



## 2023 FUNDRAISER TOOLKIT

*Hustle*  
FOR THE  
HOUSE





Ronald McDonald  
House Charities®  
Alberta

## Impact of RMHC Alberta in 2022

**22,200**

Nights of  
Comfort Provided

**1,213**

Families  
Served

**212**

Families  
Who Used Day Pass

Length of  
Stay Average

**17 Nights**

Edmonton and Calgary

**5 Nights**

Red Deer and Medicine Hat

### Reasons for Stay

#### Calgary

**Neonatal:** 44%  
**Oncology:** 19%  
**Perinatal:** 13%  
**Respiratory:** 9%  
**Neurology:** 9%

#### Edmonton

**Cardiology:** 56%  
**Gastroenterology:** 13%  
**Neonatal:** 13%  
**Neurology:** 10%  
**Respiratory:** 9%

#### Red Deer

**Perinatal:** 51%  
**Neonatal:** 34%  
**Mental Health:** 6%  
**Emergency Medicine:** 5%  
**Respiratory:** 4%

#### Medicine Hat

**Perinatal:** 31%  
**Neonatal:** 28%  
**Mental Health:** 21%  
**Respiratory:** 13%  
**Other:** 4%

**299**  
**Communities**  
**Served in**  
**Alberta**

**23**  
**Communities**  
**Served Outside**  
**Alberta**

**264**

In-House Volunteers

**25,723**

Home for Dinner Meals Provided

**9,818**

Shuttle Trips

**212**

Event Volunteers

**48**

Volunteer Shuttle Drivers





## Provincial Fundraiser September 18–23, 2023

Walk, run, bike, and get active in support of  
RMHC® Alberta families!

Join us for our fourth annual province-wide Hustle for the House event! Walk, run, bike, bark, or hustle on horseback on your own on the week of September 18, or join us at one of our in-person events on Saturday, September 23, 2023.

Parents never expect to need a Ronald McDonald House, but we are there when families need us most: during the serious illness or injury of a child.

RMHC Alberta alleviates the tremendous emotional, financial, and physical burdens families face during a medical crisis. In 2022, we provided 22,200 nights of comfort to over 1,200 families, saving them \$6.5 million in accommodation costs.

Last year, RMHC Alberta served families from 296 communities across the province. We hope to see Hustle for the House participants from every community impacted by the Ronald McDonald House!

Lace up your shoes and go the distance for RMHC Alberta families. See you in September!



## Set up your personal pledge page

Click here for step-by-step instructions on how to set up your personal pledge page on Race Roster.

## Set up your fundraising team on Race Roster

Click here for step-by-step instructions on how to set up your fundraising team on Race Roster.

## 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 registration page on Race Roster**  
<https://raceroster.com/events/2023/73442/hustle-for-the-house-2023>
- 2 Click "Pledge Participant"**
- 3 Search for your pledge page**  
Enter your first name OR last name OR email address in the search bar and press 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**  
Find the buttons for Twitter, Facebook, and Email. Click to share.
- 6 Share your page with family and friends!**

### Top individual fundraising prizes (raise \$1000+ to qualify):

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

**2<sup>nd</sup> Place:** \$1,000 in fuel cards

**3<sup>rd</sup> Place:** \$500 in McDonald's gift cards

**Top four-legged fundraiser:** Basket of pet treats & supplies

All individual \$250+ fundraisers will receive an RMHC buff.

**Fundraising deadline: Sunday, September 24, 2023 at 11:59pm.**

All donations of \$20 or more qualify for a tax receipt.



# Fundraising Tips & Ideas

- Set your fundraising goals
- Personalize your fundraising page and share your why
- Don't forget to support your own fundraiser & donate to your own cause
- Create a list of everyone you want 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/wants to make a donation
- Set up a challenge between work 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. We know we will be able to keep some sort of routine with our daughter in a safe and comfortable environment that's 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 when they truly need a little extra love.”

- Trina Bell, House mom

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# 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](https://rmhcalberta.org) for more information or email [events@rmhcalberta.org](mailto: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 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:

1. **RMHC Alberta: Families Cope Better When They're Together**
2. **The Ronald McDonald House is More Than a House. It's Home.**
3. **Mama Bear**
4. **Hustle for the House**



## 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

**Red Deer:** 5002 39 St

**Edmonton:** 7726 107 St NW

**Medicine Hat:** 569 4 St SW

**Click here for the 2023 Hustle for the House pledge form.**

Please email **Oreen** at [events@rmhcalberta.org](mailto:events@rmhcalberta.org) if you have cash or cheques outside of these four cities.