



Ronald McDonald
House Charities™
United Kingdom

Keeping families close™

www.rmhc.org.uk/event/house-to-house-challenge/

Virtual Fundraising with Ronald McDonald House Charities UK

Read on for our top fundraising tips, how to get started with collecting sponsorship and how every penny you raise will help us to support families with seriously ill children in hospital.





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Welcome to #TeamRMHCUK!



Your support means we can provide accommodation and support for families so they can be close to their child in hospital. This year has brought us many challenges: the coronavirus has 'cancelled' many of our planned events and with it, much of our income.

However, we have managed to keep the majority of our Houses open, and are looking forward to welcoming families back to all of our 11 Houses when it is safe to do so.

Thank you for moving your fitness up a gear and helping us support more families with seriously ill children in hospital.



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Poppy's story

When Luke and Chloe's daughter, Poppy, was born with Gastroschisis, they were informed by the hospital that she would require surgery and specialist care - and would likely be in hospital for some time.

"A midwife approached us on the post-natal ward and referred us to the Ronald McDonald House Brighton. Luckily, we were accepted straight away.

Stepping into the House was just utter relief! We could get the rest we needed to remain strong for her, but also the communal areas meant that we could meet other families going through a similar situation.

Without the House, we would have been driving to and from the hospital every day – a 45-minute journey each way. We would have been riddled with anxiety about not being at the hospital.

Being so close to Poppy in hospital truly impacted her recovery. We were with her from morning till night, with just a short trip back and forth to her ward. We were able to be involved with her care and always a phone call away should anything go wrong.

The Charity provides a beautiful service. It's an integral part of a child's life in hospital – keeping their family close. The impact having these Houses makes is heart-warming."

- Luke, dad





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Creating your JustGiving page

Setting up a JustGiving page is quick and easy. Once your page is set-up, share the link with friends and family to sponsor you for your challenge.

The donations made to your JustGiving page will come straight to us so no need to worry about chasing people up to pay!



Step One - Set up an account

Go to

www.justgiving.com/campaign/house-to-house-challenge
and select "Start Fundraising".

You'll be prompted to set-up an account or log in if you already have a JustGiving account set-up.

Step Two - Create your page

You'll be asked to choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.

You'll be asked a couple of questions about how you are planning to ask for donations and also if you are happy for Ronald McDonald House Charities to keep you informed in future about how your support is helping.



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Step Three - Personalise your page

Here are some top tips to help you get your fundraising page looking its best and ready to share:

- Fundraising summary – Keep it short and sweet. Get to the heart of why you're fundraising for RMHC UK – this is what people will see when they land on your page.
- Fundraising target – Setting a target can result in a 45% increase in your overall fundraising total! It provides a goal to focus on and if you hit your target early, you can always increase it.
- Photos – Remember to upload a picture to your profile. Fundraisers with pictures or videos on their page raise 14% more.
- Tell your story – Your story matters. Explain why you are raising money, how you are going to do it and why RMHC UK means so much to you.

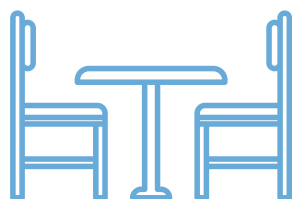
How your fundraising will help

As an independent charity, we rely on the support and generosity of individuals like you to keep 6,000 families close to their sick children in hospital each year.

More than just a place to stay



**Supportive and
compassionate
staff**



**Kitchens where
families eat
together**



**Communal areas
for resting and
relaxing**



**Telephone
connected to your
child's ward**



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Your Guide to My Virtual Mission

We've teamed up with My Virtual Mission to help track your kilometres. If you haven't done so already, you can join the House-to-House Challenge on My Virtual Mission by using the link below:

<https://www.myvirtualmission.com/missions/52283/house-to-house-challenge>



We've answered some of your frequently asked questions below.

However, you can contact Lily on lily.smith@uk.mcd.com if you have any queries.

How do I create or join a Team on My Virtual Mission?

If you'd like to participate as part of a team, you and your team members' distances will be added together. Your team icon will advance along the route each time a team member posts a distance. Each person who wants to join the team will need to purchase their own entry into the challenge.

To create a team, your team captain will need to email Lily at RMHC UK (lily.smith@uk.mcd.com) with the following details:

- Team name
- Names of everyone wishing to join your team
- A team photo (this will become your icon which will move along the route each time you post a distance)

You can still create a team even if all your team members haven't registered yet, but to make the process easier we recommend you all register first before submitting your team name and photo.



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Can I join a team once the challenge has begun?

Yes, you can join a team at any time during the challenge. Remember, you and your team members' distances will be added together to advance along the route. And if you so wish, you can also leave a team at any point during the challenge too.

How do I track my activities?

You'll be able to link your exercise tracker and your exercises will automatically load to My Virtual Mission. If you don't use an exercise tracker, you can always manually upload your activities to My Virtual Mission after you've completed a ride or run.

To link your exercise tracker to My Virtual Mission, log-in to your account and click on My Account, followed by My Connections. Here you'll be able to link any of the below trackers:

- FitBit
- RunKeeper
- Strava
- UnderArmour Connected Fitness
- Apple Health

I don't own a fitness tracker!

Can I still take part?

Yes! Your activities can be added to My Virtual Mission manually.





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Getting started with your fundraising

Now your JustGiving page is all set-up, here are some helpful ideas to kick-start your fundraising plans.

Sweepstake

Challenge your friends to guess how quickly you will complete the challenge; ask for a donation in exchange for a guess and split the funds raised for a prize pot and a contribution to your fundraising.

Hold a (virtual) quiz night

Everyone loves a quiz, especially during lockdown! Choose your preferred video chat, get your thinking cap on and go quiztastic with your friends and family.

Sell your crafts

Use your creative flair to craft small gifts, such as face masks, and sell on to your neighbours and Facebook friends.

Get TEAgether

Follow the simple steps on our website to set-up your own virtual TEAgether.

Dress UP day

We're all familiar with Dress Down Days – how about mix things up with a Dress UP Day for your colleagues? We've missed out on glamming up during lockdown so now is the time to dig out that tux or ball gown! Set-up a team meeting on Zoom or Teams and show off your garms.

Matched funding

Many employers offer to match your fundraising efforts, helping boost your total. Contact your HR or CSR team to find out if your organisation match-fund.



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Share the Challenge on social media

Help us spread awareness of the 'House-to-House Challenge' and get more people involved. You can share photos, milestones, messages from the Houses and certificates on your social media channels. When you post on social media, please use:

#HousetoHouseChallenge

#TeamRMHCUK



[/RMHCUK](https://www.facebook.com/RMHCUK)



[@RMHCUK](https://twitter.com/RMHCUK)



[@RMHCUK](https://www.instagram.com/RMHCUK)



Thank you for supporting Ronald McDonald House Charities UK.

Contact the Challenge Events team on

0121 516 2533 or

RMHC.ChallengeEvents@uk.mcd.com

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