



Host Your Own Fundraiser



IN SUPPORT OF

**Ronald McDonald
House Charities®**
Toronto

Contact

Gilda Falbo

Development and Events
Coordinator

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Thank you for supporting RMHC Toronto!

We're so excited you've decided to fundraise with us! Whether you're jumping in for the first time or dusting off your dancing shoes for another annual event, we're here to support and cheer you on every step of the way. Let's make it an unforgettable experience!

About RMHC Toronto

Since 1981, RMHC Toronto has provided a place to call home for families with seriously ill children. We keep families together while their child requires hospital treatment.

1 House

+

that accommodates 81 families and is located in downtown Toronto, just minutes from paediatric hospitals



7

Ronald McDonald Family Rooms

located in 5 hospitals across the Greater Toronto Area and in Sudbury



- Credit Valley Hospital (2)
- Health Sciences North
- Oak Valley Health's Markham Stouffville Hospital
- Scarborough Health Network (2)
- The Hospital for Sick Children

2024 Impact Stats



4,331

Families Served



24,946

Meals Served



27,069

Nights of Comfort



67,989

Family Room Visits



[Click here to learn about our programs](#)

Planning Your Fundraiser

Get Started!

1. Dream Big & Plan Your Event

First things first: set your goal! What do you want to achieve? Then, map out how you'll raise those funds. Need some inspiration? Check out some ideas below:

- Ask for donations instead of gifts for a birthday or special occasion.
- Ask your friends to pledge you for distance travelled or time spent in "A-Thons" (dance, run, skate, swim, walk).
- Hold a sporting event with a fee for entry (golf, pickle ball, chess).
- Turn unused items into cash – hold an auction or a garage sale.
- Sell tickets to an event such as a gala, dinner or musical performance
- Provide a service e.g. Car wash or lemonade stand on a hot day

2. Fill Out The Event Agreement Form

Find this on
page 9 & 10!

Ready to take the next step? Fill out the Event Agreement Form and let us know what materials you need – think logo, stickers, fact sheets, family videos, or even a letter of endorsement! We've got you covered.



Planning Your Fundraiser

3. Begin Fundraising

Create your very own online fundraising page here:
<https://www.rmhccanada.ca/fundraisers>

Want something extra special?
We can set up a custom fundraising page for your event!

Prefer to keep track manually?
We've got a handy Community Fundraising Tax Receipt
Request form to help you manage donations.



4. Share Your Story

Why are you fundraising for RMHC Toronto? Whether you have a personal connection, have volunteered, or know someone impacted by our mission – sharing your story will inspire others to give.

Social Media Tips & Tricks

Posting on your social media accounts is a great tool to share your support and fundraise for RMHC Toronto!

Tell Your Story

Share your story about why supporting RMHC Toronto is important to you.

Post Your Progress

Update your networks on your fundraising progress and remaining goal, so they can help you reach your target!

Keep Posting

Sharing on multiple platforms will help boost your message and reach even more potential donors.

Tag RMHC Toronto

Instagram & Facebook & LinkedIn:
@rmhctoronto

5. Use This Event Checklist

Most events share a few key elements. Use this checklist to ensure your event is a great success!

- ☐ Be sure to review our tax receipting and brand guidelines included in this guide.
- ☐ Ask for help – form a volunteer committee or recruit a few helpers.
- ☐ Create a budget to keep track of your revenues and expenses.
- ☐ Reserve a venue/location for the event.
- ☐ Secure prizes and sponsorships from your contacts.
- ☐ Produce event materials (posters, brochures, tickets, etc.)
**be sure to have them approved by RMHC Toronto
- ☐ Arrange proper permits and licences.
- ☐ Assess logistical and technical requirements for the event.
- ☐ Identify and coordinate the rental of necessary equipment.
- ☐ Familiarize yourself with RMHC Toronto so you are informed and aware.



Planning Your Fundraiser

Post-Event



6. Wrap It Up & Celebrate

It's time to celebrate all the hard work you've put in! You're making a real difference, and that's worth recognizing. Once the event is over, don't forget to complete the Event Proceeds Form and send it to your RMHC Toronto representative. You've done something amazing, and we're excited to hear all about it!



Don't Forget!

To say THANK YOU, to donors, attendees, volunteers, sponsors, partners, staff, vendors etc!

Ask for feedback on how you can improve this event next time!

Important Documents

Brand Guidelines

If you create any event collateral using the RMHC Toronto logo, please follow these requirements:

Logo Standards

RMHC Toronto will provide you with our "in support" logo for any event materials. Please do not pull our logo from the internet.

DO NOT
place logo on
busy background



DO NOT
distort logo



DO NOT
add drop shadow



Font

Primary Font:
Raleway Regular
Raleway Bold
Raleway Extrabold

Alternate Font:
Verdana Regular
Verdana Bold
Verdana Italic

Brand Colours

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

Tax Receipting

As a registered charity, RMHC Toronto must follow all Canada Revenue Agency (CRA) rules and regulations. We reserve the right to audit the records pertaining to any event in order to ensure CRA compliance.

Our organization can issue tax receipts to individuals or companies that donate provided they do not receive a benefit or tangible item of any kind.

Any donor who donates \$20 or more is eligible for a tax receipt. Please see the Community Fundraising Tax Receipt Request (page 9) to request tax receipts for any cash or cheque donations you receive.

IMPORTANT! Tax receipts cannot be issued:

- To the organizer for the proceeds of your event
- For gifts-in-kind and donated services.
- for the purchase of raffle tickets, admission tickets, green fees, or auction items.
- For sponsorships, as they are receiving the benefit or advertising and/or promotion in exchange for their support.
- When the donor receives something of value in return

Important Documents

Fundraising Agreement Form

Thank you for choosing to support Ronald McDonald House Charities (RMHC) Toronto. Please note this application and the use of the RMHC Toronto logo (where appropriate) must be approved by RMHC Toronto prior to publicizing or holding your event. All costs are to come out of proceeds and are to be paid directly by the event organizer, sometimes referred to in this form as the "Third Party."

Event Information

Organization

Contact

Address

City

Province

Postal code

Phone

Email

Event/Campaign name

Date (s)

Time (s)

Address

Website and/or social media URL

Briefly describe the event, how funds will be raised, target audience, expected attendance.

Is RMHC Toronto the sole beneficiary of this event? If not, please list other benefactors.

What inspired you to choose RMHC Toronto as a benefactor of your event?

Is this an annual event to raise funds for RMHC Toronto?

YES

NO

Would you like your event listed on the RMHC Toronto website?

YES

NO

What is the anticipated NET fundraising total for the event?

Please indicate the number of RMHC Toronto promotional materials you would like for the event, if available:

Fact sheets

5

15

25

Newsletters

2

4

6

Stickers

Important Documents

Fundraising Agreement Form For Returning Events

Receipt of funds and liability

Please be advised that by publicly naming RMHC Toronto as the beneficiary of your initiative, you are required to donate the full percentage stated in your promotional materials. In order that we can receipt and acknowledge donors in a timely manner, we respectfully request that funds are received by RMHC Toronto within 30 days of the event. It is understood that RMHC Toronto in no way endorses any products or services used in connection with the event and shall not be held liable for any damages arising either from the product and/or services of the event.

RMHC Toronto will not be held liable for any financial losses incurred by the event. The Third Party will indemnify, defend and hold RMHC Toronto harmless from all claims, causes of action and damages of any kind arising out of or in connection with the event, including but not limited to property damage or personal injury or other cause of action of any kind arising out of or in connection with the event. This event in no way represents a joint venture or partnership. All proposals for cause marketing must be accompanied by a full business plan.

Authorization

Contact Signature

Date

Contact Name

Comments

Please return signed and completed form to:

Gilda Falbo
Development and Events
Coordinator

gfalbo@rmhctoronto.ca
416-977-0458 ext. 237
C 416-459-6021

Ronald McDonald House Charities Toronto
240 McCaul Street, Toronto, ON M5T 1W5
T: 416-977-0458 F: 416-977-8807

Charitable Registration # 11885 2631 RR0001
RMHC Toronto operates under the legal name -
Toronto Children's Care Inc.

On behalf of the families at RMHC Toronto, thank you for your support!

Important Documents

Community Fundraising Tax Receipt Request

Fundraiser Name: _____ Total Revenue: _____

Total Expenses: _____:_____ Net funds submitted to RMHC Toronto: _____

PLEASE ENSURE INFORMATION IS CLEAR AND COMPLETE IN ORDER TO GUARANTEE A TAX RECEIPT

Tax receipts will be issued for donations of \$20 or more. Please include full address for tax receipting purposes. Cheques should be made payable to: RMHC Toronto

First Name	Last Name			Donation Amount (\$)	
Address	City	Province	Postal Code		
Phone	Email			Cash	Cheque
First Name	Last Name			Donation Amount (\$)	
Address	City	Province	Postal Code		
Phone	Email			Cash	Cheque
First Name	Last Name			Donation Amount (\$)	
Address	City	Province	Postal Code		
Phone	Email			Cash	Cheque
First Name	Last Name			Donation Amount (\$)	
Address	City	Province	Postal Code		
Phone	Email			Cash	Cheque
First Name	Last Name			Donation Amount (\$)	
Address	City	Province	Postal Code		
Phone	Email			Cash	Cheque

What to do with your forms & donations:

Drop off cash/cheque donations and forms to RMHC Toronto at 240 McCaul Street, Toronto

OR

Deposit all cash donations and write a personal cheque to RMHC Toronto.

Total \$ _____
(on this form)

Page # ___ of ___

Office Use Only

Constituent ID:
Appeal ID:
Reference:

Contact RMHC Toronto at (416) 977-0458 or gfalbo@rmhctoronto.ca with any questions or concerns.