



Ronald McDonald
House Charities®
Central & Northern Arizona

Third-Party Fundraising Toolkit

Contact

Tisha Clyde
Community Engagement Manager
tclyde@rmhccnaz.org
(602) 798-5094



Thank You

Thank you from the bottom of our hearts for considering hosting a fundraising event to benefit Ronald McDonald House Charities® of Central and Northern Arizona (RMHCCNAZ). It's because of caring individuals like you, along with the unwavering support of our community, that we're able to offer a "home-away-from-home" to families during some of the most challenging moments of their lives. Your kindness not only alleviates the financial burden of hotel stays and long-distance travel but also gives these families the invaluable gift of being close to their children as they receive medical care.

By organizing a community fundraiser, you're not just providing essential funds or items for our families, but you're also spreading awareness about our Houses throughout the State. Whether you choose to host a fundraising event or organize a wish list drive, your generosity directly supports the families who rely on our facilities.

To assist you in your efforts, we've created this toolkit to guide you every step of the way. Inside, you'll find information about RMHCCNAZ, creative fundraising ideas, and helpful marketing resources including branding and logos to ensure your event is a success.

Once again, thank you for your incredible support of RMHC of Central and Northern Arizona. Should you have any questions or need further assistance, please don't hesitate to reach out to me.

With heartfelt gratitude,

Tisha Clyde
Community Engagement Manager
tclide@rmhccnaz.org
(602) 798-5094



About RMHC of Central and Northern Arizona

Keeping Families Close®

Ronald McDonald House Charities® of Central and Northern Arizona (RMHCCNAZ) has been offering families a “home-away-from-home” in the Valley since 1985. Families travel far and wide from home to receive treatment for their child at the excellent world-renowned pediatric centers available in the Phoenix metropolitan area. Their child's treatment may last a day, a month, or sometimes even longer. It's a long time to be away from home and oftentimes commuting or staying at a hotel is either impossible or financially challenging for a family. RMHCCNAZ is able to help families overcome these obstacles by providing temporary housing that is near their child's hospital or medical center.

Mission

We provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

Vision

A world where every family has what they need to ensure the best health outcomes for their children.

RMHCCNAZ operates three Houses in the Valley, offering a total of 72 rooms.



Roanoke House:
Established in 1985

As the original House in Phoenix, the Roanoke House is also the largest of the three Valley locations, with 38 total private rooms and apartments.

Facilities: Community kitchen, pantry and dining room, playroom, library and family room, playground, 3 laundry facilities, and free Wi-Fi.



Cambridge House:
Established in 2008

The second House in Phoenix, the Cambridge House has 18 rooms and sits on the campus of Phoenix Children's.

Facilities: Community kitchen, pantry and dining room, family room, shaded playground, 3 laundry facilities, computer stations, and free Wi-Fi.



Dobson House:
Established in 2014

The third and newest House in the Valley, the Dobson House has 16 rooms and sits on the campus of Banner Children's at Desert in Mesa.

Facilities: Community kitchen, pantry and dining room, family room, library and play area, a shaded playground, 2 laundry facilities, and free Wi-Fi.

Planning Your Fundraising Event

Wanting to plan a fundraising event, but aren't sure where to start?
Here are some fun ways to raise money.



PLAY – Organize a golf outing, bowling tournament or karaoke night and ask for donations to participate, or ask for donations at the event.



JEANS DAY – Companies can encourage their employees to donate to wear jeans/dress down on a certain day



SALES – Have a lemonade stand, garage sale, bake sale or car wash and have proceeds benefit RMHCCNAZ



CELEBRATIONS – Turning a year older? Celebrating a special occasion? Ask family and friends to donate to RMHCCNAZ in lieu of gifts. You can easily host a fundraiser for us on Facebook as well!



DINE OUT FOR A CAUSE - Contact your favorite restaurant and organize a benefit night



WISH LIST DRIVE – Host at your office or in your neighborhood and collect critical items needed by RMHCCNAZ. Visit our website www.rmhccnaz.org/wishlist to view our most updated list.

Other Ideas:

- Used Book Sale
- Pet or Babysitting
- Sell handmade Jewelry/Crafts/etc.
- Dog/Pet Fashion Show
- Wedding Registry
- Raffles
- Gardening or Yard Work
- Motorcycle Ride
- Bingo/Game/Trivia Night
- Fitness/Wellness Classes
- Movie Night
- Concession Stand
- Benefit Concert
- Competitions
- Be Creative! Send us your ideas!

Fundraising Guidelines

The following guidelines have been established to serve as a standard for all fundraising promotions, programs, special events and benefits held on behalf of RMHC of Central and Northern Arizona by any third-party, individual or group.

Promotion of the Event

All communication materials must acknowledge that proceeds will “benefit” RMHC, not that it is “hosted” by RMHC.

Fundraiser host is responsible for securing participation for the event. RMHC assumes no responsibility for promoting the event but may promote at its discretion when applicable.

Companies with public images having the potential to compromise the goodwill of RMHC, compete with McDonald’s Corporation, or conflict with our mission may not be presenting sponsors or promote their products through advertising or other exposure. (i.e. other quick service restaurants).

Things We’ll Do

Approve Your Event: Approval from RMHC of Central and Northern Arizona must be received before any action can take place on any event/campaign. An application must be submitted at least 30 days prior to the event or campaign start date. Approval is determined by RMHCCNAZ staff.

Approve and Review Promotional Materials: RMHCCNAZ must review and approve all promotional materials that include RMHCCHAZ logo or name prior to production or distribution including, but not limited to:

- Press releases
- Letters
- Invitations
- Flyers
- Brochures

The official logo of RMHC is a registered trademark and cannot be legally reproduced without written permission. The logo must be used appropriately in conjunction with the event and may not be altered in any way.

Coordinate Contact with Media or News Outlets: Any contact with media must be coordinated with RMHC of Central and Northern Arizona.

Provide brochures and/or other RMHC promotional materials for your attendees (if available).

Things We Are Unable to Do

Assist in Planning Your Fundraising Event: Third-party event organizers are responsible for the planning and execution of the event. This includes all set-up, promotion, staffing and/or volunteers and liability.

Solicit Sponsors: RMHC will not solicit its sponsors, donors, or Board of Directors on behalf of fundraising event and will not provide donor or volunteer contact information.

Guarantee Attendance: RMHC will notify clients/volunteers/supporters of event details and invite them to attend third party events only when deemed appropriate by RMHCCNAZ Staff.

Guarantee Social Media Promotion: It is at the sole discretion of the RMHC's Development and Marketing Team to decide if third party promotions fit within the existing social media content schedule and adhere to brand guidelines.

Guarantee the Presence of a RMHC Representative: Organizers who wish to request the presence of RMHC staff or representatives should make their request at least twenty (20) days prior to the event to allow sufficient time for such individuals to be contacted and scheduled to attend.

Financial and Legal Guidelines

Fundraiser host agrees to comply with all necessary local or government regulations. This includes but is not limited to registering with appropriate agencies, purchasing insurance, following any rules of disclosure currently required by the IRS, liability releases and required licenses or permits.

The individual and/or organization holding the event agrees to indemnify and hold RMHC harmless from all claims that may arise because of event.

Event must be financially self-sustaining without contribution or financial risk for RMHC.

Fundraisers must comply with all federal, state, and local laws governing charitable fundraising, gift reporting, and special events. The IRS requires that all tickets, invitations, or entry forms state which portion of the contribution is tax-deductible.

If circumstances warrant, RMHC is notified, or becomes aware of practices incongruent with these guidelines, or misaligned with our mission, RMHC may direct you to modify, cease or cancel the program.

Branding Guidelines

Prior to the distribution of any event collateral using the Ronald McDonald House Charities of Central and Northern Arizona's logo, please contact Tisha Clyde, Community Engagement Manager, at tclyde@rmhccnaz.org for approval.

In materials, please use our full name "Ronald McDonald House Charities® of Central and Northern Arizona" or "RMHCCNAZ". The name of our organization Ronald McDonald House Charities (RMHC) and its programs are registered trademarks (®) of McDonald's Corporation.

Logo Usage

We can provide you with various formats and versions of our logo. The integrity of the logo must be respected at all times.

- Do not stretch or distort the logo.
- Do not add effects, embellishments (like embossing or shadows).
- Do not separate elements of the logo (house, heart, letters) or change the scale of the elements.
- Do not use part/pieces of the logo image separately
- Do not place the logo on a busy background

It is preferred to use the full color version of the logo whenever possible with either black or RMHC blue for the logo text. In situations where the logo will be placed on a dark background, make the logo text white for legibility.

Full Color Vertical



Full Color Horizontal



DO NOT add a drop shadow



DO NOT change the scale of any of the elements

Colors

Primary Brand Colors

RMHC Blue	For Printing: CMYK: 63, 38, 0, 0 PANTONE: 660 U, 2129 C	For Digital Use: RGB: 72, 114, 174 HEX: #4872AE
White	For Printing: CMYK: 0, 0, 0, 0	For Digital Use: RGB: 255, 255, 255 HEX: #FFFFFF

Secondary Brand Colors

Gray	For Printing: CMYK: 57, 51, 57, 23 PANTONE: Black 7	For Digital Use: RGB: 102, 102, 102 HEX: #666666
Yellow	For Printing: CMYK: 0, 23, 93, 0 PANTONE: 115 U, 123 C	For Digital Use: RGB: 255, 200, 41 HEX: #FFC829

Brand Highlight Colors

Light Gray	For Printing: CMYK: 0, 0, 0, 20 PANTONE: Cool Gray 2	For Digital Use: RGB: 204, 204, 204 HEX: #CCCCCC
Dark Gray	For Printing: CMYK: 0, 0, 0, 90	For Digital Use: RGB: 51, 51, 51 HEX: #333333
Red	For Printing: CMYK: 5, 97, 100, 0 PANTONE: 485	For Digital Use: RGB: 218, 26, 0 HEX: #DA1A00

Making Your Donation

Monetary Donations

A Ronald McDonald House Charities of Central and Northern Arizona (RMHCCNAZ) W9 is available upon request.

IRS Tax ID: 86-0483792

Donations can be sent to RMHCCNAZ by the following:

Check

Make checks payable to Ronald McDonald House Charities of Central and Northern Arizona.
Memo: Event Name

Mailing

Ronald McDonald House Charities of Central and Northern Arizona
Attn: Development Department
501 E Roanoke Avenue
Phoenix, AZ 85004

Online:

Visit <https://rmhccnaz.org/donate/>
Add your event name to the comment section.



Cash

We are happy to accept donations in the form of cash. For safekeeping, we ask that you do not mail cash donations. Please either drop cash off at the Roanoke House or write a check to the address above.

Physical Donations

To help us protect and serve families staying at our Houses, please only donate new items.

If you or your group have collected items on behalf of RMHC of Central and Northern Arizona please contact Jen Donnelly at jdonnelly@rmhccnaz.org to coordinate a drop-off time.

If dropping off isn't convenient, you can donate through our Amazon and Walmart Wishlists! These items will ship directly to RMHC of Central and Northern Arizona!

Visit rmhccnaz.org/wishlist for more information



Thank You

For Keeping Families Close



Visit www.rmhccnaz.org/fundraise to download an application.

If you have any questions regarding your fundraiser or the guidelines provided, please contact Tisha Clyde at tclide@rmhccnaz.org or (602) 798-5094.

Ronald McDonald House Charities of Central and Northern Arizona

Roanoke House

501 East Roanoke Avenue
Phoenix, AZ 85004
(602) 264-2654

Cambridge House

1980 East Cambridge Avenue
Phoenix, AZ 85006
(602) 633-2030

Dobson House

2225 West Southern Avenue
Mesa, AZ 85202
(602) 354-3324

Get Connected @rmhcphoenix

