



Ronald McDonald
House Charities®
VIC & TAS

FUNDRAISING HANDBOOK



THANK YOU

Thank you for joining a wonderful community of people coming together to raise vital funds for Ronald McDonald House Charities Victoria & Tasmania.

By registering to host a fundraising event, you become part of a dedicated group of individuals and organisations across Victoria and Tasmania, all committed to supporting families with seriously ill or injured children. Your commitment means so much to our families, and we truly appreciate your support.

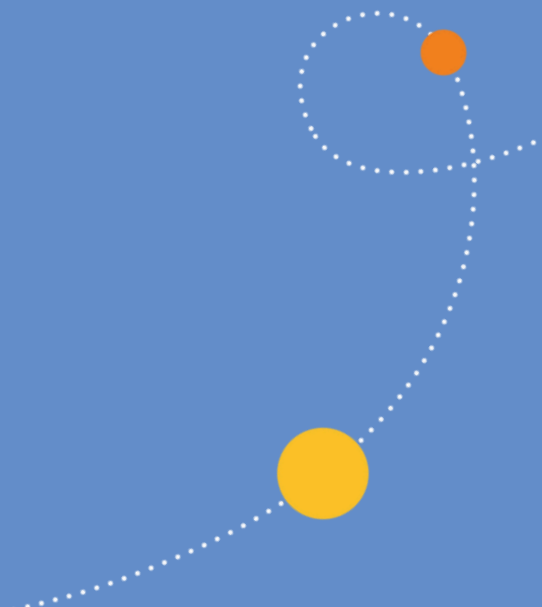
You've already taken an incredible first step by committing to a fundraising initiative! Now, by raising funds, you'll help make a real difference in the lives of our families. To get you started, we've created this Events and Fundraising Guide, packed with helpful tips, tools, and essential information about why your fundraising is so important. You'll also have the opportunity to read touching stories from families who have stayed at a Ronald McDonald House, to help you see just how much your efforts matter.

Our Partnerships team will send you an Authority to Fundraise (ATF) document. This ensures legal compliance from all parties and will help you to secure sponsors, raffle and auction prizes, and encourage your employer to match contributions.

We're here to support you every step of the way, and if you have any questions or need assistance, please don't hesitate to reach out. Together, we can take your fundraising to the next level!

Thank you once again for ensuring that families can stay close to their children and receive the care and support they need during their toughest times.

Kindest regards,
Peter Bishop
CEO
RMHC VIC & TAS



WHAT WE DO

Our **mission** is to support the ever-changing needs of seriously ill children and their families.

Our **vision** is to achieve the best outcome for families by reducing the impact of their child's serious illness.

We have supported sick children and their families for over 38 years. Through our accommodation and support services, we strive to keep families together when life gets turned upside down due to a child's illness.



HOW YOUR SUPPORT HELPS

Raising funds for RMHC VIC & TAS ensures families with seriously ill and injured children stay close together, children like Hugo.

When Pene and Kristian noticed unusual bruising on their 2-year-old son Hugo, they never imagined it would lead to a life-changing diagnosis: T-Cell Acute Lymphatic Leukaemia. After a whirlwind of medical appointments, they were transferred to the Royal Children's Hospital in Melbourne, where Hugo's condition worsened, leading to a two-week stay in ICU.

It was during this intense time that the family discovered Ronald McDonald House North Fitzroy. As Hugo's condition stabilised, the House became their much-needed sanctuary. Pene recalls the relief of bringing Hugo into the welcoming space, with its toys, open areas, and sense of community. For Hugo, it offered a chance to play, regain strength, and connect with other children.

Through more than 20 procedures and countless hospital visits over two years, RMHC VIC & TAS have been a constant source of support. It's not just a place to stay, but a community that has helped the family cope with the emotional and practical challenges of Hugo's treatment. Now, at four years old, Hugo is nearing the end of his treatment, and while their visits to Melbourne will decrease, RMHC remains integral to their journey. It's more than just accommodation—it's a home away from home, a source of comfort, and a place of healing and hope for Hugo's family.





THE POWER OF YOUR DONATION

\$30

Provides a warm, nourishing meal for a family after a long day at the hospital

\$40

Helps families get to and from life saving treatment or doctors appointments

\$90

Allows tutoring to keep kids on track at school when they are ill, making life after treatment that little bit easier

\$160

Gives a whole family somewhere safe and warm to sleep, nearby the hospital of their seriously ill child

\$350

Keeps the kitchens stocked with food essentials for families for a fortnight

\$1.6K

Gives 10 nights of accommodation for families close to their seriously ill child's hospital

\$5K

Covers the cost of cleaning and maintaining one room for a year

WAYS TO FUNDRAISE

EVENTS

Trivia Night

A trivia night is a fun and interactive way to raise funds, where participants can test their knowledge, enjoy friendly competition, and support RMHC Vic & Tas.

Long Lunch

A long lunch is a relaxed and enjoyable event where guests can enjoy great food and company while raising money through ticket sales and donations.

Golf Day

A golf day offers a friendly competition for golfers of all levels, where participants can enjoy the outdoors, network, and raise funds.

Gala Ball

A Gala Ball is an elegant and enjoyable way to raise funds, with guests enjoying drinks, entertainment, and auctions while supporting a meaningful cause.

Movie Night

A movie night is a fun and affordable way to bring people together, offering a chance to watch a film and raise funds through ticket sales and raffles.

FUNDRAISERS

Bake Sale

A bake sale is a sweet and simple way to fundraise, where you can sell homemade treats and bring your community together to support a good cause.

Personal Challenges

By taking on a personal challenge like running a marathon or cycling a long distance, you can raise funds and inspire others while pushing your own limits.

Birthday, Wedding & Life Celebrations

Make your special day even more meaningful by asking for donations in lieu of gifts, turning your birthday or wedding into a celebration of giving for a great cause.



A COMPREHENSIVE GUIDE TO FUNDRAISING EVENTS



We're thrilled to see your passion for supporting families with sick kids – here are some fundraising ideas to help make your event a success and maximise your impact!

Event Sponsorship

Securing organisations as event sponsors can significantly boost your fundraising efforts. Not only will sponsorship help increase the funds raised, but it can also enhance the event experience by attracting more attendees and providing fun activations at the event. Additionally, sponsors may offer in-kind donations of products and services, perfect for raffles and auctions. To assist you in acquiring event sponsors, we've created a detailed Sponsorship Proposal that outlines the benefits of sponsorship and provides a clear path for approaching potential partners.

Ticket Profits

When setting your ticket price, it's important to ensure that all expenses related to running the event are covered, allowing all the funds raised to be donated directly to RMHC VIC & TAS. However, consider adjusting the ticket price slightly so that a small portion from each sale goes directly towards the fundraising goal. Our team is happy to work with you to determine an appropriate ticket price or participation donation that balances both costs and fundraising potential.

Raffle

Raffles are always a crowd favourite, and they're an excellent way to engage local businesses to donate products and services. The key to maximising your raffle's success is ensuring that all prizes are generously donated. This way, 100% of the money raised from ticket sales can go directly to RMHC VIC & TAS. Engaging businesses in your local community for donations will not only increase the prizes available but also create a sense of involvement and support for the cause.



Silent Auction

Silent auctions are a fantastic way to engage attendees and encourage friendly competition among guests. Either source auction items yourself or engage platforms like EzyBid, which provide items for auction. When deciding on silent auction items, it's important to offer a diverse selection of products, services, and experiences that will appeal to the varied interests of your guests.

A COMPREHENSIVE GUIDE TO FUNDRAISING EVENTS CONT.

Live Auction

For larger, high-value items, a live auction can be a powerful way to increase your fundraising potential. Live auctions often raise significantly more than silent auctions, especially for unique or desirable items. Make sure to hire a certified auctioneer to run the live auction, as their experience will ensure a smooth and engaging experience for your guests. Also, be sure to capture the winning bidder's payment details as soon as they are announced as the winner.

Fundraising Games

Incorporating games into your event can add a fun, interactive element while encouraging additional donations. Some popular options include:

- **Trivia:** A great way to get people talking and engaged, with the opportunity for teams to donate money for extra clues to questions. Adding questions about RMHC amongst general knowledge questions, helps to strengthen the connection and tests whether your guests paid attention to guest speakers.
- **Bingo:** A classic game that's sure to entertain, especially when played with a crowd. When announcing numbers, include fun facts that relate back to RMHC. Refer to the RMHC Bingo Fact Sheet.
- **Lock Box:** For larger events, purchase one or more lock boxes and keys. Guests can buy keys for a chance to open the boxes and win the prizes inside. It's an exciting game that can generate a lot of engagement and support.
- **Bottle Toss:** A fun, interactive game where participants toss rings or balls to land on bottles or targets for a chance to win a prize. Guests pay to play.



A COMPREHENSIVE GUIDE TO FUNDRAISING EVENTS CONT.

Pre-Event Pledges

Securing pre-event pledges from major donors and corporate groups can give your fundraising a boost before the event begins. Engaging businesses early allows them time to get the necessary approvals and allocate funds in their budgets to donate on the night. These pre-arranged pledges can set the tone for the event, inspiring others to follow suit and contribute during the evening.

Event Donations

Including a dedicated donation or pledge segment in your event run sheet is an effective way to ensure attendees take the time to donate. To encourage generosity, it's helpful to provide dollar handles that demonstrate the tangible impact of their contributions. (see page 5), and allows guests to understand the direct impact of their donation, making it easier for them to give.

Reducing Event Costs

Maximising the funds that go directly to RMHC VIC & TAS means being mindful of your event's expenses. While you want to create a memorable and engaging experience for your attendees, it's essential to balance that with your budget. Where possible, seek out businesses that can offer donated or pro bono goods and services. This could include catering, entertainment, venue spaces, or decorations. By reducing your event's operational costs, you'll be able to ensure that more of the money raised can go directly to supporting families in need.

The ideal cost to donation ratio is **40% cost to 60% donations**. I.e. If your event raising \$10k, your expenses should be less than \$4k. We may ask you to share cost/fundraising estimates so that we can provide guidance on how to increase the impact of your event.



BRAND GUIDELINES

Logo

When hosting your fundraising event, it's important to remember that while the event is supporting Ronald McDonald House Charities Victoria & Tasmania, it is not an official RMHC VIC & TAS event. We recommend using the wording: "Raising funds for Ronald McDonald House Charities Victoria & Tasmania."

We can provide you with our official logo to use for your event. Please make sure the logo is not altered in any way.

Wording

For headings, please use the full name: "Ronald McDonald House Charities Victoria & Tasmania." In general content, you can refer to us as RMHC VIC & TAS, but before you publish or distribute any materials, kindly send them to us for approval. It's important that we are always referred to as "Ronald McDonald House Charities Victoria & Tasmania" or "RMHC VIC & TAS," and not any other variation. Always include Victoria & Tasmania or VIC & TAS, as you are fundraising for the RMHC VIC & TAS Chapter.

Colours



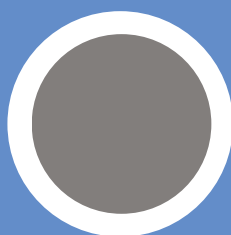
RMHC Blue
CMYK 63, 38, 0, 0
RGB 72, 114, 174



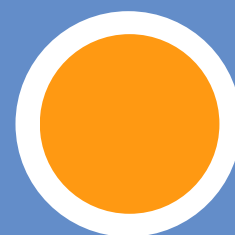
Red
CMYK 5, 97, 100, 0
RGB 218, 26, 0



Yellow
CMYK 0, 23, 93, 0
RGB 255, 200, 41



Dark Grey
CMYK 57, 51, 57, 23
RGB 102, 102, 102



Orange
CMYK 0, 40, 93, 0
RGB 255, 153, 18

Marketing Materials Approval

Before you go ahead with any marketing materials, we ask that you send them to us for approval. Please email your materials to nikita.swemmer@rmhc.org.au. We usually approve them within a day and are more than happy to provide feedback or ideas to help!

Let me know if you need any further info or adjustments. We're here to help!

Spread the Word

Please share your event on socials and tag us! We'd love to see your event in action!



@rmhcvictas



@rmhcvictas



Ronald McDonald House Charities Victoria & Tasmania

MANAGING FUNDS

All funds raised will contribute to supporting families and their seriously ill or injured children in their time of need.

As the fundraiser organising an event, you are responsible for accurately tracking finances, managing the funds, and depositing them into RMHC VIC & TAS.

Here are some key points to remember:

- Take reasonable steps to ensure that expenses do not exceed a fair proportion of the total funds raised at the event. The ideal cost to donation ratio is 40% cost to 60% donations.
- Under no circumstances should individuals open or operate any fundraising bank accounts for RMHC VIC & TAS' to collect the raised funds. Please collect funds through your own bank account and transfer to RMHC VIC & TAS or create a fundraising page through Funraisin via our website:

<https://victasfundraising.rmhc.org.au/victasfundraise/victas-tiles>



- If supporters receive goods or services in exchange for their contribution (such as purchasing raffle tickets or winning auction items), a tax-deductible receipt cannot be issued.
- Funds must be transferred to RMHC VIC & TAS within 14 days of your event or fundraiser end date.

There are 2 easy ways of getting your funds to us:

- Online
Make sure to include details of your fundraiser or event in the description.

<https://victasfundraising.rmhc.org.au/victasfundraise/vic-tas-donation-page>



- Direct Deposit
Account Name: Main Donation #1 Account
BSB No: 013-377
Account No: 1105-77097



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THANK YOU

Thank you for hosting a fundraiser to support families with seriously ill and injured children. Your help is life changing; keeping families together during their toughest time.

