



Ronald McDonald
House Charities®
Atlantic

ARE YOU READY TO BECOME A COMMUNITY CHAMPION?

*Your toolkit for planning a successful
fundraiser for RMHC Atlantic*

Why your support matters

Thank you for choosing to help keep Maritime families together through hosting a fundraising event or initiative! We truly rely on the commitment, generosity and kindness of individuals and organizations like yourself to dream up and execute these fundraising initiatives to raise funds to support our mission. By hosting a fundraising event, you are supporting Maritime families staying together, near the medical care needed for their sick or injured child.

Families like the Ayub's. Since first arriving on the doorstep of the Ronald McDonald House in Halifax in February 2022 for the first time, Karuna Ayub and her family have spent 87 nights at the House. Karuna shares:

"I really don't know what we would have done without the House. It truly is a House made by love. The team here does not leave a single rock unturned to ensure the safety, well-being, and happiness of the families they support. The love they provide is unconditional; it extends to all members of the family, and it has provided a safe, healing space for my daughter."

Community connection is at the core of what we do, and you can play an important part in strengthening that by organizing a fundraiser in support of RMHC Atlantic. These fundraising events and initiatives are a great way to increase awareness about our House, programming and services, and will inspire your network to support a cause you are passionate about.

Thank you for being a CHAMPION for Maritime families!
We couldn't do what we do without you.



Getting Started

The below is a guide to get you started on your fundraising journey. Remember, there is no amount too big or small to make a lasting impact on RMHC Atlantic families!

1. Assemble your plan!

We encourage you to think about a few things before you dive into setting up your event or initiative:

- How will you raise funds? Check out our fundraising ideas page on page 4 for both virtual and in-person event ideas!
- How will you collect your donations? This could be through the RMHC Canada online fundraising platform OR through a pledge sheet
- What is your fundraising goal? While we won't hold you to this goal, it is important to have a target to work towards!

2. RMHC Atlantic will be in contact

Once you've completed the Community Champion Event Form online, a member of the RMHC Atlantic Team will be in contact!

3. Promote your event/initiative

There are so many great ways to spread the word! Word of mouth, personalized e-blasts add a bit of a personal touch to your ask. Facebook, Instagram, and YouTube are all great channels to promote your event AND celebrate your successes. Please don't forget to tag us @RMHCAtlantic in your posts.

4. Host your event/collect donations!

This is where the fun happens! Whether it's through the RMHC Canada online fundraising platform, or through a pledge form, your donation and support means so much to the team at RMHC Atlantic and the families we support.

5. Submit your funds raised

If you host your fundraiser using the RMHC Canada online fundraising platform, your donation will automatically be sent to RMHC Atlantic and tax receipts will be issued!

Within 30 days of the event finishing, please submit all pledges and donations to RMHC Atlantic. We can accept EFT, credit card, cash and cheque. Cheques can be mailed to Ronald McDonald House Charities Atlantic, 1133 Tower Rd, Halifax, NS B3H 2Y7.

Please contact Lauren at lauren@rmhcatlantic.ca, if you would like to drop off cash or a cheque! We would love to thank you in person.

6. Wrap up!

- Take a few moments to thank your donors! A nice phone call, email, or thank you video goes a long way.
- Please share and feedback, or photos of your event. We would love to celebrate your success!

Fundraising ideas

Below is a list of ideas to get you started with your fundraiser! Many can be modified for both in-person and virtual events. Don't let this list limit your creativity, we encourage you to think outside the box!

A-THONS: Whether it's a dance-a-thon, walk-a-thon or bowl-a-thon – your friends and family will love the idea of coming together and raising funds for RMHC Atlantic!

MILESTONE CELEBRATION: Honor a special milestone by setting up a personalized fundraising page! Whether it's a birthday, wedding, anniversary, your milestone fundraiser will have a lasting impact for Maritime families!

WORKPLACE EVENT: Encourage workplace giving through a bake sale, dress down days, scavenger hunt or BBQ!

SCHOOL EVENT: Time to get creative! Rally your classmates to organize a themed walkathon, spare change collection, or a pizza party.

SPORTING OR GAMES EVENT: Host a golf, softball or ping pong tournament, encourage teams to set up a fundraising page for participation. Set individual and team goals, and watch the donations roll in!

SHOW OFF YOUR TALENT: Host a yoga class, paint night or concert and turn passion into purpose!

Or... Create your own using RMHC Canada's online fundraising platform!

Whether you are hosting a milestone birthday celebration, or a walk-a-thon fundraiser, it's now easier than ever to collect donations through the [RMHC Canada online fundraising platform!](#)

Step 1: Follow this link, and select either individual fundraiser or team fundraiser

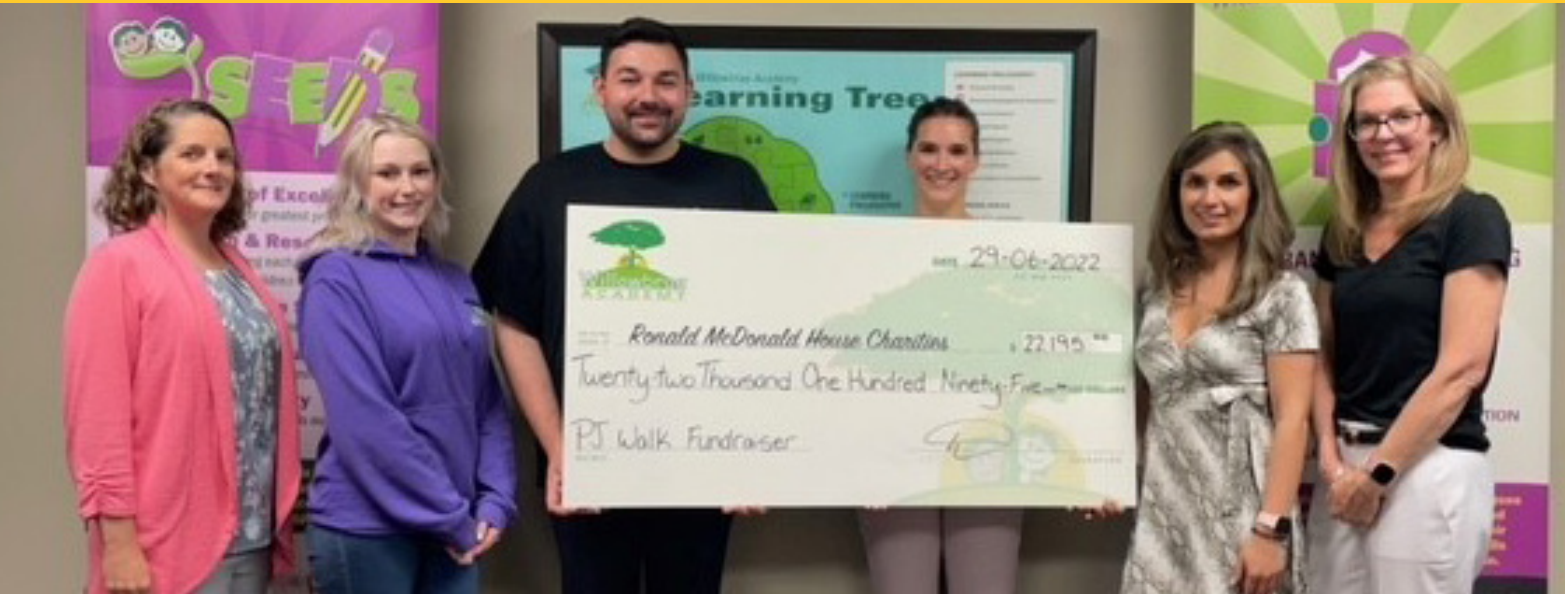
Step 2: This is where you can be creative! Customize your fundraiser, include all details - fundraising goal, date, images, etc. Don't forget to select RMHC Atlantic as the recipient.

Step 3: Share your fundraiser! Send to family, friends, post on your social media channels and watch the donations roll in!

Step 4: Thank your supporter! Remember, you will get an email notification when someone donates to your fundraiser, and they will get a tax receipt immediately.



How RMHC Atlantic can support you



RMHC Atlantic is here to support and guide you in your endeavors to make your fundraising event as successful as possible!

Here is what RMHC Atlantic will provide:

- RMHC Atlantic will provide a dedicated support staff member to assist with fundraising and planning support, and to answer any questions via phone or email.
- Pending timing and availability, we will send an organizational representative to your event. Please ensure to include this in your fundraising event form.
- All fundraising tools and social media tools: pledge collection forms, online donation forms, letter of request or authorization, RMHC Atlantic Proud Supporter logo.
- Scheduled private tour of the House, or a presentation on RMHC Atlantic upon request
- Tax receipt for all eligible gifts per CRA guidelines (please see the Guidelines and Procedures on page __ for more information)
- Event wrap up support: template for thank you letter, RMHC Atlantic branded thank you cards, personalized thank you video for all of your participants upon request

Here is what we cannot provide:

- Applications for lottery or gaming licenses (this is the responsibility of the fundraiser organizer)
- Provide prizes for raffles, auctions, etc. (we can provide a letter of request for in-kind support)
- Funding to cover event expenses

If you have an idea on how RMHC Atlantic can support you, we would love to hear from you! Please contact Lauren at lauren@rmhcatlantic.ca or 902-210-1580.

Thank you for supporting Maritime families!

FAQ's

How do I submit donations?

If you host your fundraiser using the RMHC Canada online fundraising platform, your donation will automatically be sent to RMHC Atlantic!

Within 30 days of the event finishing, please submit all pledges and donations to RMHC Atlantic. We can accept EFT, credit card, cash and cheque. Cheques can be mailed to Ronald McDonald House Charities Atlantic, 1133 Tower Rd, Halifax, NS B3H 2Y7.

Please contact Lauren at lauren@rmhcatlantic.ca, if you would like to drop off cash or a cheque! We would love to thank you in person.

Will there be a cheque presentation?

We would love to host you at the House and have a special cheque presentation/photo opportunity with our team!

Can I deduct my expenses from the funds raised?

Any expenses associated with your fundraising event or initiative is the responsibility of the organizer. RMHC Atlantic will not reimburse for any expenses occurred. To ease the burden, we recommend sourcing some sponsorship or in-kind support – we would be happy to provide a request letter!

Will RMHC Atlantic help promote my event?

We can assist with event through promotion through our various channels and network. However, we do encourage you to use your network to get the word out! We do ask that prior to soliciting any publicity, including press releases, printed materials, and web content, to please share with the RMHC Atlantic Team at lauren@rmhcatlantic.ca for prior approval.

Will my donation qualify for a charitable tax receipt?

Yes! Any donations over \$20 qualify for a tax receipt. Those donations made the RMHC Canada online fundraising platform will be issued a tax receipt right away. Donations via EFT, cash, or cheque will either be emailed or mail upon receipt of the funds.

I still have questions. Who do I contact?

Please contact Lauren Floyd at lauren@rmhcatlantic.ca or **902-210-1580**. We can't wait to hear from you!



Guidelines & Procedures

In order to ensure a successful fundraising venture, please read through and adhere to the following RMHC Atlantic Fundraising Guidelines and Procedures. These guidelines are intended to be a useful resource to you as you plan your event.

1. The mission of Ronald McDonald House Charities Atlantic is to help families with sick children stay together and near the medical care they need. Please keep this mission in mind when planning your event.
2. Please fill out the Community Champion Event Form online and at least two (2) weeks prior to your event.
3. The use of the RMHC Atlantic name and/or logo is reserved for events that receive approval through the above mentioned Community Champion Event Form.
4. All promotional materials for your event that include the RMHC Atlantic name and/or logo must be approved before they are used or sent to the public.
5. RMHC Atlantic is waived from all financial and other claims due to third party's negligence. Should the event be canceled, proceeds should be considered donations to RMHC Atlantic or be returned to supporters.
6. Events involving athletic or other potentially risky elements (horseback riding, hot air balloons, dunk tanks, etc.) may not be approved without the appropriate insurance coverage and participant waivers

Tax receipting guidelines

As a registered charitable organization, Ronald McDonald House Charities Atlantic must follow the regulations set forth by the Canada Revenue Agency (CRA). The final decision on issuance and value will be at the discretion of Ronald McDonald House Charities Atlantic.

Eligible

- The funds must be received by RMHC Atlantic before a tax receipt is received. RMHC Atlantic receipts on donations \$20.00 or greater.
- The money from pledges must be collected by the event organizer. A pledge form must be provided to RMHC Atlantic, with the amount received, donor name, and address.

Ineligible

- The cost of attending an event or registration, including green fees or raffle tickets
- Silent auction items or live auction items
- In-kind good or services UNLESS a proof of purchase was provided (ie. receipt or appraisal)

RMHC Atlantic Charitable Registration: #11893 2490 RR0001

Thank you for becoming a
community champion for RMHC families!