



Ronald McDonald
House Charities®
South Australia

COMMUNITY FUNDRAISING TOOLKIT

Fundraise within your community and help support the families of sick and injured children

Ways your fundraising support helps RMHC SA

Ronald McDonald House Charities is one of Australia's most trusted charities.

Ronald McDonald House Charities South Australia (RMHC SA) has provided life-changing, holistic support, to families with seriously ill children, since 1991.

With 1 in 4 regional families having to travel to metropolitan Adelaide to receive care for their sick or injured child, RMHC SA provides free and safe accommodation, along with essential support services, less than 200m from the Women's and Children's Hospital.

It costs RMHC SA approx. \$160 to support one family, per night.

While McDonald's is our Founding and Forever Partner, after their generous support approximately 80% of our operations are unfunded.

Community support is vital to our ongoing operations, which is why we're calling on your school to help!

DID YOU KNOW?

Ronald McDonald House Charities also supports students through in-house education support by qualified teachers, as well as access to 40 hours of free tuition when the patient returns home.



Help families like these...

Aaron, Moses and their family stayed at Ronald McDonald House in Adelaide, from the time they were born.

*It was their home-away-from-home for **226 nights**.*



Meet some of our Fundraising Heroes!



2 x examples of people who have fundraised for us
* need imagery

How to get started

It's super easy to start fundraising and making a difference for sick kids and their families!

- Decide what type of fundraiser you want to hold (see below for some ideas on what to do!)
- [Click here](#) to access our [Agreement to Fundraise](#) form.
- Once we've received your Agreement to Fundraise form, we will send you your **Authority to Fundraise certification**, and other assets you may need for your fundraising day

Now you're all set, and ready to start fundraising and help make a difference to the hundreds of families we support each year.

Fundraising Ideas

- Set up an online fundraising page
- Organise a fun run, walk, swim or cycle
- Have a bake sale or sausage sizzle
- Donations in lieu of birthday or wedding gifts
- Hold a casual day at your work place
- Hold a morning tea at your workplace
- Host an event - dinner party, afternoon tea, movie night, or golf day

You can kickstart your fundraiser by making a self-donation!

Create an Online Fundraising Page

By creating an online fundraising page, you can easily share your page across social media, via text, or in emails to students, parents, and supporters of your school.

Supporters can donate quickly and securely, with all donations over \$2 receipted automatically.

STEP 1

Head to our Chapter page and select **Fundraise Your Own Way**.

STEP 2

Add in your details, name your fundraiser, change your profile picture

STEP 3

Share your page, and start fundraising!

If you don't have an online fundraising page, please transfer funds raised within 14 days of your fundraiser, and email the receipt of payment to fundraising.sa@rmhc.org.au

EFT Transfers

Bank & Branch : CBA North Adelaide
BSB : 065 114
Acc No : 1015 3004
Acc Name : Ronald McDonald House Adelaide Donations
Reference : Name of Fundraiser

Cheque / Money Order

Payable to : Ronald McDonald House Charities
South Australia
Mail to : Att. Community Fundraising
271 Melbourne Street
NORTH ADELAIDE SA 5006

Fundraising Assets

Here are some things to help promote your fundraiser!



Bunting



**Approval of collateral must be given by RMHC SA to ensure correct use of logos*

Logo Suite*



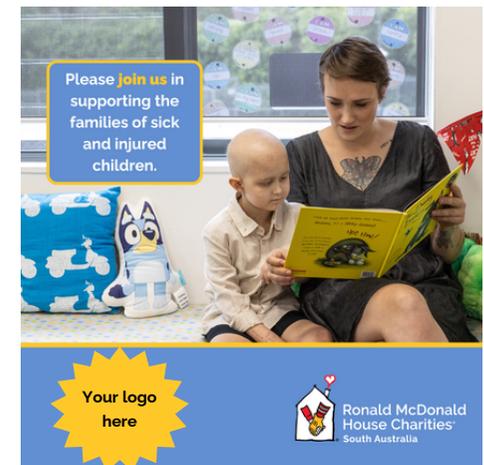
Donation Labels



Posters



Web Assets



Social Media Assets

Fundraising Guidelines

Name & logo use

- Ronald McDonald House Charities South Australia should only be referenced as "RMHC SA" or "Ronald McDonald House Charities South Australia".
- Be clear that your fundraiser is not being managed by RMHC SA, but is an activity held "in support of Ronald McDonald House Charities South Australia".
- Any printed materials or advertising relating to the activity that features the RMHC SA logo must be submitted for approval.

Permits & Public Liability

- RMHC SA does not provide Public Liability Insurance for fundraisers. We suggest holding your fundraiser at a venue which is already covered by Public Liability Insurance.
- The fundraiser is responsible for sourcing any permits, licences, or authorisation from local councils, shopping centres etc., that may be required.
- Each State and Territory has legislation relating to fundraising activity. It is your responsibility to clarify and implement the charity fundraising legislative requirements of your state/territory. You can find more information [here](#).

Media & Promotion

- Social media is a great way to promote your fundraising event or activity. Don't forget to tag us on social media so we can follow along your fundraising journey!
- All media materials that reference Ronald McDonald House Charities South Australia must be approved by RMHC SA prior to circulation.

[Click here](#) to see the full Fundraising Guidelines and Terms and Conditions,





Thank you for supporting RMHC SA

Ronald McDonald House Charities South Australia

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Community Fundraising

fundraising.sa@rmhc.org.au

rmhc.org.au/southaustralia