



Ronald McDonald
House Charities™
United Kingdom

Corporate Fundraising Pack

**There are many ways in which you
and your company can support
Ronald McDonald House Charities.
Find all the information you'll need
in our packed fundraising kit.**



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**

FUNDRAISING IDEAS

Fundraising in your place of work can be a great way to have a bit of fun in the office and raise those important pennies at the same time!

There are hundreds of ways to get involved with Ronald McDonald House Charities from simple dress down Fridays, to swapping jobs, or organising your own bake-off. There is something for every workplace. Take a look at our ideas below:

On your marks – Get sponsored to run or cycle to work instead of hopping on public transport or driving to work.

Sell your skills – Can you cut hair, teach yoga or even fix cars? Why not sell your skills at work for a donation.

Donate your pay – Giving a day's pay is an easy way to donate and help families. To make an ongoing commitment, you can give every month via Payroll Giving.

Hold fire – Introduce a swear jar at work and insist on a donation for every expletive.

Make a cuppa – Pay your boss to make everyone's teas at 50p a cup, and donate the money at the end of the week.

Hair-tastic – Get sponsored to shave, grow, dye or wax your hair to raise money.

Swap jobs for a day – Put the boss on reception and the receptionist in the boardroom.

Lazy lift – Fine colleagues £1 for using the lift rather than the stairs.

Spot the boss – Collect baby photos and pin them on a board, charge 50p a go to guess which is the boss.

Bake-off – Everyone loves a piece of cake and some people are very competitive about baking! Charge colleagues per slice and ask them to mark each slice out of ten.



Other Ways To Get Involved

Charity of the Year Partnerships

We can help your company achieve its Corporate Social Responsibility (CSR) goals whilst offering PR, fundraising and team volunteer opportunities.

We have experience of developing exciting bespoke events for our partners and maximising impact with an effective marketing and communications package.



Benefits of us being your Charity of the Year

- Boost staff morale
- Demonstrate to your employees, customers and potential customers, your company's commitment to an issue that can affect any family
- Encourage team building
- Positive PR

Events Sponsorship

From our flagship events such as The Whole Hog to our high value events such as the Leisure Classic and Gala Dinner; we can help you generate great brand awareness amongst your customers and our supporters.



Volunteering

We welcome pro-bono training and volunteering within our Houses, as well as several enjoyable event opportunities. These events include The Virgin Money London Marathon, Prudential Ride London, Brighton Marathon and the Great Manchester Run. In the past we have had teams of volunteers from Royal Bank of Canada, American Express, Disney, Lloyds and McDonald's all giving up time to volunteer in our Houses.

Other Ways To Get Involved

Cause Related Marketing

Cause Related Marketing (CRM) is a fantastic way for your company to work with us to promote a product or service whilst raising awareness of Ronald McDonald House Charities. Cause Related Marketing is a well-established and effective way to:

- Build trust and loyalty for your brand among customers and staff
- Increase sales, win new customers and retain existing ones
- Generate positive media
- Strengthen your brand awareness with a key point of differentiation
- Make a tangible difference for thousands of families



Match Funding

Match funding is a highly effective way to help you reach your fundraising target. You could double your fundraising efforts in an instant by asking your employer to match your donation!

Most companies will match your donation pound for pound up to a set amount or even double match.

Payroll Giving

A regular donation through your salary is one of the best ways for you to help us.

Payroll Giving allows you to directly donate from your salary before tax is deducted. This means if you give £10 a month to Ronald McDonald House Charities and are a basic rate tax payer, the gift will only cost you £8 from your net pay. If you pay a higher rate of tax, £10 a month will only cost you £6 from your net pay but in each case, the Charity would still receive £10.



Keeping Families Close



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Thank You

Keep in touch

If you would like to find out more about getting involved please contact us via one of the following:

Ronald McDonald House Charities
11-59 High Road, East Finchley, London, N2 8AW

Tel: 03000 111 113

Email: corporatesupport@rmhc.org.uk

www.rmhc.org.uk

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

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