



Ronald McDonald
House Charities™
United Kingdom

Fundraise for Ronald McDonald House Charities

Find our top fundraising ideas and more information on how you can raise money to help families with children in hospital.



Message From Noah's Family

When our son Noah was born at 24 weeks old, he weighed a tiny 1lb 10oz, which is less than the weight of a pineapple!

We had a rollercoaster ride during his time in hospital. It was a few steps forward and a few steps back due to chronic lung disease and an open duct in his heart. He had infection after infection. Countless transfusions, antibiotics, X-rays, brain scans, and also treatment for suspected meningitis.

When Noah was three weeks old, we were told the worst news that any parent could hear, Noah wouldn't be with us by the end of the day. We had him baptized, and stayed by his side.

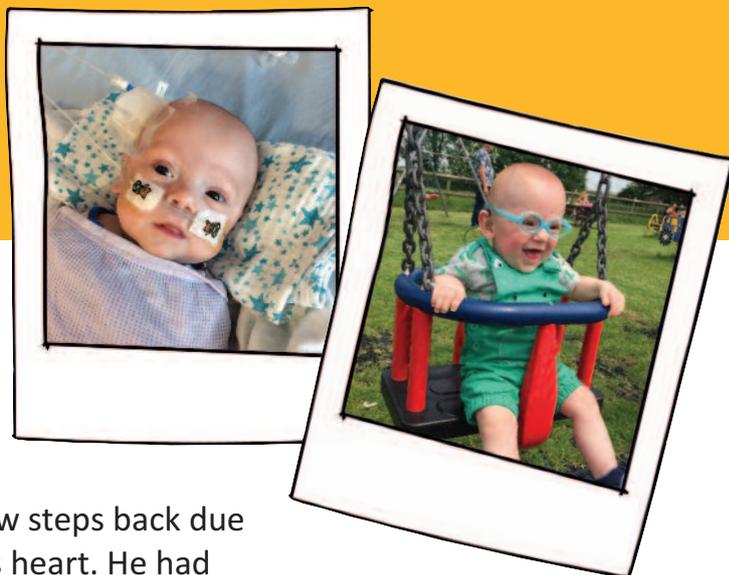
In the end, Noah pulled through. And we'll never forget the moment, five weeks later, when we were able to hold him. But at ten weeks old he became poorly again, and was transferred to Evelina London Children's hospital to treat a severe bowel condition and an eye disease that could have blinded him. We didn't have a clue what we were doing or where we were going to stay – and there was no way we could afford a hotel or train travel each day. But we couldn't leave Noah on his own.

If it wasn't for the Ronald McDonald House we wouldn't have been able to stay in London by Noah's side each day. Having a bed, a shower – and evening meals cooked by volunteers – was such a weight off our minds. And it meant we could be close to Noah every day.

Noah has come a long way since his stay in hospital and is continuing to do really well. He is babbling and making lots of new sounds. He says 'da da' and 'ma ma'! He loves walking with his walker and will spend hours walking up and down the front room.

Thank you to everyone who raises money for Ronald McDonald House Charities, it helps families like ours that have a sick child in hospital, gives somewhere to sleep, wash, cook and just rest knowing their child is in the safe hands of the hospital. If it wasn't for the Charity giving us a room to stay whilst Noah was in hospital we couldn't have been by his side every single day.

"If it wasn't for the Ronald McDonald House we wouldn't have been able to stay by Noah's side each day."



**From Amy and Steven
Noah's mum and dad**

A-Z of Fundraising Ideas

Stuck for fundraising ideas? We couldn't let that stop you doing something great to help enable families to stay close to their sick child. That's why we've put together this handy A to Z of things you can do to get those donations rolling in. We've got lots of different ideas below, so what are you waiting for?

A **Abseiling** – Organise or sign up for an abseiling challenge and get sponsored

B **Bake Off** – Challenge your friends to bake and sell the cakey goodness

C **Cinema Night** – Gather your friends round for a film night and charge an entry fee

D **Dog Walking** – Why not walk the neighbourhood dogs in exchange for donations?

E **Egg-tastic** – Hold an Easter themed event and get everyone egg-cited

F **Face Your Fears** – Overcome one of your fears for charity

G **Give Something Up** – Give up chocolate, coffee or any other weaknesses and donate what you would have spent

H **Hair-raising** – Dye your hair, grow a beard or even shave for charity

I **International Dinner** – Everyone brings a dish from a country – take your taste buds around the world

J **Jumper Day** – Hold an ugly jumper party

K **Keep fit** – Donate the usual cost of a keep fit lesson and go to the local park – get your local gym or sports centre involved and organise an event

L **Ladies who lunch** – Get your friends together and organise lunch in exchange for a donation

M **Murder Mystery** – Hold a murder mystery dinner and charge your friends to play

N **New Year's Eve party** – Avoid a night of queuing and host your own New Year's Eve party

O **On your marks** – Organise an old school sports day

P **Press up challenge** – See if you can beat your friends at a push up challenge

Q **Quiz** – Organise a pub quiz at your local pub

R **Record Breaking** – Try and break an obscure Guinness World Record

S **Sweets in a jar** – Ask for a pound to guess how many sweets are in a jar

T **Tombola** – Get some raffle tickets and persuade your friends and colleagues to donate prizes

U **Underwear out** – Wear your underwear on the outside for a day, ask for sponsorship

V **Valet service** – Offer to clean cars inside and out for all your family, friends and colleagues

W **Wine tasting** – Hold a wine tasting evening, invite friends and ask for a donation to the cause

X **Xmas** – 'Tis the season to give money – hold a Christmas themed event

Y **Yes day** – Get sponsored to say 'yes' to everything for a day

Z **Zip Slide** – Take the plunge. Get sponsored to do a zip wire ride. Why not do it with friends?



Event Checklist

Getting Started

- Decide on the event or activity – Look at our A-Z fundraising ideas for inspiration
- Choose a date – Make sure it doesn't clash with any big events in your local area or any national events
- Timescale – Think about any commitments you may have and break down the event so you know what you need to achieve
- Set your fundraising goal – How much would you like to raise? Set a specific target so that you, your guests and supporters know exactly what you are aiming towards
- Set up an online fundraising page – get a head start on your fundraising and set one up today, use the link on our website to get going

Planning

- Location, location, location – Does it have the facilities you need? Does it have disabled access?
- Do you have all the equipment you need?
- Decide if you need help – Do you need to build a team to help? Ask family and friends to donate their time
- How will you raise money? – Ticket sales, raffles, auctions, sponsorship are all good starting points!

Spread the word

- Who is most likely to want to come to the event? Where will they most likely see a poster or pick up a flyer?
- Can you send an email around your place of work or another local business?
- Do you need posters and flyers? – Download our event posters to let everyone know where the fun is
- Can you make use of Facebook and Twitter to spread the word? – Create a social media event page to try to encourage your friends to attend
- Could you send a press release to the local media? – Download our press release template to help you out
- Send out individual invitations if your event is for invited guests only

Budget

- Fundraising goal – Work out how many people need to attend or contribute to reach your goal. How about holding a raffle or auction with prizes donated from local businesses?
- Take into account all costs – Venue, publicity, hire of equipment, decorations, entertainment, prizes, admin costs, insurance, first aid cover and possible fees for license or permits.



Safety

- Do you need a licence or permit? – Do you need to seek permission from your local council if you are having it in a public area?
- Do you need insurance cover?
- Who will be responsible for first aid? – Do you have at least one person who is first aid trained?
- Complete a Risk Assessment before the event

Logistics

- What do you need to take with you on the day?
- Do you need a cash float?
- Do you have enough time and people to help set up?

On The Day

- Take lots of pictures – Make sure you get names of everyone in your pictures and consent to use their images especially if children are involved. We can provide a photo consent form if required.
- Enjoy the event! – After all that planning, it's now time to enjoy and get fundraising!

After the event

- Count up how much you have raised after any costs
- Send thank yous to those who have helped with the event and to those who attended
- Update your fundraising page with offline donations
- Send any cheques made payable to Ronald McDonald House Charities – please see our payment form for further details
- Shout about it – 20% of all fundraising typically comes in after your event. Shouting about your success to your family and friends can really boost your final total!
- Tell us how the event went and share your photos and stories

Creating a JustGiving Page

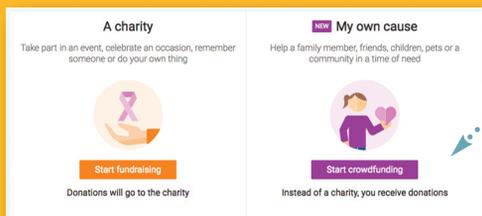
JustGiving is a brilliant way to collect your sponsorship online without having to worry about sending the funds raised back to Ronald McDonald House Charities (or chasing people to pay up!) because the funds are paid directly to the Charity. JustGiving allows you to reach friends, family and people you wouldn't normally see. You can promote your JustGiving page on Facebook, Twitter and other social media outlets. Follow these steps to create your own JustGiving page.



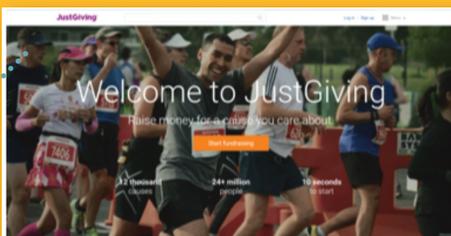
Step 1

Setting up an account

Go to www.justgiving.com and click on the 'start fundraising' button in the middle of the page. You will be redirected to the page shown in the image below. Click on the 'start fundraising' button. You will then be taken to the page below. Click on the 'sign up' button or login if you have a JustGiving login. Either log in with Facebook or fill in your email address, name and create a password. Complete your profile by entering your address.



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Step 5

Promoting your event and tracking your donations

You have now completed your JustGiving page! You can share your page via social media platforms (Facebook, Twitter etc), personalise or edit your page at any time. You are also able to track donations made to your page and update your followers on how you are getting on preparing for your event and raising money.

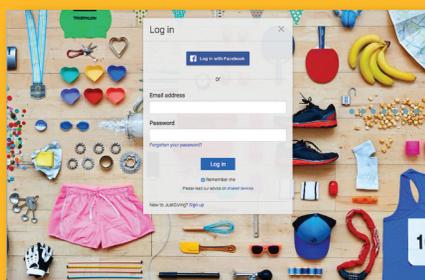
To edit your JustGiving page go to the 'home' button and click 'edit'.

This will take you to a page that allows you to share your page on Facebook and Twitter, email your contacts, and add a 'sponsor me' button to your email signature as well as editing your fundraising page. Additionally you will find an option to set up Just Text Giving, which allows people to donate to you via text. You can also track donations here.

Step 2

Choosing Ronald McDonald House Charities

Enter Ronald McDonald House Charities into the search bar and select Ronald McDonald House Charities, or select one of the three independent Houses to support from the list where you want your funds to be allocated to.

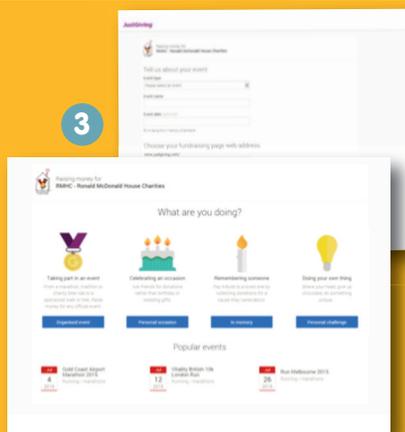


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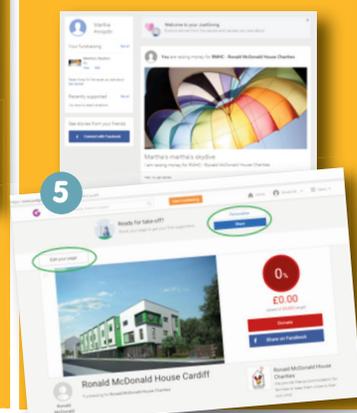
Step 3

Selecting your event

You will then be taken to the page below. Please select the type of event that you are taking part in. There may be more than one reason why you are fundraising, so please choose the one that you believe is most relevant. Once you have chosen the event type, you will be taken to a screen asking what type of event you are taking part in, the name of your event and the date your event will take place. You will also be asked to choose a web address for your JustGiving fundraising page. The address will be the same for every event you take part in, so it's best to avoid one that's related to a specific event or date. A good example would be: <http://www.justgiving.com/yourname>



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Step 4

Personalising your page

Here is your chance to really engage your supporters by adding meaningful, personal information about your event, including:

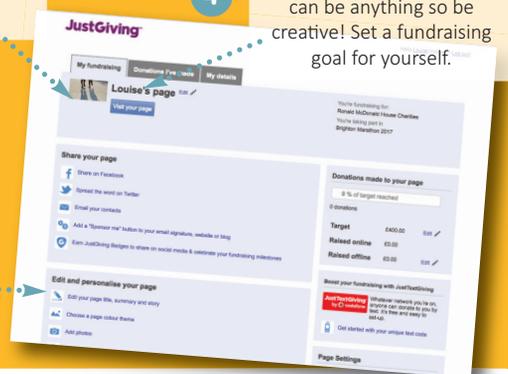
- Why you are fundraising
- How much you intend to raise and photos
- When you have finished personalising your page, click 'save and continue'

Remember to add a photo so that your supporters know they are on your page!

Add some more information about yourself, why you're fundraising and what you're doing. Please visit www.rmhc.org.uk for information you can include about the Charity. Don't forget to enter your store number if you work in a McDonald's store.

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Add a page headline, this can be anything so be creative! Set a fundraising goal for yourself.



Keeping Families Close



Ronald McDonald
House Charities™
United Kingdom

Thank you

Keep In Touch

If you would like to join us in helping families across the UK,
or for any other queries, please get in touch:

Visit our website: www.rmhc.org.uk

Send us an email: info@rmhc.org.uk

Give us a call: 03000 111 113

Find your nearest Ronald McDonald House by visiting:
www.rmhc.org.uk/our-houses

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www.rmhc.org.uk

