



Host Your Own Fundraiser



Supporting

**Ronald
McDonald
House®**

Toronto

Contact

Gilda Falbo

Development and Events Coordinator
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[RonaldMcDonaldHouseToronto.ca](https://www.RonaldMcDonaldHouseToronto.ca)

Thank you for supporting Ronald McDonald House 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 Us

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



Learning & Friendship In School

Our on-site school ensures continuity in education for students from Kindergarten to Grade 12, building friendships and a sense of normalcy for both patients and their siblings.



Nourishing Meals, Made With Care

Our food programs provide families with wholesome, home-cooked meals, along with snacks and pantry essentials, so they can focus on what matters most – caring for their child.



Well Being & Connection

From woodworking and cooking to crafts, book club, and pet therapy, our activity programs bring families together, creating moments of joy and connection during challenging times.



1 House

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



7 Ronald McDonald House Family Rooms

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

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

2025 Impact



4,724
Families Served



31,126
Nights of Comfort



28,970
Meals Served



68,689
Family Room Visits



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.ronaldmcdonaldhouse.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 Ronald McDonald House 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 Ronald McDonald House Toronto!

Tell Your Story

Share your story about why supporting Ronald McDonald House Toronto is important to you.

Post Your Progress

Update your networks on your 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 Us!

Instagram, Facebook, LinkedIn and Threads:

@ronaldmcdonaldhousetoronto

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 Ronald McDonald House 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 Ronald McDonald House Toronto so you are informed.



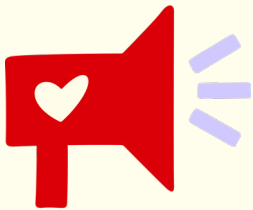
Planning Your Fundraiser

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 Ronald McDonald House 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 Ronald McDonald House Toronto logo, please follow these requirements:

Logo Standards

Ronald McDonald House Toronto will provide you with our “in support” logo for any event materials. Please do not pull our logo from the internet.

Dont's



Don't change the size, position, or remove the trademark symbols



Don't make the logo white/soft white

Font

Headline Font:
Audrey Display

Subhead
Audrey Text Bold

Body
Audrey Text Regular

Dont's

~~HEADLINE
Subhead
Body Text~~

~~Headline
Subhead
Body Text~~

Don't set headlines in all caps

Don't set large headlines in Audrey Text

Brand Colours

Primary Colours

McDonald's Red	CMYK 0/100/95/0	PMS 2035 C 2035 U	RGB 219/0/7	HEX DB0007
Soft White	CMYK 0/0/9/0	PMS 9064 C 9064 U	RGB 255/253/233	HEX DB0007
Black	CMYK 0/0/0/100	PMS N/A	RGB 0/0/0	HEX 000000

Secondary Colours

Lavender	CMYK 15/18/0/0	PMS 263 C 263 U	RGB 208/201/255	HEX D0C9FF
Aqua	CMYK 42/0/5/0	PMS 636 C 636 U	RGB 142/231/248	HEX 8EE7F8
Lime	CMYK 46/0/92/0	PMS 375 C 374 U	RGB 156/216/62	HEX 9CD83E
McDonald's Gold	CMYK 0/29/96/0	PMS 1235 C 122 U	RGB 255/188/13	HEX FFBC0D

Dont's



Don't use black typography on McDonald's Red backgrounds



Don't use any colour other than soft white or black for type



Don't highlight words

Tax Receipting

As a registered charity, Ronald McDonald House 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.

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 Toronto. Please note this application and the use of the Ronald McDonald House Toronto logo (where appropriate) must be approved by Ronald McDonald House 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 Ronald McDonald House Toronto the sole beneficiary of this event? If not, please list other benefactors.

What inspired you to choose Ronald McDonald House Toronto as a benefactor of your event?

Is this an annual event to raise funds for Ronald McDonald House Toronto?

Yes

No

Would you like your event listed on the Ronald McDonald House Toronto website?

Yes

No

Important Documents

Fundraising Agreement Form For Returning Events

What is the anticipated NET fundraising total for the event?

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

Fact sheets 5 15 25 Newsletters 2 4 6

Stickers

Receipt of funds and liability

Please be advised that by publicly naming Ronald McDonald House 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 Ronald McDonald House Toronto within 30 days of the event. It is understood that Ronald McDonald House 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.

Ronald McDonald House Toronto will not be held liable for any financial losses incurred by the event. The Third Party will indemnify, defend and hold Ronald McDonald House 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@ronaldmcdonaldhousetoronto.ca

416-977-0458 ext. 237

C 416-459-6021

Ronald McDonald House Toronto

240 McCaul Street, Toronto, ON M5T 1W5

T: 416-977-0458 F: 416-977-8807

Charitable Registration # 11885 2631 RR0001

Ronald McDonald House Toronto operates under the legal name - Toronto Children's Care Inc.

**On behalf of the families at Ronald McDonald House Toronto,
thank you for your support!**

Important Documents

Community Fundraising Tax Receipt Request

Fundraiser Name: _____ Total Revenue: _____

Total Expenses: ____:_____ Net funds submitted to Ronald McDonald House 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: Ronald McDonald House 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 _____	

Total \$ _____
(on this form)

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What to do with your forms & donations:

Drop off cash/cheque donations and forms to Ronald McDonald House Toronto at 240 McCaul Street, Toronto

or

Deposit all cash donations and write a personal cheque to Ronald McDonald House Toronto. Mail your cheque(s) and forms to Ronald McDonald House Toronto at 240 McCaul Street, Toronto, ON, M5T 1W5.

Office Use Only

Constituent ID:
Appeal ID:
Reference:

! Contact (416) 977-0458 or gfalbo@ronaldmcdonaldhousetoronto.ca with any questions or concerns.