


# Light The House

for families at  
Ronald McDonald  
House BC and Yukon



RMHC®  
British Columbia  
& Yukon





# About Ronald McDonald House BC & Yukon

When the unthinkable happens and a family is uprooted for their child's critical medical treatment, there are many barriers they must overcome to stay together. Hotel stays are expensive, siblings need to be cared for, and staying in the hospital long term is unsustainable. That's where the RMH BC comes in - we provide accommodation, comfort, compassion, and a sense of community to these families in need.

Our House is built on the simple idea that nothing else should matter when a family is focused on the health of their child. By easing the financial and emotional burdens of caregivers and by taking care of important practical needs, our House allows parents to focus entirely on caring for their children.

More than just a place to stay, RMH BC provides a community of support and makes special moments possible every day: bedtime stories, home-cooked meals, and time spent celebrating holidays with family and friends.

## Meet Nicola

### From Sooke, BC

At the end of 2019, 4-year-old Nicola Veltri and her family spent their second Christmas at Ronald McDonald House. Three years earlier, life changed for the Veltris when Nicola was diagnosed with leukemia at 14 months. In 2019, Nicola fought cancer a second time and received a bone marrow transplant thanks to her hero and big brother, Logan.

For Nicola, the House provided space to play and simply be a kid in between treatments. At RMH BC, the Veltris celebrated by opening gifts from our Santa's Workshop, enjoying a turkey lunch with all the trimmings, and relaxing by the festive trees in our cozy living room.

Most importantly, thanks to your holiday donation, they could celebrate together under one roof. "The hospital saves our children, but being here saves our family," says mom Kristina.



**183** families found a home away from home at RMH BC in December 2019.



Families stay with us anywhere from a few days to over a year. The longest consecutive stay by a guest family was **497** nights.



No one expects to spend the Holidays in the hospital, but you can help bring the festive magic to RMH BC families

# Corporate Partnerships

## Build Your Own Local Community Tree

Between **November 1 to December 24**, help us Light the House from your own community by collecting donations through the sale of paper light bulbs at your business, school or workplace. Donors can write their name or a message of hope on each bulb, which you can proudly display on your wall or common area. Be sure to send us pictures and tag @rmhbc in any social media posts.

Register to receive your light bulbs in the mail by completing the attached Registration Form. We can also help you set-up a personalized online fundraising page!



## Sponsor a House Tree & Provide the Gift of Holiday Cheer

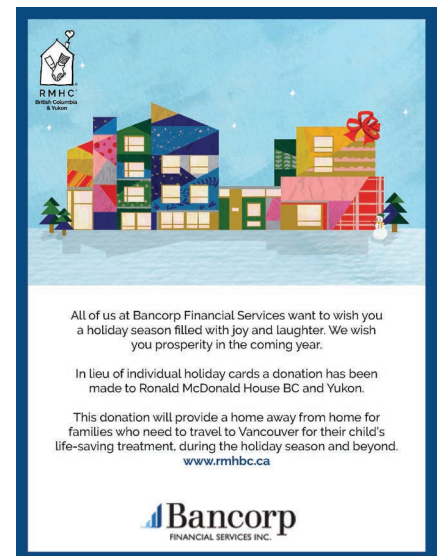
We have 16 trees available for families to decorate in the House and enjoy this festive tradition together even while facing the unthinkable. By sponsoring a tree with a generous \$2,000 donation, you can take part in the festivities by sending customized signage for your adopted tree or ornaments that families can use to decorate. We will make sure to share the results of our families' creativity!

## Workplace Giving

Most people want to work for companies that are purpose-driven. Ignite passion in your employees and build a company-wide culture of generosity by encouraging regular contributions through monthly giving or payroll deduction.

## Donation in lieu of gifts or cards

Spread joy with clients, customers and employees with a digital Christmas card with a personal message, sharing that your organization has opted to support children and families in lieu of gifts or individual holiday cards.



## Corporate Engagement

Assemble your team, employees and organization to go the (social) distance for RMH BC. Contact Sarah at [sluong@rmhbc.ca](mailto:sluong@rmhbc.ca) for more information on how your organization can get involved.

Visit [rmhbc.ca/holiday-house](http://rmhbc.ca/holiday-house) to view our Virtual Wish List, to Gift a Night or for additional ways to keep families together to share special moments over the Holidays.

**Join us virtually as  
we Light the House!**

**Save the Date** for our virtual tree-lighting ceremony where you can meet our families and see what we're doing to welcome the Holidays to the House. More details coming soon!

**Thursday, November 26, 2020**



# More Ways to Get Involved

## Corporate Engagement & Recognition

Assemble your team, employees and organization to go the (social) distance for BC and Yukon families over the holiday season.

### **Sponsor a Family's Wish List** .....\$400-\$500

You will be provided with a wish list for a family to shop for along with a grocery gift card to purchase festive goodies.

### **Grocery Kits for One Night** .....\$750

Rally your colleagues to shop for ingredients to be assembled into family-sized meal kits for RMH BC families to prepare at the House. Recipe cards encouraged!

### **Volunteering (from a distance)** .....\$1,000

Collaborate with RMH BC on an engaging and impactful teambuilding opportunity, supporting families from communities we both serve.

### **Adopt-a-Day in December** .....\$1,000

With a \$1,000 donation, your organization would cover groceries for meals for one night and a memorable festive themed activity

### **Adopt-a-Family** .....\$2,500

Your support helps offset the cost of a family's stay at the House. It costs Ronald McDonald House BC and Yukon \$125 for one family to stay for one night, while families are asked to contribute only \$12 a night. Your meaningful donation bridges this funding gap and gives our families a caring place to call home while their seriously ill child receives treatment.

### **Cause Related Marketing**.....\$2,500+

Cause-related marketing is an effective way for companies to support RMH BC while engaging with customers, clients and employees. Show your stakeholders what values are important to you! Cause marketing can help you drive sales, build customer loyalty, increase employee motivation and differentiate your company from the competition.

### **Adopt-a-Week in December** .....\$5,000

Your generous donation will provide up to two meals, one festive themed activity and a virtual engagement activity (i.e. writing kind messages to families)



**For more information on Corporate Engagement opportunities, contact:**  
**Sarah Luong**  
**Director of Corporate Partnerships and Sponsorship**  
[sluong@rmhbc.ca](mailto:sluong@rmhbc.ca)

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