RMHC

THIRD-PARTY FUNDRAISING TOOLKIT

Ronald McDonald House Charities®
Greater Las Vegas

Keeping families close®

Create your own

THIRD-PARTY FUNDRAISER

WHAT WE DO

Families are stronger when they are together and their presence helps a sick child cope better. Research shows that while we cannot make medicine taste better or take away painful treatment, we can help lessen the burden and ensure families have the stability and resources to support their child's recovery.

The mission of Ronald McDonald House Charities® (RMHC®) of Greater Las Vegas is to provide a supportive home away from home for families of children who are receiving inpatient or outpatient medical treatment at local hospitals. Without our House, families might have to sleep in the hospital lobby, a child's hospital room, or even in their cars as most families cannot afford a hotel room for weeks or sometimes months – especially under the financial stress of mounting medical bills.

WHAT IS A THIRD-PARTY FUNDRAISER?

Third-party fundraising involves independent projects or events undertaken by an individual, affiliated group or organization, to raise funds to benefit the Ronald McDonald House Charities of Greater Las Vegas.

WHY HOST A FUNDRAISER

Over the years, our mission has remained the same while the need for our services continues to grow. With your help as a community-minded organization, you are providing a safe, warm, and welcoming home to children and families in need and access to healthcare. Our efforts would go even further with your support. Here are more reasons to join us:

- Lead the industry in corporate social responsibility
- Increase the morale of your employees
- Make an impact on the lives of families with seriously ill children

Your generous commitment to host a third-party fundraiser will help us continue with our mission of keeping families close . **Thank you.**

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HOW TO HOST A SUCCESFUL EVENT

- Plan the program, schedule the date, and secure the location
- Create a list of potential supporters (e.g. donors, vendors, and sponsors)
- Ask friends, family, businesses, and vendors to support your event
- Promote the fundraiser with print materials and on social media. *Tip: Share why the event and the mission are important to you, and what the funds are being used for*
- Print promotional materials for the event
- Recruit volunteers to help you execute the event
- Secure insurance, permits, and liability coverage related to the fundraiser

HOW WE SUPPORT YOUR SUCCESS

- Validate the authenticity of the event and its organizers through an approved Community Fund-raising Packet. Click HERE to download.
- Share social media posts to help promote the event
- Have an RMHC representative attend and speak at the event (based on availability)
- Offer RMHC collateral to distribute at the event
- Provide IRS compliant tax receipts for gifts made directly to RMHC in response to your event
- Provide RMHC logo for your marketing materials (RMHC to approve the use of logo, provided specific criteria are met)
- Host check presentations at RMHC

RMHC CANNOT PROVIDE

- Sales tax exemption number or certificate for host's use
- Insurance or liability coverage
- List of donors and vendors
- RMHC stationery
- Funding or reimbursement of expenses
- Publicity (e.g., newspaper, radio, television)
- Guaranteed attendance of RMHC staff or volunteers

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How your support
GIVES HOPE

SCHOOLS/COMMUNITY GROUPS

Think of something you enjoy doing and add a fundraising component. In addition to giving back to a great cause, you are doing something you love!

- Crowdfunding (fundraise within your own network of friends and family)
- Family & Friends Events
- Sporting Events

LOCAL BUISINESSES/CORPORATE GIVING

There are so many fun and exciting ways that your group or organization can get involved with Ronald McDonald House Charities of Greater Las Vegas and support our mission.

- Employee Fundraising (e.g. donation & toy drives)
- Make a matching gift
- Give through your company's payroll deduction program
- Donate a percentage of the proceeds of a particular day or event

If you need ideas to get you started, we are here to help!

Contact us by email at events@rmhlv.org or give us a call (702) 252-4663 x.2260

$10,000

Covers the actual cost of a **family's stay for more that two months.**

$5,000

Pays for fuel & service of our **shuttle vans to transport families to and from the hospital daily for a whole year**.

$3,000

Pays for **a month of nightly home cooked dinners for families staying at the House.**

$1,000

Helps keep the lights on and **families warm and cozy for a month**.

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How your support GIVES HOPE

A FAMILY STORY

Alaska was undergoing a routine ultrasound at 24 weeks, when the doctor gave her some devastating news – her baby had a rare condition called Pentalogy of Cantrell, in which some of the baby's organs were developing outside of the baby's body. Soon after that appointment, Alaska traveled from her home in northern Nevada to Las Vegas to be near the specialized care her daughter would need once born.

"Checking into the Ronald McDonald House was a huge relief. It was hard for me to even think past the actual birth."

Once Alaska gave birth to little Leyah at Sunrise Children's Hospital, the baby was whisked away to the Neonatal Intensive Care Unit. During the following months, Leyah underwent multiple surgeries to ensure her vital organs were correctly placed. Alaska relied on the Ronald McDonald House's shuttle van daily to stay at her baby's side through the ups and downs.

"The Ronald McDonald House allowed me to be with my baby every single day, and I feel like that's the reason she was able to heal so quickly."

Alaska celebrated multiple holidays and milestones at the House, including Christmas, Valentine's Day, Mother's Day, as well as her 20th birthday. Alaska and her fiancé Shawn even got engaged in the beautiful courtyard!

"The House means everything to me. It's more than just financial help. When you stay at the House, you have emotional support too. I don't know what I would have done without the Ronald McDonald House."

One out of every three families stay with RMHC Las Vegas longer than a month. Alaska and Shawn spent nearly five months at the House before taking Leyah home, where she's growing stronger every day!

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THANK YOU

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Questions? Contact Marifer Sandoval at marifer@rmhlv.org or (702) 252-4663