



Ronald McDonald
House Charities®
Alberta



Ronald McDonald House Charities® Alberta

Fundraising Toolkit

Contents

About Us	3
Expansion	4
Hosting an Event	5
Haylen's Ice Cream Stand	6
Event Support Policies	8
Printables	9
Facts About Us	9
Ways to Give	10
The Haggas Family	11



About Ronald McDonald House Charities® Alberta

With almost 70% of Canadian families living outside of a community with a children's hospital, many will need to travel to access specialized medical treatment. Serving more than 1,200 families with over 25,000 nights of comfort in 2023, the four Ronald McDonald Houses in Alberta provide all the essentials of a home: warm beds, hot showers, laundry facilities, family-friendly kitchens, and playrooms. We also offer Home for Dinner meals, shuttle services, recreation and self-care programming, and more, saving families over eight million dollars each year.

The Houses provide more than a place to rest—they're where families can support each other while staying close to the critical care their child needs. Having a Ronald McDonald House close to a hospital in Alberta is an important part of family-centred care, helping alleviate the tremendous emotional, financial, and physical burdens families face when their child is seriously sick or injured.

We cannot provide comfortable, compassionate, and affordable accommodations without fundraising.



**IF THEY
COULD
BUILD IT,
THEY
WOULD.
BUT TOGETHER WE CAN.**



The Big Build: RMHC Alberta's Facility Expansion

In 2023, Ronald McDonald House Charities® Alberta served over 1,200 families from 200 communities. Despite these successes, RMHC Alberta is currently only able to meet 14% of the total need for our services. Unfortunately, about 9 out of 10 eligible families must currently be turned away simply due to lack of space.

In spring 2023, RMHC Alberta began the expansion process to add 60 family suites to each of our Calgary and Edmonton Houses. These additional 120 suites represent thousands of families that will gain access to RMHC Alberta's comprehensive support networks.

Our facility expansion is a significant step toward more equitable healthcare access for families across the province that need to travel for pediatric hospital care.

We need your help. Please consider donating today.

Our expansion plans are significant and will require \$80 million in government and community supports. Your donation will directly contribute to RMHC Alberta's growth, enabling us to serve more families with seriously sick and injured children than ever before.

To learn more about our Expansion, and ways to get involved, visit rmhcalbertabuild.org.

Hosting an Event

Are you interested in fundraising for Ronald McDonald House Charities® Alberta? Do you want to host a fundraising event, but you're not sure where to start? Your initiative, ingenuity, and creativity can make a big difference to a family with a sick child. Here are some ideas for you to consider:



Auction Arts and Crafts Sale
Bowling Tournament
Loonie/Toonie Drive
Cocktails for a Cause
Car Wash
Casino Night
BBQ
Donations in Lieu of Gifts
Wii Tournament
Tailgate Party
Benefit Dinner

Set yourself up for success!

Good plans make successful events. Follow these guidelines to help you get there:

- **Set a goal:** What would you like to accomplish with your event/initiative? Setting goals is helpful: it gives people something to work toward and get excited about.
- **Consider your audience:** Who is the audience for this event/initiative? Who would you like to participate in your event? How are you going to get them excited?
- **Build your team:** Many hands make work light. Collaborate with friends, family, and colleagues. Assign roles and responsibilities. Let them run with it!
- **Set a Budget:** Think about what you need to make your event/initiative successful. When you keep your costs to a minimum, your fundraising impact is greater.
- **Promote your event:** To promote your event, use the media that will reach the audience you have identified. Get the word out with social media, emails, flyers, etc.

Double it up!

Why not double your fundraising efforts? Before you start coordinating your event, check to see if your employer has a "matching gift" program. A matching gift is a charitable gift directed to a charity by a matching donor under the condition that the original donor makes the first gift. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.



Haylen's Ice Cream Stand

Nine-year-old Haylen Astalos from Grande Prairie is an inspiring example of the impact one person can have when they're determined to make a difference for RMHC Alberta.

Since his fifth birthday, Haylen has raised over \$30,000 for the Ronald McDonald House in Alberta. He began by donating his birthday money after his mom gave him a choice of charities, and the rest is history! Haylen has raised money for the House by selling ice cream treats at local events and at the bottom of his driveway.

How can you make a difference for RMHC Alberta? We welcome any creative community fundraising ideas you have. Go to rmhcalberta.org/donate/community-fundraising/ to get started.



RMHC Alberta Event Support Policies

In any communication material we ask that you use our full name “Ronald McDonald House Charities® Alberta.”

We can provide you with the RMHC Alberta logo used for third party events (“Benefiting Ronald McDonald House Charities® Alberta”). Please do not stretch or distort the logo, do not add effects or embellishments, and do not separate elements of the logo or change its scale.

Prior to distribution of any event collateral using the Ronald McDonald House Charities® Alberta logo, please contact us at thirdpartyevents@rmhcalberta.org for approval.

Staff, volunteers, and speakers

While we do our best to accommodate reasonable requests for a speaker, we cannot guarantee a representative will be available to speak at or attend your event. Decisions about the involvement of staff or volunteers will be made at RMHC Alberta's discretion.

Event organizers are responsible for recruitment of volunteers for their event.

Responsibilities

RMHC Alberta cannot assume any legal or financial responsibility for fundraising events or event organizers.

Online fundraising page collecting donations online is easy: simply [create a fundraising platform on RMHC Canada's website](#) and share the fundraiser with your contacts. This free, secure, and easy-to-use platform lets you customize your fundraiser and set a goal and a timeframe. **Make sure you choose RMHC Alberta as the beneficiary!**

Printables

The following pages are for you to use for your event. Feel free to print and distribute them.



1 in 4 Canadians has stayed or knows someone who has stayed at a Ronald McDonald House.

Facts about Ronald McDonald House Charities® Alberta:

There are four Ronald McDonald Houses in Alberta: Calgary, Edmonton, Red Deer, and Medicine Hat.

In 2023, RMHC Alberta served over 1,200 families from 200 communities, saving them \$8.5 million in accommodation costs. We provided over 25,000 nights of comfort for families in 2023.

Families can stay at RMHC Alberta for \$10/night. Financial assistance is available for families in need.

Our private family suites give families space to rest and connect after a long day at the hospital.

We serve a homemade meal every day, so families can spend more quality time together.

Our programs and services create a family-centred atmosphere with activities for everyone to enjoy. Families can relax and unwind with recreation activities, pet therapy, yoga, and more.





Ways to Give to RMHC Alberta

Community Fundraising

Community fundraising brings people together and is an integral part of raising funds and awareness for Ronald McDonald House Charities Alberta. Whether your child is setting up a lemonade stand or you're an employer holding a giving drive, your efforts help RMHC Alberta keep families together when they need it most. Please visit our website for more information on setting up a community fundraiser:

rmhcalberta.org/donate/community-fundraising/

Financial Gifts

Thanks to donors like you, we're able to provide comfortable, compassionate, and affordable accommodations to hundreds of families with sick children who come through our doors each year. Your donation helps us keep families together when they need it most. One-time and monthly donations to RMHC Alberta can be made at our website: rmhcalberta.org/donate/financial-gifts/

Wish List Items

We rely on donations of items from our wish lists to help keep costs low so that we can continue to provide a home-away-from-home for our families. These items, which include baking supplies, toiletries, crafts and recreation materials, laundry needs, and pick-me-up gifts, go a long way in helping our families feel at home while they are here. Please view our wish lists on our website:

rmhcalberta.org/donate/wish-list/

Meet the Haggas Family



"Meghan has cancer."

Susan Haggas will never forget the moment the doctor said those unthinkable words.

When Susan heard the news, she fell to the floor in shock. It was impossible to imagine her energetic five-year-old daughter—whose world revolved around soccer, ballet, art, and playing with her brother—being sick. Before the Haggas family could even begin processing what a cancer diagnosis meant, they found themselves in an ambulance from Red Deer to Calgary.

At the hospital, the social worker told the Haggas family about the Ronald McDonald House. They felt comfort knowing they could stay close to each other, steps away from the hospital, during such a difficult time.

The Haggas family experienced many moments of normalcy and support during their time at the Calgary Ronald McDonald House. Susan cooked Meghan's favourite food, they connected with families in similar situations, and Meghan played in the craft room with her new friends. For nearly three years, Meghan's family also made special memories at the House birthday parties and holiday events like Christmas and Mother's Day.

Meghan told her mom, "It's like a home away from home. Everything feels so safe."

The Haggas family celebrated a medical milestone in 2022: Christmas without cancer. Unfortunately, the same cannot be said for hundreds of families across the province facing debilitating illness or serious injury.

Your support helps keep more sick children like Meghan close to their families and to the care they need.

Follow @RMHCAAlberta on social media

