



RMHC[®]
Greater Western
Sydney

Community Fundraising Toolkit

Let's start fundraising and making a difference for sick kids!

Keeping families close[®]

Ways your support is helping

Ronald McDonald House Charities is one of Australia's most trusted charities. Ronald McDonald House Charities Greater Western Sydney (RMHC GWS) has provided life-changing, holistic support, to families with seriously ill children, since 1981.

RMHC GWS provides a home-away-from-home to over 1,500 families with seriously sick or injured children each year.

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

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

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

This fundraising toolkit is here to help- it has everything you need to know about fundraising for Ronald McDonald House Charities Greater Western Sydney!

Help Families like Lara's!

5-year-old Lara and her family from Orange called Ronald McDonald House their home-away-from-home for 240 nights while Lara was treated for Leukaemia.

"No words will ever be enough to say thank you to RMHC GWS. The place that housed our family for 9 months, so we could be metres from the hospital, provided us meals, a school program for Lara, room for our boys to come and stay, to keep our family together...it became our normal, our life.

We'll never forget it."

- Stacey, Lara's Mum





Meet some of our fundraising heroes!

JT'S run for sick kids:

John embarked on a 300km run over a week, to help pay it forward to help families supported by RMHC GWS like his was. John and his wife were first admitted to the NICU in Nepean Hospital when their son Tommy was born, and John has shown his support for RMHC GWS ever since. With the help of major sponsors, donors, and his family, John raised \$9,491.

"RMHC provided so much comfort in an incredibly tough time. I am very passionate about giving back to Ronald McDonald House Charities GWS so even more families can continue to feel the support that I felt" -John



Maddie's brave shave

After spending some time in hospital herself, Maddie knew that she wanted to give back and support the families at RMHC GWS.

On the weekend of her 13th birthday, and with the support of her friends and family, Maddie shaved her head and raised an incredible \$3,279.



How to get started:

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

- 1 Decide on what type of fundraiser you want to hold (or contact us to help you brainstorm some ideas).
- 2 Complete our [Authority to Fundraise Application form](#).
- 3 Once we've received your Authority to Fundraise Application form, we will send you your Authority to Fundraise Certificate and other assets you may require for your fundraising activity.
- 4 You're all set and ready to start fundraising and start making a difference for sick kids!

Some ways you can show your support:

- Set up an [online fundraising page](#)
- Fun run, walk, swim or cycle
- Have a bake sale or disco
- Mufti day/dress up
- Have a sausage sizzle
- Donations in lieu of birthday or wedding gifts
- Host a stripey sock day with your school or sporting club*
- Host an event (e.g. gala night or golf day)

*Stripey socks are available in kids and adult sizes in red, orange, pink, blue and green. Reach out if you're interested in hosting a stripey sock day



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 friends and family. Supporters can donate quickly and securely to your online fundraiser. All donations over \$2 are receipted automatically.

Kickstart your fundraising by making a self-donation!

Step 1: Head over to <https://gwsfundraising.rmhc.org.au/fundraise/gws-fundraise-your-own-way>

Step 2: Add in your details, name your fundraiser, change your profile picture.

Step 3: Get sharing and fundraising.

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

Electronic Transfer / direct deposit:

Bank: Westpac

Name: Ronald McDonald House Charities Greater Western Sydney Limited

BSB: 032 340 Account: 119 901

Reference: (Name of organisation / fundraising activity)

Cheque or money order:

Ronald McDonald House Charities Greater Western Sydney

Attention: Community Fundraising

Locked Bag: 4001

Westmead, NSW Australia 2145



We can't wait to hear about your fundraising success story!

Fundraising Assets



 Ronald McDonald House Charities[®]
Greater Western Sydney

I'M SUPPORTING SICK KIDS AND THEIR FAMILIES

Ronald McDonald House Charities Greater Western Sydney is a 60-room home-away-from-home for seriously sick or injured children and their families, supporting approximately 1500 families each year.

Each night, it costs approximately \$160 to support a family at Ronald McDonald House. It is through your support that we are able to help families like Lara's!

5-year old Lara and her family called Ronald McDonald House their home-away-from-home for 240 nights while Lara was treated for Leukaemia.

"No words will ever be enough to say thank you to RMHC GWS... We'll never forget it"
-Stacey, Lara's Mum



Scan [here](#) to support me and make a donation today!



Personalised Fundraising posters



 Ronald McDonald House Charities[®]
Greater Western Sydney

Please **join me** in supporting sick kids and their families

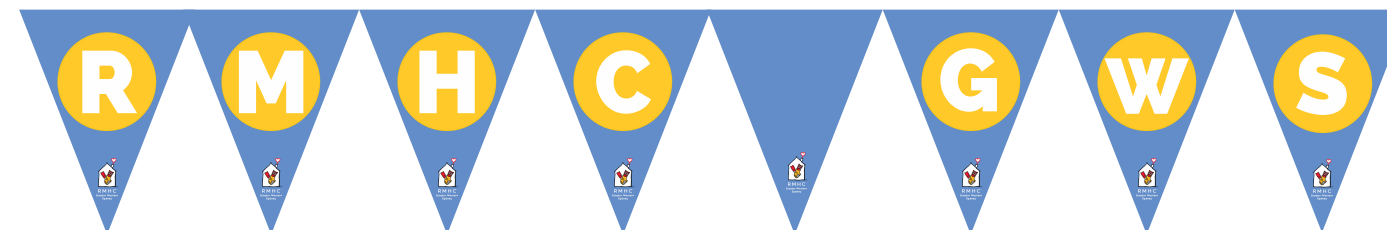


Please **join us** in supporting sick kids and their families

Company logo here

 Ronald McDonald House Charities[®]
Greater Western Sydney

Social media tiles



Bunting



 Ronald McDonald House Charities[®]
Greater Western Sydney

YOUR SMALL CHANGE CAN MAKE A **BIG CHANGE**



Donation labels



 Ronald McDonald House Charities[®]
Greater Western Sydney

WE'RE SUPPORTING SICK KIDS AND THEIR FAMILIES



Fundraising Guidelines

Name and logo use

- Be clear that your fundraiser or event is not being managed by RMHC GWS, but instead is an activity held in "support of Ronald McDonald House Charities Greater Western Sydney".
- Any printed materials or advertisements to be used in relation to the event must be submitted to RMHC GWS for approval.

Permits and Public Liability

- RMHC GWS 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, licenses, or authorisation from local councils or shopping centres that may be required.

Media and promotion

- Social media is a great way to promote your fundraising event. Don't forget to follow and tag us on social media so we can follow along your fundraising journey (and possibly reshare your fundraiser on our socials).
- All media materials that reference Ronald McDonald House Charities Greater Western Sydney must be approved by RMHC GWS prior to circulation.



Ronald McDonald House Charities Greater Western Sydney



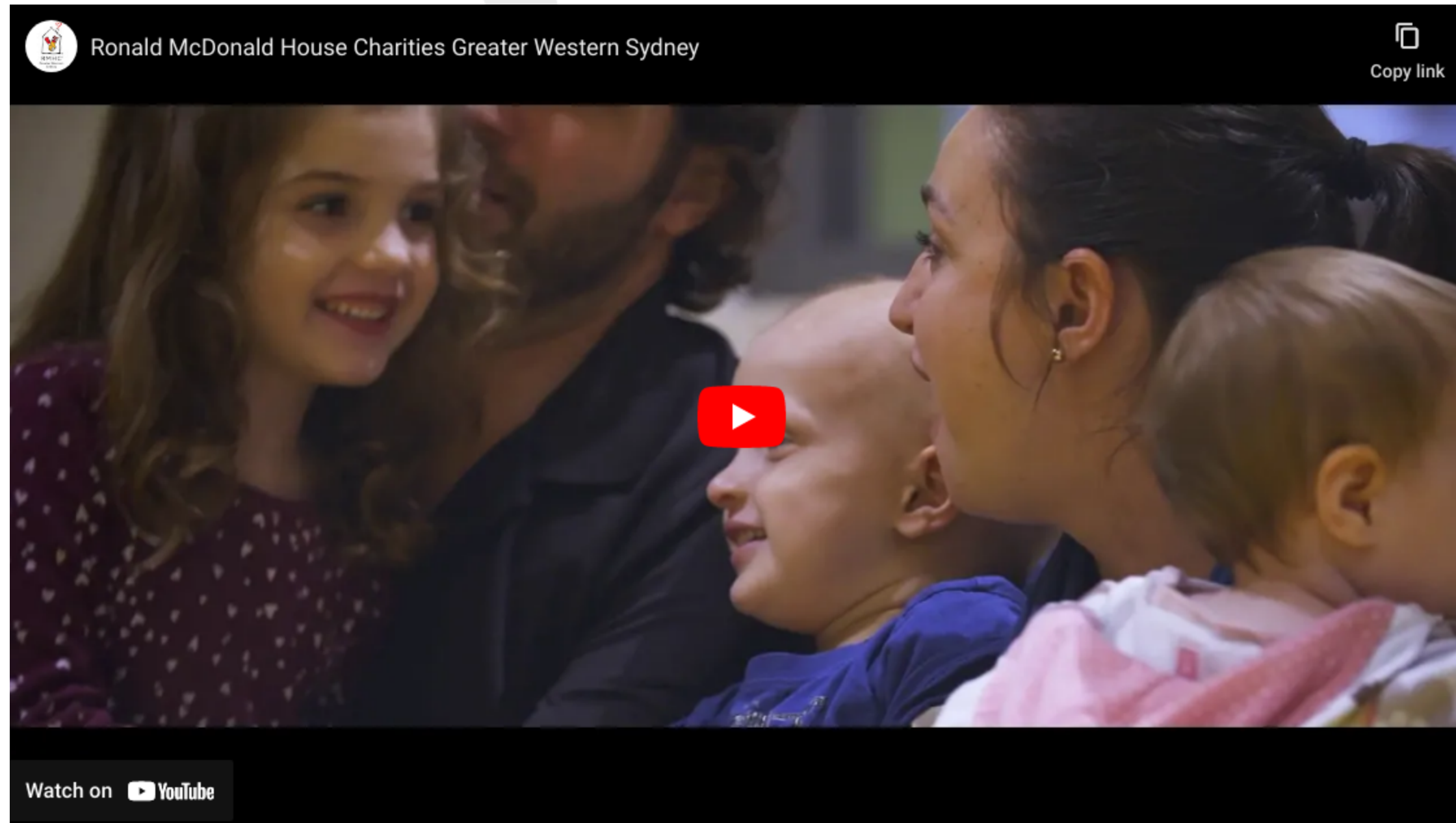
RMHCGWS



Ronald McDonald House Charities Greater Western Sydney



In the words of our families...



"If it wasn't for the amazing supporters of Ronald McDonald House, our family wouldn't be able to be together or support each other whilst caring for our son."

-Brinae, Mum of Durakai

To view the video please follow: <https://youtu.be/flUmLBHQuIU>



Thank you for supporting RMHC GWS!

Monica De Wildt

Senior Community Fundraising Coordinator

monica.dewildt@rmhc.org.au

9806 7129



Ronald McDonald
House Charities®
Greater Western Sydney



RMHC[®]
Greater Western
Sydney

Keeping families close[®]