



Third-Party Fundraising Guide

Thank you for your interest in helping the Des Moines Ronald McDonald House meet its mission to reduce the burden of childhood illness on children and their families. This guide will assist you in ensuring that your efforts are successful. Please complete the necessary information and submit to us 30 days prior to your campaign.

For more information about third party fundraisers for the Des Moines Ronald McDonald House, please contact Brenda Miller (515) 204-2000 or via e-mail at: brenda@rmhdesmoines.org.

Is What I'm Planning a Third-Party Event??

A third-party event is organized solely by volunteers for the purpose of raising funds and increasing support for the Des Moines Ronald McDonald

Fundraising for RMHC...Easy as 1-2-3!

1. Review the fundraising guide and complete the application 30 days prior to your event/campaign.
2. Set a fundraising goal and organize your event/campaign. Some things to consider...
 - o Venue/invitations
 - o Permits/insurance
 - o Event promotion
 - o Refreshments

Don't forget to submit all marketing materials for review if including the RMHC logo.

3. Please send in proceeds from your event within 30 days. Your donation may be mailed to our offices or dropped off Monday-Friday from 8:00am-8:00pm

Support from Ronald McDonald House Charities

- The Des Moines Ronald McDonald House has prepared this fundraising guide to help make your event a success. Enclosed you will find...
 - o Fundraising/event ideas
 - o RMHC Fact Sheet and key messages
- Ronald McDonald House Charities will list your event on our website, and may include information about the event in a *previously scheduled* e-blast or e-newsletter if space is available.
- Ronald McDonald House Charities can send a representative to speak at your event or at the start of your fundraising

Thank you and good luck!



Fundraising Ideas

- Jeans Day – Have each employee donate \$5 or other determined amount to allow them to wear jeans on a given day.
- Chores for Charities – Have kids at your school collect allowance money from weekly chores and donate to RMHC
- Host a party – Whether it's your birthday, anniversary or holiday, ask guests to bring donations for Ronald McDonald House Charities in lieu of a gift.
- Wish List Drive – Collect items from our wish list as the fee to enter a happy hour or party hosted by your company/organization.
- Hold a pledge event – walk-a-thon, teeter-totter-a-thon, run or activity and ask participants to collect pledges. Pledges can be per mile, bowling pin, pool lap, etc.
- Host a tournament – golf, bowling, Texas hold'em
- Hold a sale – garage sale, bake sale, art sale
- Hold a car wash, benefit concert, or silent auction



The Facts

- Our legal name is Ronald McDonald House Charities of Central Iowa, Inc. and we are a non-profit, 501(c)(3) tax-exempt organization.
- The Des Moines Ronald McDonald House opened its doors August 29, 1981.
- Our mission is to Enrich the Quality of Life for Children and Their Families
- The first Ronald McDonald House opened in Philadelphia on October 15, 1974 thanks to the perseverance and dedication of Fred Hill, a Philadelphia Eagles football player; Dr. Audrey Evans, a pediatric oncologist; Leonard Tose, owner of the Eagles; Jim Murray, the Eagles' general manager and Ed Rensi, the McDonald's regional manager
- After Fred and Fran Hill's daughter Kim was treated for leukemia, the Hill's saw the need for families faced with the question of where to stay when their children are in the hospital.
- The McDonald's owner/operators in Philadelphia made the first House possible by donating proceeds from the sale of Shamrock Shakes.
- The Des Moines House was the 26th House in the RMHC system.
- We can accommodate up to 35 families at a time between both Houses and serve over 1,100 families per year.
- Families are welcome to stay for as long as their need exists, from one night, to one year, and beyond. The average length of stay is 9 days.
- We ask families to contribute \$10 a night for their stay however no family is turned away for their inability to pay.
- To be eligible to stay at the Ronald McDonald House, you must have a child 21 years or younger being treated at a local medical facility and you must live outside Polk County.
- Families from Polk County are welcome to stay at the House, but will be the first to be asked to check out if a family from outside Polk County needs to check in.
- In November of 2011, we opened the Ronald McDonald Family Room at Mercy Children's Hospital, the first Family Room in Iowa.
- We primarily serve families whose children are pre-mature, have respiratory problems, and cancer.
- As of July 2023, there were 385 Ronald McDonald Houses in 49 countries with 185 in the U.S. as well as 268 Ronald McDonald Family Rooms in 28 countries with 145 in the U.S.
- In 2020 we closed our Family Room and opened a 14-bedroom House in MercyOne Children's Hospital.
- As of January of 2021 we now have two Ronald McDonald Houses. One 17-bedroom House inside MercyOne Children's Hospital and the other 18-bedroom located near Blank Children's Hospital

RMHC Third-Party Fundraising Application

Please Type Directly Into This PDF – It Can Then Be Emailed or Mailed Back to RMHC

Applicant Information

Organization/Company:

Department/Group:

Primary Contact Person:

Title:

Current Address:

City:

State:

Zip Code:

Cell Phone:

Work Phone:

E-mail Address:

Organization's Purpose:

Alternate Contact Name:

Phone #:

Event Information

Event Name:

Description of Event:

Location of Event:

Date(s) of Event:

Time(s) of Event:

Anticipated Attendance:

Fundraising Goal:

\$

Anticipated Income:

\$

Event Budget:

\$

Funds will be generated from the following: Donations and Merchandise(coupon books)

Admission

Raffle

Auctions

Donations

Merchandise

Other:

Will another organization benefit from this event? Please indicate the percentage of net proceeds which will be donated to RMHC:

_____ % If less than 100% please explain:

Event Promotion

How will the event be promoted? (before, during and after the event:

Are there any media partners involved? Not yet No Yes If yes, which ones:
Has your organization ever sponsored an event for RMHC before? Not sure No Yes If yes, which events (dates/times):
Do you anticipate this becoming a recurring event? Not at this time. No Yes If yes, how often (annually/monthly, etc.):
What businesses, organizations, individuals or foundations will be approached for underwriting, sponsorship, in-kind giving, or other contributions to help your event? What incentives (if any) will be offered to these sponsors for their support of your efforts?
What, where and how will you use the Ronald McDonald House Charities name and/or logo? <i>(Please note that any printed materials and/or online promotions which include the name/logo of RMHC must be reviewed by RMHC prior to usage or publication to ensure that they are consistent with RMHC standards and guidelines.)</i>

Thank You for Supporting the Des Moines Ronald McDonald House!

Ronald McDonald House
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For more information or questions please contact:

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