

# For Alumni Families

## *Supporting the House from Home*

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.

Our families come from 212 different communities throughout BC & the Yukon and we are eager to raise awareness or build closer ties with these regions. We believe that alumni families with an inspiring story to tell are the key to garnering support. As a family of the House, you can speak from the heart about the impact that the House has had on your family during the most difficult of times and you are aware that it is more than just a place to stay – it is truly a home away from home.

### Where Our Families Come From



### Ways to get involved

#### **1. Alumni Family Ambassador Program (learn more on pg. 2)**

As an Alumni Family Ambassador, you can help to spread the word about RMHBC's mission by educating your local community through speaking opportunities, fundraising campaigns or social media engagement.

#### **2. Fundraising Programs (learn more on pg. 3)**

As a non-profit charity, we could not do what we do without the generosity of the community, individuals and corporate partners 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.

If you are looking for ways to support RMH BC from home, please visit [rmhbc.ca/for-alumni-families](http://rmhbc.ca/for-alumni-families) or read on to learn more about these programs!

# 1. Alumni Family Ambassador Program

## What is an Alumni Family Ambassador?

Alumni families are the heart of the House and the core of our mission. You have experienced first-hand, what it's like to participate in Young Explorers Playtime, cozy up by the fireplace in the Family Room and take part in family meals. You are the greatest ambassadors of RMHBC because you can speak directly from the heart about the unique impact that the House had on your family.

Our goal is to have a dedicated team of Ambassadors – at least one Alumni Family in all the regions we serve – who can share their story and experience at RMHBC, help educate their local communities about our mission and influence local community fundraising efforts.

## What are some involvement examples?

**Speaking Opportunities** – share your story and experience at Third Party Fundraising events in your community or seek out other educational opportunities!

**Social Media engagement** – share your story or updates through social media using #RMHBC and tagging @RMHBC to help spread the word about the impact RMHBC has made on your family

**Taking part in fundraising campaigns** – garner support for RMHBC by taking part in our various fundraising campaigns. Host your own fundraiser in your region or encourage others to host an event!

## How will it work?

Let us know if you are interested in signing up to be an official Alumni Family Ambassador by emailing Sunshine at [sunshine@rmhbc.ca](mailto:sunshine@rmhbc.ca)

We will send you updates about engagement opportunities and new campaigns. (For a list of current opportunities, please check-out pg. 4)

Select opportunities that interest your family and ask us for more information!

## 2. Fundraising Programs



### Do What You Love

Creative and meaningful, these fundraisers are a fun way to support other families like yours.

#### How to Get Started:

Choose any fun activity that you enjoy:

- ✓ Community BBQ or Bake Sale
- ✓ Sporting Tournament (golf, hockey or bowl)
  - ✓ Busking for Donations
- ✓ Fitness Challenge (run a race or complete a 30 day challenge)
  - ✓ Neighbourhood Car Wash

Create a personal fundraising page by visiting:  
[rmhb.convio.net/alumnifamilies](http://rmhb.convio.net/alumnifamilies)

Host your fantastic event and get your community involved!



### Home for Dinner

Celebrate the tradition of sharing a meal by hosting a dining event in support of RMH BC! Instead of a gift for the host, your guests can contribute a meaningful donation.

#### How to Get Started:

Visit [rmhbc.ca/home-for-dinner](http://rmhbc.ca/home-for-dinner) to download various Home for Dinner resources such as invitations, menu cards or donation forms that will help make your event a success

Create a personal fundraising page by visiting:  
[rmhb.convio.net/homefordinner](http://rmhb.convio.net/homefordinner)

Host your delicious dining event with your friends and loved ones!



### BE A BIRTHDAY HERO

A birthday can make a big difference to the lives of families like yours. For your birthday this year, collect donations instead of birthday gifts!

#### How to Get Started:

Create a Birthday Hero fundraising page by visiting:  
[makefunmatter.ca](http://makefunmatter.ca)

Choose "Ronald McDonald House BC & Yukon" as your Chapter House and select "Birthday" as your fundraiser type

Invite your friends and family and have an amazing party!



### Build a Community of Houses

Collect donations in exchange for paper Houses that recognize your donors!

#### How to Get Started:

Select a **common area** where your community of Houses can be displayed

For every donation you collect, **recognize the donor** by writing their name on a paper House

You can even collect online donations by setting up a fundraising page here:  
[rmhb.convio.net/alumnifamilies](http://rmhb.convio.net/alumnifamilies)

Display each House on your wall to thank your donors and show-off how much you've raised!

# 2019 Calendar of Events

Below are some upcoming opportunities to get involved as an Ambassador of the House. An updated list will also be available on the For Alumni Families page: [rmhbc.ca/for-alumni-families](http://rmhbc.ca/for-alumni-families)

## May 8: McHappy Day (All Communities)

- As our dedicated partner, McDonald's Restaurants of Canada provide vital support for our families through Happy Meals, cookie sales, coin boxes and most importantly, McHappy Day. On this special day, \$1 from every Happy Meal, Big Mac or McCafe drink benefits RMH BC. In 2018, restaurants raised over \$542,154 for the House!
- *Ambassador Opportunity*. We are looking for Alumni Families to be Volunteer VIPs at their local McDonald's and share their RMH story, greet guests, help collect donations, or even try out some of the machines behind the scenes!

## May 24-25: The 12<sup>th</sup> Annual Construction Cares Classic Charity Tournament (Interior)

- Groups of colleagues and friends come together as hockey and soccer teams to support RMH BC. Since 2008, this incredible volunteer-run tournament has raised over \$360,000 for the House.
- *Ambassador Opportunity*. If you have a hockey or soccer team, you can participate in the tournament, or you can simply volunteer to speak at the event about your story.

## Month of June: Home for Dinner Summer Kick-Off BBQ (All Communities)

- *Fundraising Opportunity*. Participate in this exciting fundraising campaign by hosting a Summer Kick-Off BBQ in your community or encourage others to do so! See pg. 3 for details about the Home for Dinner program.

## June 23 Scotiabank 5K or Half Marathon (Vancouver)

- *Fundraising Opportunity*. We're calling on any runners or those looking for a new fitness challenge to run with the RMH BC Team at the Vancouver Scotiabank event and raise money to support your challenge along the way! We have a special discount code for our supporters.

## August 4 Okanagan Dream Rally (Interior)

- The Okanagan Dream Rally brings together car enthusiasts and children in need for one incredible day! The most incredible supercars and sports cars start their engines in Kelowna and circuit through the beautiful Okanagan Valley to Penticton and back.
- *Ambassador Opportunity*. Alumni Family kids can participate as co-pilots, having their very own high-end rally car and driver for the day. There is also an opportunity to share your story with the guests of the event.

## October 14: Home for Dinner Thanksgiving (All Communities)

- *Fundraising Opportunity*. Participate in our "*Thankful to be Home for Dinner*" campaign by hosting your own Thanksgiving dining event in support of RMHBC or encourage your family and friends to do so! See pg. 3 for details about the Home for Dinner program.

## November 3: RMH BC Boundary Bay 5K/10K/half marathon/marathon/relay (Fraser Valley)

- *Fundraising Opportunity*. We're calling on any runners or those looking for a new fitness challenge to run at this McDonalds-sponsored event and raise money to support your challenge along the way!

# A Final Note from RMH BC

There are many ways that RMH BC can support your endeavors. We can provide you with materials such as:



- ✓ Speaking Notes
- ✓ Impact Statements
- ✓ Digital Logos
- ✓ Donation Forms

- ✓ Online Fundraising Pages
- ✓ RMH BC Photos & Videos
- ✓ Event Posters
- ✓ Swag (stickers, bracelets, etc)



Don't forget to share your photos! Tag @**RMHBC** and use **#rmhbc** on Facebook, Twitter or Instagram.



## Your Impact

By being an Alumni Family Ambassador in your community, you can help build awareness for RMH BC's purpose and mission. Your support ensures that families like yours can find comfort in those who best understand their situation. Thank you for helping us keep families together when it matters most.

To take part in the Ambassador or Fundraising programs, contact:

**Sunshine Purificacion, Director of Community Development**

**E: [sunshine@rmhbc.ca](mailto:sunshine@rmhbc.ca) | P: 604-736-2957 x 2102**