



2024 FUNDRAISER TOOLKIT



RMHC®
Alberta

About Ronald McDonald House Charities® Alberta

With almost 70% of Canadian families living outside of a community with a children's hospital, many will need to travel to access specialized medical treatment. Serving more than 1,100 families with over 21,000 nights of comfort in 2022, the four Ronald McDonald Houses in Alberta provide all the essentials of a home: warm beds, hot showers, laundry facilities, family-friendly kitchens, and playrooms. We also offer Home for Dinner meals, shuttle services, recreation and self-care programming, and more, saving families over six million dollars each year.

The Houses provide more than a place to rest—they're where families can support each other while staying close to the critical care their child needs. Having a Ronald McDonald House close to a hospital in Alberta is an important part of family-centred care, helping alleviate the tremendous emotional, financial, and physical burdens families face when their child is seriously sick or injured.

We cannot provide comfortable, compassionate, and affordable accommodations without fundraising.



1 in 4 Canadians has stayed or knows someone who has stayed at a Ronald McDonald House.

Facts about Ronald McDonald House Charities® Alberta:

There are four Ronald McDonald Houses in Alberta: Calgary, Edmonton, Red Deer, and Medicine Hat.

In 2023, RMHC Alberta served over 1,200 families from 200 communities, saving them \$8.5 million in accommodation costs. We provided over 25,000 nights of comfort for families in 2023.

Families can stay at RMHC Alberta for \$10/night. Financial assistance is available for families in need.

Our private family suites give families space to rest and connect after a long day at the hospital.

We serve a homemade meal every day, so families can spend more quality time together.

Our programs and services create a family-centred atmosphere with activities for everyone to enjoy. Families can relax and unwind with recreation activities, pet therapy, yoga, and more.



Impact of RMHC Alberta in 2023

25,890
Nights of
Comfort Provided

1,242
Families
Served

255
Families
Who Used Day Pass

Length of Stay Average	33 Nights Calgary	25 Nights Edmonton	5 Nights Medicine Hat	6 Nights Red Deer
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Reasons for Stay

Calgary

- Neonatal **(23%)**
- Oncology **(19%)**
- Perinatal **(10%)**
- Respiratory **(5%)**
- Neurology **(8%)**

Edmonton

- Cardiology **(36%)**
- Gastroenterology **(7%)**
- Neonatal **(14%)**
- Neurology **(5%)**
- Respiratory **(3%)**

Medicine Hat

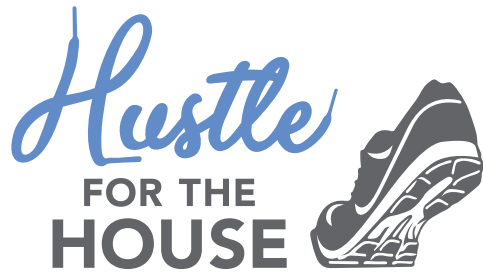
- Perinatal **(50%)**
- Neonatal **(16%)**
- Mental Health **(9%)**
- Respiratory **(8%)**
- Other **(5%)**

Red Deer

- Perinatal **(56%)**
- Neonatal **(26%)**
- Mental Health **(5%)**
- Medicine **(7%)**
- Other **(2%)**



367 In House Volunteers	922 Home for Dinner Meal Groups	10,927 Shuttle Trips
250 Event Volunteers	56 Volunteer Shuttle Drivers	



PROVINCIAL FUNDRAISER

Virtually from September 20-28th
In-Person September 29th

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

Join us as we celebrate the spirit of determination, resilience, and community with RMHC Alberta in a family-friendly athletic adventure where everyone can participate! From start line to finish line, each step provides support to families with sick children who have had to travel for pediatric care.

This event is meant to be shared with family and friends, knowing that each time you take a step you're lifting the burdens faced by medical families who need to be close to each other.

Ronald McDonald House Charities Alberta knows how to keep families together, and this event is your chance to spend time on the streets or trails with those you love, while making a big impact!

In fact – our Calgary event brings you up close and personal to the actual Ronald McDonald House where families and volunteers will be cheering you on!

Rally your friends, family, and fellow running enthusiasts, and get ready to HUSTLE FOR THE HOUSE!



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 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 Race Roster registration page**
<https://racerooster.com/events/2024/87075/hustle-for-the-house-2024>
- 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 Facebook, and Email. Click to share.
- 6 Share your page with family and friends!**

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



All individual \$250+ fundraisers will receive a special Hustle for the House shirt.

Fundraising deadline: Saturday, September 29, 2024 at 11:59pm.

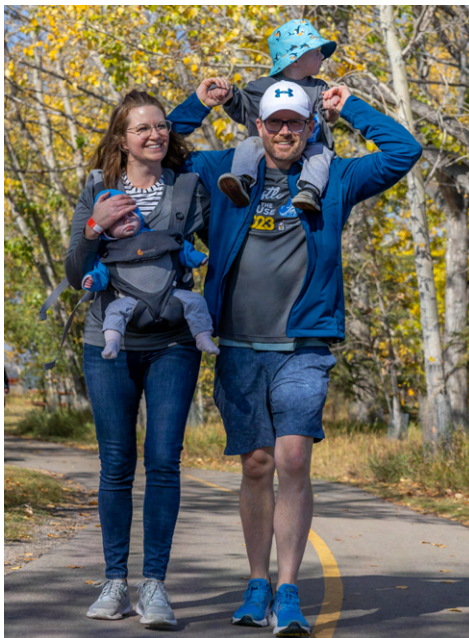
All donations of \$20 or more qualify for a tax receipt.

Fundraising tips & ideas

- Set your fundraising goals
- Personalize your fundraising page & 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.



Henry was born with chronic kidney disease that quickly turned into end stage renal failure. He needs long term treatment at a children's hospital to sustain his life. We now live in Calgary to have a home near the Alberta Childrens Hospital but in our journey to get here we've spent over 300 nights in Ronald McDonald House in Calgary and Vancouver. We are so grateful for the care and hope to help other families ease the financial and emotional burden of having a sick child.

Fundraising deadline: Saturday, September 29th, 2024.
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:

- [1. RMHC Alberta: Families Cope Better When They're Together](#)
- [2. The Ronald McDonald House is More Than a House. It's Home](#)
- [3. Impact at RMHC Alberta](#)



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

[Click here for the 2024 Hustle for the House pledge form.](#)

Please email **Oreen** at events@rmhcalberta.org if you have cash or cheques outside of these four cities.