



Ronald McDonald House BC and Yukon

Alumni Family Toolkit:
Supporting the House from Home

For more information, please contact:
Sunshine Purificacion | sunshine@rmhbc.ca | 604-736-2957 ext. 2102

www.rmhbc.ca



Ronald McDonald
House Charities
British Columbia & Yukon

More than Just a House

Alumni Families all have a unique story to tell, but most have one thing in common: they have all travelled to Vancouver in search of life-saving medical care for their child and have all found a home in Ronald McDonald House BC & Yukon. Since opening its doors to the community in 1983, we have heard from countless Alumni Families who share stories about how RMH BC has positively impacted their lives through the most difficult of times.

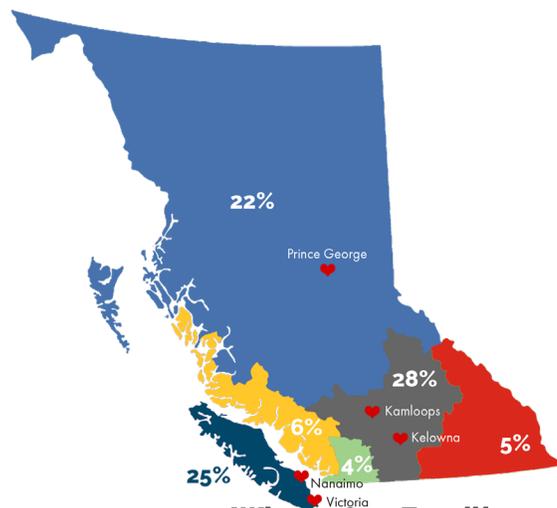
As an Alumni Family, you are aware that both the House and the Family Room are more than a place to stay, they are truly a home-away-from-home and help contribute to the provision of family-centered care by allowing parents to stay close to their children who require treatment at BC Children's Hospital or Surrey Memorial Hospital.

While a portion of our annual funding comes from accommodation revenue along with contributions from our valuable partnership with McDonalds, a large portion of our funds come from the generosity of the community, individuals and corporations through annual fundraising and community events.

Community-hosted events are valuable not only in the funds that they raise, but in the awareness they create within the communities that host them. Our families come from 182 different communities throughout BC & the Yukon and we are eager to raise awareness and build closer ties with these regions. We believe that alumni families with an inspiring story to tell are the key to growing awareness and garnering support for RMH BC.

From pledging birthday money to hosting a hockey tournament, friends of RMH BC are doing amazing things to help us keep more families together when their child is sick. If you would like to get involved, we can provide you with the necessary tools to host an amazing event in your community. We can also support others who have approached you with an interest in supporting your event and RMH BC.

Please read on to learn more about the many ways you can support the House from home. Whatever you choose to do, we will be here to cheer you on along the way!



Where Our Families Are From

- 28% - Interior
- 25% - Vancouver Island
- 22% - Northern BC
- 6% - Squamish, Whistler, Sunshine Coast
- 4% - Fraser Valley
- 6% - Yukon
- 5% - Kootenays
- 4% - Other Provinces in Canada and International



Host your own Third Party Fundraiser

Pay it forward by hosting a fundraising event to support other families like yours. Creative, fun and meaningful, these events include everything from lemonade stands and bake sales to golf tournaments and fitness challenges. All it takes is a little creativity, some careful planning and the desire to make a difference in the lives of BC and Yukon kids!

Are you ready to organize your own fundraising event for RMH BC? Follow these 4 easy steps:

Step 1: SELECT YOUR FUN

Choose a fun activity for your event. Need some inspiration? Here are a few great examples:

- Lemonade stand, hot chocolate stand or ice cream shop
- Bake sale or craft sale
- Sporting event (golf, hockey or bowling tournament, skating party...)
- Busking for donations
- Fitness challenge (run a long distance race, hike a mountain, complete a 30 day work-out challenge...)
- Travel adventure (epic road trip or bike trip...)
- Wedding favour fundraiser
- Community BBQ

Step 2: GET PLANNING

Set up your Personal Fundraising Page at rmhb.convio.net/alumnifamilies. Contact RMH BC for tools to support your event. We can provide you with:

- Customizable Event Posters
- RMH BC Digital Logos
- Impact Statements
- Swag (stickers, bracelets, balloons...)
- Donation Forms
- RMH BC Photos & Videos
- Social Media Support
- RMH BC representative at your event
(based on availability)

Step 3: DO YOUR THING

Share your fundraising page and inspiration behind supporting RMH BC with friends & family so they can rally behind your fundraising efforts.

Step 4: MAKE A DIFFERENCE!

The funds you raise will ensure that families can stay together at RMH BC while their child receives life-saving medical treatment. Inspire and motivate your community to get involved!

Get Inspired by These Fundraisers!



Keira's Skating Party

Keira hosted a skating party for her classmates, family and friends. Her hard work paid off and she was able to raise \$5,300 for RMH BC! And she's not done yet – Keira plans to hold the same event next year as an annual fundraiser!



Interior Charity Tournament

This tournament encourages friends and colleagues to put together a hockey or soccer team and competitively raise funds for RMH BC. Since 2008, this incredible volunteer-run event has raised over \$300,000 with the most recent tournament raising over \$57,000!



Belmont Haunted House

This event has welcomed thrill seekers each Halloween for over 7 years! The Haunted House features spine-tingling animatronic special effects and live actors. Admission is by donation and over the past 3 years, this event has raised almost \$30,000 in support of RMH BC!



Marek's Journey

Marek and his family from Whitehorse have spent a total of 469 nights at RMH BC. When he completed his treatment, he grew his hair out and raised money for the House. Since being back at home in the Yukon, he has cut his hair, donated it to someone in need and raised \$1,360 for RMH BC along the way!



Home For Dinner

Supporting the families of Ronald McDonald House BC & Yukon

Home for Dinner Program

Celebrate the tradition of sharing a meal with those you love and help us launch our newest third party fundraiser benefitting the families of RMH BC. For this community event, we are inviting the community to host a dining event in support of the House. Whether you decide to host an intimate gathering or a big get-together, eat in or dine out – the possibilities are endless! Instead of bringing a bottle of wine or paying for their own tab, your guests can contribute something even more meaningful: a donation that will ensure that families can continue to share everyday moments like eating a home-cooked meal together when it really matters most. Follow the 4 easy steps below to get involved!

Step 1: SIGN UP

Visit www.rmhbc.ca/home-for-dinner to set up a personalized fundraising page. Need assistance? We are happy to help! Contact us at homefordinner@rmhbc.ca.

Step 2: GET PLANNING

Plan a home-cooked meal or dine-out event at your favourite restaurant and invite your friends & family to participate. Access various resources that can help make your event a success:

- How-to Host an Event
- Customizable Invitations
- Mission Cards
- Customizable Menu Cards
- Donation Forms
- RMH BC Fact Sheet & Speaking Notes
- FAQ
- Tax Receipt Requests for Host Expenses
- RMH BC Materials (*napkins, impact statements, logos...*)

Step 3: HOST YOUR DELICIOUS EVENT

Host your dining event and collect donations.

Step 4: MAKE A DIFFERENCE!

The funds raised will ensure a family can continue to share meals and moments together at RMH BC while their child receives life-saving medical treatment.

Be a birthday hero!

Pledge your birthday to keep families of sick children close.



MAKE
FUN
MATTER
FOR FAMILIES

Be a BIRTHDAY HERO!

Imagine if your birthday could make a difference in the lives of families with sick children. Well, it can! For your birthday this year, you can collect donations instead of birthday gifts and help to make sure that kids and their families can stay together at Ronald McDonald House BC & Yukon during a very difficult time.

Becoming a Birthday Hero is as easy as 1-2-3!

Step 1: SIGN UP

Create your Birthday Hero Fundraiser by visiting www.makefunmatter.ca and selecting the **Birthday Hero Program**. Be sure to choose **Ronald McDonald House BC & Yukon** as your chapter House! Contact us at sunshine@rmhbc.ca if you need any help.

Step 2: SHARE YOUR BIRTHDAY PLEDGE

Tell everyone about your Birthday Hero fundraiser and inspiration behind supporting RMH BC. Share your fundraising page with friends & family so they can rally behind you, get involved and support your birthday goal!

Let us know if we can help make your birthday bash awesome by providing RMH BC swag such as customizable signs, Proud Supporter posters or balloons!

Step 3: MAKE A DIFFERENCE!

The donations that you collect online will go straight to RMH BC and will help support all of the families staying at the House, allowing them to continue creating every-day memories together - everything from puppet shows and bedtime stories!



Your Impact

Help us provide the gift of togetherness for families in need.

By hosting a fundraiser in your community, you can help build awareness for Ronald McDonald House BC & Yukon's purpose and mission. Your support ensures that families who are far from home can find comfort in those who best understand their situation. Most importantly, with your help, we can ensure that families like yours are able to stay together throughout their child's treatment, allowing them to continue to share special moments and focus on the most important thing: helping their child to heal.



Thank you for being a great friend, a caring supporter and a vital part of Ronald McDonald House BC & Yukon's circles of support. Together, we can continue to open our doors to families who need it most.



Stay Connected

Stay in touch and learn about opportunities to support the House by joining our Alumni Family Facebook Page:

www.facebook.com/rmhbc.families

Follow RMH BC on social media and share our exciting updates with your network:

rmhbc.ca

facebook.com/rmhbc

twitter.com/rmhbc

instagram.com/rmhbc



Get your village involved!

Teach others about the mission of RMH BC by sharing our Circles of Support Video:

youtu.be/iKnhzP1YWA

To learn about other ways to get involved, from Volunteering to Family meals, please visit:

rmhbcrmhbc.ca/get-involved

If you, your family or friends have any questions about supporting the House, please contact:

Sunshine Purificacion | Director of Community Development

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