

# Fundraising Toolkit



RMHC<sup>®</sup>  
Dayton

Keeping  
*more*  
families  
close ❤️





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# FUNDRAISING TOOLKIT

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# 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 benefiting 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



RMHC®  
Dayton

### 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 Marketing & Communications Coordinator, Kirstin Weaver at [kweaver@rmhcd Dayton.org](mailto:kweaver@rmhcd Dayton.org).

# 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.



## How To Get Involved



VOLUNTEER



HOST A  
FUNDRAISER



DONATE



COLLECT  
PULL TABS



GIVE AT  
MCDONALD'S

For more  
information on how  
to get involved or  
donate, scan the  
QR code.



Scan Me

Learn More & Get Involved Visit: [www.rmhcdayton.org](http://www.rmhcdayton.org)



# Wishlist Donations

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

- Kroger
- Walmart
- Meijer
- Amazon
- GFS
- Uber

## 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

## Pantry

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

## Personal Care Items

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

**We Accept Walk-In Donations Daily from 9AM-9PM**

**Deliver to:**

555 Valley Street  
Dayton, Ohio 45404

**Or shop our Amazon Wishlist!**



**Scan Me**

# 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

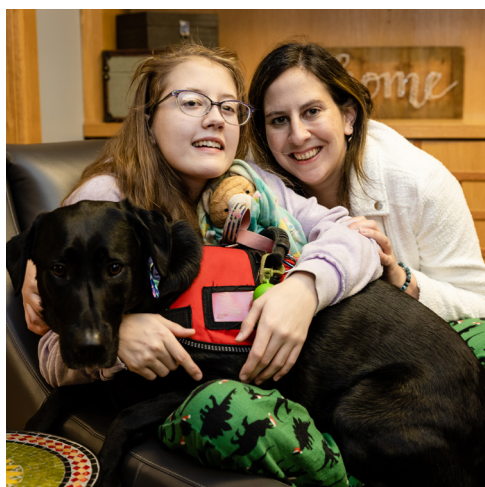
If you'd like to have an RMHC Dayton team member speak at your event and answer questions, let us know. We are always happy to share information about what's happening around our the Ronald McDonald House and how to get involved.



Keeping  
**more**  
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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 immunosuppressed 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.

