred by the event. The Third Party will indemnify, defend and hold RMHC Toronto harmless from all claims, causes of action and damages of any kind arising out of or in connection with the event, including but not limited to property damage or personal injury or other cause of action of any kind arising out of or in connection with the event. This event in no way represents a joint venture or partnership. All proposals for cause marketing must be accompanied by a full business plan.

Authorization

Contact Signature Date

Contact Name

Comments

Please return signed and completed form to:

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Development Officer/Events
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416-977-0458 ext. 243

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Charitable Registration # 11885 2631 RR0001
RMHC Toronto operates under the legal name -
Toronto Children's Care Inc.

**On behalf of the families at RMHC Toronto,
thank you for your support!**