

# FUNDRAISER TOOLKIT



# WHY SUPPORT RMHC ALBERTA?

2020



848

FAMILIES STAYED AT A  
RONALD MCDONALD  
HOUSE® IN ALBERTA



15,349

NIGHTS OF COMFORT  
WERE PROVIDED  
TO FAMILIES



191

COMMUNITIES WERE  
SERVED ACROSS THE  
PROVINCE

## When a child is sick, nothing is more important than family.

RMHC Alberta is more than just a roof over our families' heads; it is an essential service, vital to the continuum of family-centered care and critical to how pediatric health care is delivered in our province. Our Houses in Calgary, Edmonton, Red Deer (and soon-to-be Medicine Hat) are not a nice to have; they are a must have. Over 65% of families live outside of a city with a children's hospital. RMHC Alberta alleviates the financial, emotional, and physical burdens placed on families who must travel long distances for the specialized care their sick or injured child needs. **When a child is sick, the whole family is sick.** RMHC Alberta understands this and is the bridge to quality health care by supporting the whole family throughout their medical journey.



In 2020, we had **2,547 volunteers** at RMHC Alberta signature events.





## PROVINCIAL FUNDRAISER JULY 19-24

### WALK, RUN, BIKE & GET ACTIVE IN SUPPORT OF RMHC ALBERTA FAMILIES

2021 Hustle for the House, participants can walk, run, bike, or even hustle on horseback. All during a global pandemic, and all with the goal of supporting our mission. This year's virtual run will take place July 19-24<sup>th</sup>, 2021.

Please join us across the province by running and fundraising in your community to support the families who need to stay at a Ronald McDonald House in Alberta.

In 2020, RMHC Alberta served families from 191 communities across Alberta. With this event, we hope to reach into every one of those communities that have been touched by RMHC Alberta.

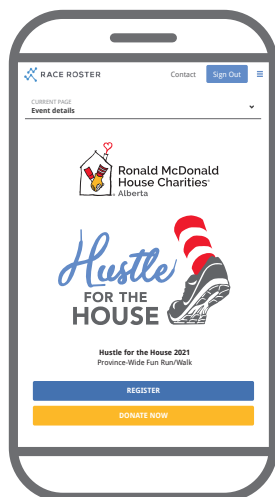
Our Houses in Calgary, Edmonton, Red Deer, and Medicine Hat are not nice to have; they are a must-have. 1 in 4 Canadians knows someone who has needed to rely on a Ronald McDonald House. Lace-up your shoes in support of those families, and let's see you Hustle for the Houses!

We invite you to join us on this journey; going the distance for our families who need your support now more than ever.





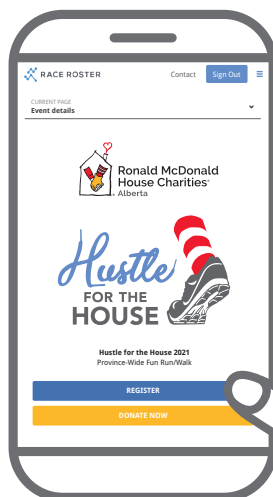
## Here's how to register:



### Step 1:

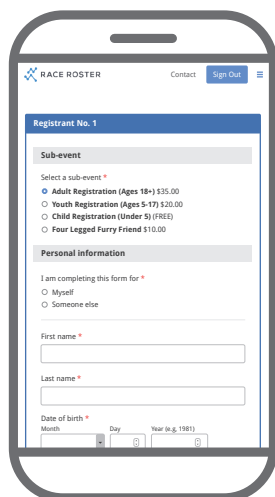
Visit our event website here:

<https://raceroster.com/events/2021/36881/hustle-for-the-house-2021>



### Step 2:

Hit the register button, create a new account.



### Step 3:

Fill out the registration form and complete checkout.

*Tip: you can register family members or other people by hitting the "Add Another Registrant" button at the bottom of the page.*



### Step 4:

Once registered check your inbox for tip on setting up your team fundraising page.

*Tip: we have great individual fundraising prizes!*



## Set up your personal pledge page

For step by step instructions on how to set up your personal pledge page on Race Roster, please follow this link:

<https://support.raceroster.com/hc/en-us/articles/214591003-How-do-I-set-up-my-personal-pledge-page->

## Set up your team on Race Roster

For step by step instructions on how to set up your team on Race Roster, please follow this link:

<https://support.raceroster.com/hc/en-us/articles/213155766-How-do-I-create-a-team->

## Share your pledge page

Now that you have created your pledge page, it's time to share it!

- 1 Go to the Hustle for the House Race Roster registration page**  
<https://raceroster.com/events/2021/36881/hustle-for-the-house-2021>
- 2 Click "Pledge Participant"**
- 3 Search for your pledge page**  
by entering your first name OR last name OR email address in the search bar and hit the search icon
- 4 Find your name and click the pledge button to the right**
- 5 Find the 3 social buttons on your pledge page**  
for Twitter, Facebook and Email. Click to share on different mediums.
- 6 Share your page with family and friends!**

Individuals who raise \$100 or more will receive RMHC striped socks.

### Top individual fundraising prizes

Participants are required to raise \$1,000 or more to qualify.

**1<sup>st</sup> Place:** \$1,000 in grocery cards

**2<sup>nd</sup> Place:** Garmin Forerunner watch  
\$500 in McDonald's gift cards

### Top four-legged furry friends prize:

Basket of pet treats & supplies



# Fundraising tips & ideas

- Set your fundraising goals
- Personalize your fundraising page & share your why
- Don't forget to support your own fundraiser & donate to your own cause
- Create a list of everyone you'd like to reach out to
- Share on social media with an ask
- Email your contacts and include your link
- Find out if your employer has a charity matching program or would like to make a donation
- Set up a challenge between departments
- Make an ask!



**Remember** - you are not just asking people to give you money, you're asking for support for a cause that's important to YOU. By participating in an event, you're giving people an easy way to show their support for you and your cause.

“ *The 2020 Hustle for The House was so much fun! As part of our Community Outreach program we decided to support the Hustle for The House and take part in the virtual competition. We held a friendly competition company wide, and throughout the week people shared what they were doing to keep active during Covid-19 - including putting on their striped socks and heading out for the walk/run! Our employees shared healthy recipes, different workouts, running routes and so many other creative things. Here at Inter Pipeline we had a blast participating and getting active all week long!* ”

– Lorraine Royer  
Director, Government & Stakeholder Relations  
Inter Pipeline

**Hustle for the House fundraising deadline is July 30, 2021 at midnight.  
All donations of \$20 or more qualify for a tax receipt.**

# We are here to help!

RMHC Alberta has a team of dedicated individuals and resources available to assist you with your fundraising efforts. Please visit **[rmhcalberta.org](http://rmhcalberta.org)** for more information or email **[oskiba@rmhcalberta.org](mailto:oskiba@rmhcalberta.org)**.



## Fundraising Expertise

We will share our fundraising advice and ideas to assist you with your event and ensure that it is successful.



## Materials

We can provide you with appropriate forms, information and background materials to support your fundraising efforts.



## Mission Videos

Check out some inspiring videos that highlight our mission. These videos tell the stories of some of the many RMHC Alberta families that we serve:

**Kyler's Story** <https://youtu.be/dVTC1u27tCY>

**Mama Bear** <https://www.youtube.com/watch?v=We08Hplyeq8>

**More than a House** <https://youtu.be/Js0bjFL-08A>



## Charitable tax receipts

We will provide charitable tax receipts for donations of \$20 or more.

## Drop off your pledge form with cash and cheques to one of the four Ronald McDonald Houses:

**Calgary** – 111 West Campus Place NW, Calgary

**Red Deer** – 5002 39 St, Red Deer

**Edmonton** – 7726 107 St NW, Edmonton

**Medicine Hat** – 569 4 St SW, Medicine Hat



Participant/Team Name: \_\_\_\_\_

# Hustle for the House Pledge Form

Tax receipts will be issued for donations \$20 and higher if tax receipt is indicated. Tax Receipts will be issued if complete address is provided. Please include all cash and cheques with this form when you drop off. Please make all cheques payable to Ronald McDonald House Charities® Alberta.

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. ☐ Other \_\_\_\_\_

Donor's Name

Mailing Address

Pledge Amount

Phone Number

Email Address

☐ I would like to receive  
E-updates from RMHC  
Alberta

Date Received

☐ Cash ☐ Cheque ☐ Credit Card

Tax Receipt:

Name on Card

Card Number

Expiry (mm/yy)

☐ Yes ☐ No

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. ☐ Other \_\_\_\_\_

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Name on Card

Card Number

Expiry (mm/yy)

☐ Yes ☐ No