



Hosting a
Fundraising Event
in support of
Ronald McDonald House Charities Toronto

CONTACT

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RONALD MCDONALD HOUSE CHARITIES® **TORONTO**

rmhctoronto.ca



Ronald McDonald House Charities (RMHC) Toronto provides a “home away from home” for seriously ill children and their families to heal better together.

We encompass a House for 81 families in downtown Toronto and Family Rooms in four hospitals across the Greater Toronto Area.

RMHC Toronto is an independent charity, governed by a volunteer Board of Directors, and is part of a network of more than 340 licensed Ronald McDonald Houses around the world.

the House

A new family arrives at our House in downtown Toronto every 12 hours on average. More than just a place to stay, the House is a supportive home, helping families to carry the burden they face. It offers a place for sleeping, schooling, working, cooking and playing. It also provides vital programs that help sick children, their siblings and their parents get to a better place emotionally.

748: families from across Canada and around the world stayed at the House last year

22: average number of days each family stayed

55 km: distance away a family must live to stay at the House

2,384: families supported through Family Rooms last year

5: Family Rooms – at The Hospital for Sick Children, Markham Stouffville Hospital, The Credit Valley Hospital of the Trillium Health Partners and Rouge Valley Centenary



the Family Rooms

Family Rooms provide a “home away from home” within a hospital setting so parents can rest and retreat just steps away from where their sick child is being treated. This in turn supports their ability to be an active member of their child’s healthcare team. Family Rooms are equipped with TVs and fireplace lounge areas, a kitchenette equipped with snacks, showers and sleep rooms.

planning your fundraising event

Here is a list of fun and creative fundraising ideas for you to consider when planning an event.

Fundraising ideas:

- “A-Thons” (dance, run, skate, spell, swim, walk)
- Auctions (live and silent)
- Bake sale/lemonade stand
- BBQ
- Car wash
- Dress down day
- Coin box collection
- Cook-off
- Craft or county fair
- Fashion show
- Garage sale
- Head shaving
- “Jail and Bail” events (holding community VIPs for “ransom”)
- Juried art show
- Multicultural festival
- Raffle
(please give RMHC Toronto at least eight weeks notice to apply for a gaming license)
- Tournaments (golf, lawn bowling, paintball)

OR create your own!

planning your fundraising event

Most events are comprised of a few common elements. Use this checklist to ensure your event is a great success!

Event checklist:

- ✓ Form a volunteer committee and appoint a committee chair.
- ✓ Familiarize yourself with RMHC Toronto so you are informed and aware.
- ✓ Brainstorm your event format, details and fundraising goal.
- ✓ Create a budget to keep track of your revenues and expenses.
- ✓ Reserve a venue/location for the event.
- ✓ Solicit prizes and sponsorships from your contacts.
- ✓ Produce event materials (posters, brochures, tickets, etc.)
- ✓ Arrange proper permits and raffle licences.
- ✓ Assess logistical and technical requirements for the event.
- ✓ Identify and coordinate the rental of necessary equipment.
- ✓ Thank sponsors, donors, participants, suppliers and volunteers.

Have fun!

how RMHC Toronto can support

The more information you have at your disposal, the greater your confidence will be in discussing RMHC Toronto with others.

Materials and support available for your event:

- Online fundraising page
- Logo
- Stickers
- Fact sheets
- 3D table toppers
- Vinyl banner
- Video links
- Newsletters
- Annual Reviews
- Letter of endorsement
- Pledge form
- Staff or volunteers to attend *(availability permitting)*



important information

Fiscal responsibility

As a registered charity, RMHC Toronto must follow important guidelines related to the cost of fundraising. These guidelines also apply to monies raised on our behalf by fundraising groups.

If you are using the RMHC Toronto name as part of your efforts, every effort should be made to keep expenses to a minimum. The gold standard that we strive towards is known as the 80/20 rule.

The 80/20 Rule: No more than 20% of gross proceeds can be used to cover expenses.

Sponsorships

Please call us PRIOR to securing any corporate sponsors for your event.

Official suppliers and sponsors of your event must not be confused with the official sponsors of RMHC Toronto. Doing so could undermine our efforts with major corporate donors, whose support we heavily rely on. Careful consideration must be made when affixing sponsor logos. For this reason we must approve all of your materials if you are using corporate sponsors, to ensure there is no confusion around official sponsor status.

RMHC Toronto logo standards

RMHC Toronto will provide you with our “in support” logo for any event materials. Please do not pull our logo from the internet. The integrity of our logo must be respected at all times.



DO NOT place the logo on a busy background.



DO NOT distort the logo. Always leave the logo in the correct proportion.



DO NOT add effects like drop-shadows or embossing to the logo.

tax receipting

Tax receipt compliance

As a registered charity, RMHC Toronto must follow all Canada Revenue Agency (CRA) rules and regulations. If we do not, we risk losing our charitable status. We reserve the right to audit the records pertaining to any event in order to ensure compliance with the CRA.

Our organization is able to issue tax receipts to individuals or companies that make a donation without receiving a tangible item or benefit in return. Any donor who donates \$20 or more is eligible for a tax receipt, provided conditions are met.

Tax receipts can be issued:

- if RMHC Toronto receives a statement showing all revenue and expenses from the Fundraising Event.
- to eligible donors of \$20 or more, if our organization is provided with a complete list of names, addresses and donation amount, no later than 90 days following the event. Or, if your event is held at the end of the calendar year, the list of names and funds must be received by calendar year end.
- if the amount raised after expenses is equal to or greater than the amount of receipts being requested.
- for the donated portion of the ticket price, which is the difference between the ticket price and the fair market value (food, entertainment, beverages, etc.) received by the ticket purchaser.
- when funds are received in the same calendar year that the event was held.

Tax receipts cannot be issued:

- 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.

fundraising event agreement form

Thank you for choosing to support Ronald McDonald House Charities (RMHC) Toronto. Please note this application and the use of RMHC Toronto's logo (where appropriate) must be approved by RMHC 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 Fax Email

Event 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 RMHC Toronto the sole beneficiary of this event? If not, please list other benefactors.

What made you choose RMHC Toronto as a benefactor of your event?

What is the anticipated fundraising total for the event?

Is this an annual event to raise funds for RMHC Toronto? YES NO

Would you like a representative from RMHC Toronto present on event day? YES NO
(Please note: RMHC Toronto may not be able to accommodate all requests.)

Does your event require a licence for any of the following:

50/50 draws Raffles Bingo Monte Carlos/Casinos Alcohol

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

| | | | | | |
|------------------------|----|-----|---------------------------------|----|----|
| Table toppers | | | Newsletters | | |
| 5 | 10 | 15 | 5 | 10 | 15 |
| Annual reviews | | | Stickers <input type="text"/> | | |
| 5 | 10 | 15 | Vinyl banner (must be returned) | | |
| Fast Facts mini sheets | | | | | |
| 20 | 50 | 100 | | | |

fundraising event agreement form

Receipt of funds and liability

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

RMHC Toronto will not be held liable for any financial losses incurred by the event. The Third Party will indemnify, defend and hold RMHC 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 | <input type="text"/> | Date | <input type="text"/> |
| RMHC Toronto representative | <input type="text"/> | Date | <input type="text"/> |
| Position | <input type="text"/> | | |

Comments

Please return completed and signed form to:

Kristy Daley
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416-977-9645

Ronald McDonald House Charities Toronto
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Toronto Children's Care Inc. operating RMHC Toronto
Charitable Registration # 11885 2631 RR0001

**On behalf of the families at RMHC Toronto,
thank you for your support!**