FUNDRAISER TOOLKIT

Hustle
FOR THE
HOUSE

RMHC ALBERTA HUSTLE FOR THE HOUSE
# Impact of RMHC Alberta in 2021

- **18,546** Nights of Comfort Provided
- **1,053** Families Served
- **459** Families Who Used Day Pass

<table>
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<tr>
<th>Length of Stay Average</th>
<th>16 Nights</th>
<th>5 Nights</th>
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<tbody>
<tr>
<td></td>
<td>Edmonton and Calgary</td>
<td>Red Deer and Medicine Hat</td>
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## Reasons for Stay

### Calgary
- Neonatal (29.63%)
- Oncology (11.97%)
- General/Day Surgery (11.68%)
- High Risk Pregnancy (5.98%)
- Emergency Medicine (4.84%)

### Edmonton
- Cardiology (40.66%)
- Neonatal (15.13%)
- Oncology (6.38%)
- Gastro (5.44%)
- Neurology and Pulmonology (5.20% each)

### Medicine Hat
- Mental Health (40.63%)
- Neonatal (25%)
- General/Day Surgery (12.50%)
- General Pediatrics (6.25%)
- Pulmonology (6.25%)

### Red Deer
- Neonatal (47.83%)
- High Risk Pregnancy (39.13%)
- General Pediatrics (6.16%)
- General/Day Surgery (3.26%)
- Mental Health (1.09%)

## Communities Served
- 201 Communities Served in Alberta
- 58 Communities Served Outside Alberta

## Volunteer and Support Statistics
- **200** In House Volunteers
- **365** Home for Dinner Meals Provided
- **9,624** Shuttle Trips
- **343** Event Volunteers
- **18** Active Volunteer Shuttle Drivers
2022 Hustle for the House, participants can walk, run, bike, or even hustle on horseback. This year’s virtual run will take place July 18-24th, 2022.

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 2021, RMHC Alberta served families from 201 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.
**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/2022/58976/hustle-for-the-house-2022

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!**

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

**Top individual fundraising prizes**
Participants are required to raise $1,000 or more to qualify.

- **1st Place:** $1,000 in grocery cards
- **2nd Place:** $1,000 in fuel cards
- **3rd Place:** $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.

"Knowing we will be staying at the Ronald McDonald House means so much as we know we will be able to keep some sort of routine with her in a safe & comfortable environment, which is close to essentials including the hospital. The Hustle for the House just means a little bit more to us this year. We want to do our part to give back to the Ronald McDonald House. The House means so much to so many families past, present, and future. We are so very thankful for all they do to help families out when they truly need a little extra love."

– Tina Bell, House mom

Hustle for the House fundraising deadline is July 29th, 2022 at 5pm. 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 for more information or email events@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](https://youtu.be/dVTC1u27tCY)
- **Mama Bear** [https://www.youtube.com/watch?v=We08Hplyeq8](https://www.youtube.com/watch?v=We08Hplyeq8)
- **More than a House** [https://youtu.be/JsobjFL-08A](https://youtu.be/JsobjFL-08A)
- **Hustle for The House** [https://youtu.be/Ko0hd4LFBdM](https://youtu.be/Ko0hd4LFBdM)

**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

Please send emails to Oreen at oskiba@rmhcalberta.org in Lakeland and Megan at mdurda@rmhcalberta.org in Peace Region.