



# Fundraising Toolkit



RMHC<sup>®</sup>  
Dayton

Keeping  
*more*  
families  
close 





About RMHC Dayton



Host A Fundraiser



Brand & Resources



Meet the Tuco Family

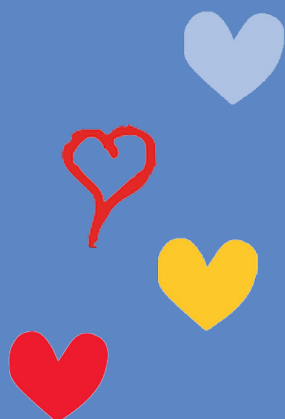


Donate



# FUNDRAISING TOOLKIT

## TABLE OF CONTENTS







# ABOUT

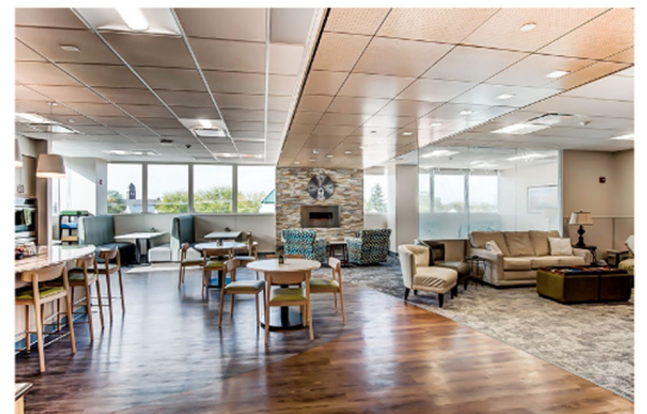
## RMHC DAYTON

## SERVING FAMILIES NEAR & FAR

**RMHC Dayton** has provided community, comfort and hope to families of critically ill or injured children since 1980. We keep families close to each other and the healthcare they need so they can focus on what truly matters most, the health of their child.

**The Ronald McDonald House** on Valley Street provides a resting place for families of sick or ill children with 14 private guest rooms at no cost to guests. Open 365 days a year, the House helps facilitate family-centered care that fosters the health and well-being of the whole family. We provide home-cooked meals, on-site laundry, family programming and play spaces, among other amenities.

**The Ronald McDonald Family Rooms** at Dayton Children's Hospital and inside Emmett's Place at Miami Valley Hospital provide a space for families to rest and regroup without leaving the hospital. These programs are critical to our Mission of providing community, comfort, and hope to families of seriously ill children so that they can focus on what matters most: their children.







## HOST A FUNDRAISER

Anyone can host a fundraiser! Whether you are an individual, group of friends, school, company, or community group, your support can make an impact for RMHC Dayton.

Every dollar raised helps us provide families with a comfortable bed, warm meal and a place of rest and rejuvenation. We will work with you to provide support along the way.

**RUN, WALK, SWIM or CYCLE** - find a local race in your area, challenge a friend, coworker or another organization to compete in it with you and participate in honor of a family or child at Ronald McDonald House.

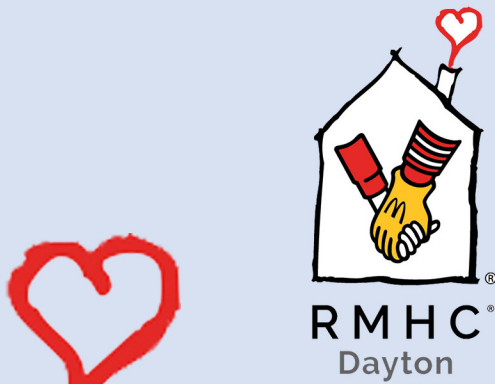
**PLAY** - organize a golf outing, bowling tournament or karaoke night, attend a trivia night or pub crawl. Donate proceeds to RMHC Dayton.

**HOST** - a car wash or yard sale with proceeds benefitting RMHC Dayton.

**COLLECT** - aluminum tabs off of pop, beer, soup and pet cans. Hold a wishlist drive by collecting household items for our House and Family Rooms.







Keeping  
**more**  
families  
close ♥

## BRAND & RESOURCES

In any marketing and event materials please use our full name Ronald McDonald House Charities Dayton or RMHC Dayton.

## OUR LOGO

We can provide you with various formats and versions of our logo. Whenever possible, use our full color logo. In situations where the logo will be placed on a dark background, make the logo text white for legibility.

Please don't stretch or distort the logo. Don't add effects or embellishments (embossing or shadows). The elements of the logo should never be separated or scaled differently. Logo colors should not be changed to anything other than white.



Keeping families close



## COLORS



RED

Print:  
Pantone 485  
CMYK: 5, 97, 100, 0

Digital:  
RGB: 218, 41, 28  
HEX: #DA291C



YELLOW

Print:  
Pantone 123C  
CMYK: 0, 23, 93, 0

Digital:  
RGB: 255, 200, 41  
HEX: #FFC829



BLACK

Print:  
100% Black  
CMYK: 0, 0, 0, 100

Digital:  
RGB: 0, 0, 0  
HEX: #000000

For tagline:



GRAY

Print:  
50% Black  
CMYK: 0, 0, 0, 50

Digital:  
RGB: 153, 153, 153  
HEX: #999999

Alternate text color:



BLUE

Print:  
Pantone 660U  
CMYK: 63, 38, 0, 0

Digital:  
RGB: 98, 142, 204  
HEX: #638DC9

If you have any questions on how to use the RMHC Dayton logo or colors, please contact Director of Marketing & Communication, Teresa Engle at [tengle@rmhcd Dayton.org](mailto:tengle@rmhcd Dayton.org)



Keeping families close to each other and the health care they need so they can focus on what truly matters most.



## ABOUT RMHC DAYTON PROGRAMS

The **Ronald McDonald House** on Valley Street has 14 private guest rooms. Open 365 days a year, the House helps facilitate the family-centered care that fosters health and well-being for the whole family. We provide home-cooked meals, on-site laundry, family programming and play spaces, among other amenities; at no cost to the families in our care.

The **Ronald McDonald Family Rooms** at **Dayton Children's Hospital** and **inside Emmett's Place at Miami Valley Hospital** provide a space for families to rest and regroup without leaving the hospital. These programs are critical to our Mission of providing community, comfort, and hope to families of seriously ill children so that they can focus on what matters most: their children.

## GET INVOLVED



### VOLUNTEER

As a volunteer for Ronald McDonald House Charities, you're the heart and soul of our house. Whether it's getting rooms ready for guests to stay, cooking and serving meals, or washing laundry, we can't do it without you.



### COLLECT PULL TABS

Collecting and donating pull tabs from pop cans, soup containers, pet food cans is something anyone can do. We recycle tabs and turn them into money that help support the families in our care.



### HOST A FUNDRAISER

Individuals, schools, service groups and organizations can host a fundraiser to support RMHC Dayton. Events can be hosted in-person or online resources like Facebook Fundraiser.



### GIVE AT MCDONALD'S

Round Up your order at Dayton-area McDonald's to support RMHC Dayton. Just ask at the drive-thru "please Round Up for RMHC?" You can also Round Up in stores at the Kiosk or drop lose change in the donation box at the counter.



### DONATE

Your donation helps families with sick children stay together. You can make a difference through a one-time or recurring donation.





Keeping  
**more**  
families  
close ❤️

## DONATE FROM OUR WISHLIST

Every year, the Ronald McDonald House and Ronald McDonald House Family Rooms serve more than **3,000** families with critically ill or injured children. You can help us provide these families with a well stocked, clean and happy "Home" to retreat to by donating wishlist items.



### GIFT CARDS

- Grocery
- Amazon
- GFS
- Uber

### PANTRY

- Canned chicken
- Hot tea, K-Cups, Hot chocolate
- Individually packaged snacks
- Breakfast foods
- Juice boxes
- Fruit cups
- Easy mac cups
- Peanut butter & jelly
- Ramen noodles
- Condiment bottles
- Sugar

### HOUSEHOLD ITEMS & CLEANING SUPPLIES

- Paper products
- Liquid HE laundry detergent
- Antibacterial wipes
- 33-gallon trash bags
- Swiffer Wet Jet refills
- Plastic utensils
- Liquid Dreft detergent
- Toilet bowl cleaner
- Swiffer Dusters

### PERSONAL CARE ITEMS

- Pads & tampons
- Individual shampoo, soap, lotion, deodorant
- Toothbrushes

555 Valley Street  
Dayton, Ohio 45404  
RMHCDayton.org  
937.224.0047

We accept walk-in donations from 9AM-9PM daily.





# ADDITIONAL RESOURCES

*Follow Us On Social Media*



@RMHCDayton



@rmhcdayton



Ronald McDonald  
House Charities  
Dayton



SCAN ME

## *Set Up An Online Fundraiser*

Are you looking for an easy way to collect donations? Check out Facebook Fundraiser. This is an easy way to set up a fundraiser to celebrate a birthday, or an event.

All you have to do is scan the QR Code and select **Ronald McDonald House Charities Dayton** as your nonprofit.

## *Promotion*

We would love to support the promotion of your event. The best way to do this is to post the event or fundraiser on social media and tag us so that we can share it.

## *Virtual Or In Person Speaker*

If you'd like to have an RMHC Dayton team member speak at your event and answer questions, let us know. We are always happy to share information about what's happening around our the Ronald McDonald House and how to get involved.



Keeping  
*more*  
families  
close ❤️



Thank You  
For Helping Us  
Keep Families Close



**RMHC**  
Dayton

Proceeds from this event support your local Ronald McDonald House, helping to provide community, comfort and hope to families of sick or critically injured children.



# MEET THE TUCO FAMILY



The Tuco family first stayed at the Ronald McDonald House in Dayton in June of 2014 when their son Gavin was just two weeks old. Their first stay lasted three nights, enough time to allow Gavin to gain some needed weight. In January of 2019, they returned to the Dayton House after their daughter Adalynn was born at 36 weeks with trouble breathing. Adalynn spent three weeks in the NICU while her parents and big brother Gavin stayed at the Ronald McDonald House.

RMHC Dayton filled many needs for the Tuco family. The House allowed the family to stay together easing the financial burden of needing to stay in a hotel. More than just a place to sleep, RMHC Dayton provided meals, activities for Gavin and emotional support for the entire family. The chance to connect with other families going through a healthcare journey was a great support. **"The team went above and beyond to make our family feel at home from the second we walked in the door,"** says Ashley.

Some of their favorite amenities included having a place to lay their heads after a long day and a warm meal. Gavin loved the play room and still does! **"It was nice to come and unwind after being at the hospital,"** says Ashley.







DONATE



## PRODUCT DONATIONS

For the protection of our immunisuppressed families, we ask that all donated items are brand new.

Items can be delivered to the Dayton Ronald McDonald House, 555 Valley Street, Dayton, OH between 9AM and 9PM daily.

Once you arrive at the House, please ring the bell and a team member will greet you. We ask that you wear a mask in the lobby to protect our families and team.

### Top Wishlist Needs Include:

- Travel Sized Toiletries & Toothbrushes
- Kroger, Walmart or Amazon Gift Cards
  - Frozen Dinners
- Items for Sandwiches (Lunch Meat, Cheese, Mayo, Mustard)
  - Fruit Cups

## MONETARY DONATIONS

Donations from an event can be sent to RMHC Dayton the following ways:

### Via Check

1. Make checks payable to Ronald McDonald House Charities Dayton
- 2 Memo: Event Name
3. Sent to RMHC Dayton ATTN: Development (555 Valley Street)

### Via Online Donation Form

1. <https://rmhcd Dayton.org/donate/>
2. Add your event name to the comment box

### Cash

We happily accept cash donations, but for safety, please do not send cash in the mail. If you'd like to make a cash donation, please hand deliver it to the Ronald McDonald House.

