

For Alumni Families

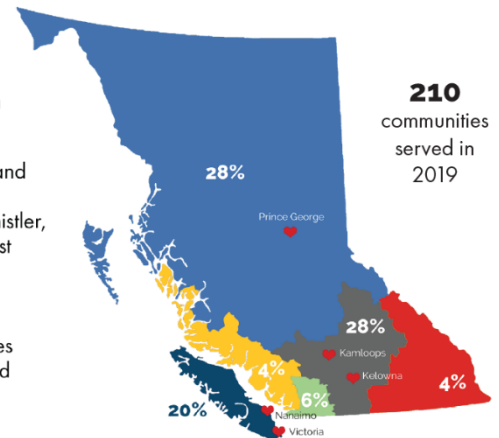
Supporting RMH BC from Home

Alumni Families all have a unique story to tell, but most have one thing in common: they have all left home 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 210 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 or Family Room, you can speak from the heart about the impact that RMH BC 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 Are From

- 28% - Interior
- 20% - Vancouver Island
- 28% - Northern BC
- 4% - Squamish, Whistler, Sunshine Coast
- 6% - Fraser Valley
- 5% - Yukon
- 4% - Kootenays
- 5% - Other Provinces in Canada and International



Ways to support RMH BC as an Alumni Family

1. Alumni Family Ambassador Program

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. Learn more about the program on page 2.

2. Fundraising Programs

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. Learn more about the various Fundraising Programs on page 3.

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?

Take part in fundraising campaigns – garner support for RMH BC by taking part in our various fundraising campaigns. Host your own fundraiser in your community or encourage others to host an event!

Speaking opportunities – volunteer to share your story at RMH BC Community Events or seek out other opportunities to share RMH BC's mission!

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



How does it work?

Let us know if you are interested in signing up to be an official Alumni Family Ambassador by emailing community@rmhbc.ca. We will add you to the mailing list, where you will be sent periodic updates about engagement opportunities and new campaigns. Select opportunities that interest your family and ask us for more information!

For a list of year-long or upcoming opportunities, please see pages 3 and 4.

2. Year-Long Fundraising Programs



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 to download materials 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

Plan and host your delicious dinner (a home-cooked meal, a BBQ or order take out!) with your friends & loved ones. Their donations ensure that families can continue to share meals together under one roof.



Facebook Fundraising

This year, collect donations instead of gifts on your birthday and allow kids to celebrate their own birthdays with their families! Setting up a Facebook Fundraiser takes less than a minute.

HOW TO GET STARTED:

On your Facebook status bar, click on the 3 dot icon and select the "Support charity" option

Type "Ronald McDonald House BC and Yukon" in the charity search bar

Share your reason for fundraising, tag @RMHBC and post it for your Facebook community to see and support!



Make Fun Matter

Creative and meaningful, these fundraisers are a fun way to support other families like yours while doing anything that you love!

HOW TO GET STARTED:

Choose ANY fun activity that you enjoy (eg. a bake sale, golf tournament, busking or a steps challenge)

Fill out the Community Event Application Form: rmhbc.ca/community-event-agreement-form

Create a personal fundraising page by visiting: rmhb.convio.net/alumnifamilies

Host your fantastic event, get your community involved and collect donations in support of RMH BC!



Light the House

Help us welcome the Holidays to the House by raising funds through the sale of paper RMH BC light bulbs!

HOW TO GET STARTED:

Create a personalized fundraising page by visiting: rmhbc.ca/light-the-house-2020

Request your light bulbs by sharing your mailing address with community@rmhbc.ca

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

Select a common area where your lightbulbs can be displayed to show how much you've raised for families who are far from home over the Holidays.

2020 Community Events

COVID-19 UPDATE

As the COVID-19 situation evolves, we have taken precautionary steps to keep RMH BC Families safe. This includes pausing many of our regular volunteer programs and traditional fundraising events. However, with the cancellation of many fundraisers that bring essential funds to the House, RMH BC needs support from the community now, more than ever. Below are some safe ways that you can be a "House Champion from Home" and bring people together virtually for a great cause while reminding RMH BC families that no one is alone during this difficult time.

JUNE: Step Up for Families

- Join our inaugural "Step Up for Families" campaign by gathering your team of family, friends or colleagues to walk, run or roll a total of 73 kms in June. Sharing your outings on social media using #stepupforfamilies and tagging @RMHBC. Visit rmhbc.ca/step-up-for-families for more details.

AUGUST - SEPTEMBER: Full House Virtual Bingo Challenge

- Participate in our "Full House" Bingo campaign by collecting donations and filling up your virtual bingo card to gift a night's stay to a family. Birthday Bingo cards are also available! Get your school or classmates involved with this fun challenge by printing and sharing the cards! Visit rmhbc.ca/virtual-fundraising for more details.

OCTOBER - NOVEMBER: Thankful to be Home for Dinner

- Take part in our "Thankful to be Home for Dinner" campaign by hosting your own Thanksgiving or Holiday dinner with your close loved ones in support of RMH BC. You will be invited to an online edition of our A Night to Dream Gala on October 15 to toast your impact! Visit rmhbc.ca/home-for-dinner for more details.

NOVEMBER 3: RMH BC Boundary Bay 5K, 10K, Half Marathon, Marathon, Relay or Virtual Race

- Calling on all runners or those looking for a fitness challenge to run at this McDonalds-sponsored event! This year, there will be a virtual option so you can participate from anywhere in BC or Yukon! Visit tryevents.ca/try_events_boundary_marathon.htm for more details.

NOVEMBER - DECEMBER: Light the House

- Help us create a festive atmosphere for families who are far from home during the Holidays. Raise funds through the sale of paper light bulbs at your business, school or workplace. Donors can write their name or a message of hope on the bulbs, which can be proudly displayed in your common space! Visit rmhbc.ca/light-the-house-2020 for more details.



Thank You!

By supporting any of these activities 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.

To learn more, please visit rmhbc.ca/alumni-families or contact community@rmhbc.ca