



**Ronald
McDonald
House®**
Central &
Northern Arizona

Third-Party Fundraising Toolkit



Thank You

Thank you from the bottom of our hearts for considering hosting a fundraising event to benefit Ronald McDonald House® Central and Northern Arizona. It's because of caring individuals like you, along with the unwavering support of our community, that we're able to offer families a comforting and supportive place to stay while their children receive critical medical care. Your kindness not only alleviates the financial burden of hotel stays and long-distance travel but also gives these families the invaluable gift of being close to their children as they receive medical care.

By organizing a community fundraiser, you're providing essential funds or items for our families while also spreading awareness about our Houses statewide. Whether you choose to host a fundraising event or organize a Wish List drive, your generosity directly supports the families who rely on our facilities.

To assist you in your efforts, we've created this toolkit to guide you every step of the way. Inside, you'll find information about Ronald McDonald House Central and Northern Arizona, creative fundraising ideas and helpful marketing resources including branding and logos to ensure your event is a success.

Once again, thank you for your incredible support of Ronald McDonald House Central and Northern Arizona. Should you have any questions or need further assistance, please don't hesitate to email development@ronaldmcdonaldhousecnaz.org.



About Ronald McDonald House Central and Northern Arizona

Ronald McDonald House Central and Northern Arizona has been providing families a welcoming place to stay in the Valley since 1985. Families travel far and wide to receive treatment for their child at the excellent, world-renowned pediatric centers available in the Phoenix metropolitan area. Their child's treatment may last a day, a month or sometimes even longer. It's a long time to be away from home and oftentimes commuting or staying at a hotel is either impossible or financially challenging for a family. Ronald McDonald House Central and Northern Arizona is able to help families overcome these obstacles by providing temporary housing that is near their child's hospital or medical center.

Mission

We provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

Vision

A world where every family has what they need to ensure the best health outcomes for their children.

Ronald McDonald House Central and Northern Arizona operates three Houses in the Valley, providing a total of 72 rooms.



Roanoke House
Established in 1985

As the original House in Phoenix, the Roanoke House is also the largest of the three Valley locations, with 38 total private rooms and apartments.

Facilities: Community kitchen, pantry and dining room, playroom, library, family room, playground, 3 laundry facilities, and free Wi-Fi.



Cambridge House
Established in 2008

The second House in Phoenix, the Cambridge House has 18 rooms and sits on the campus of Phoenix Children's.

Facilities: Community kitchen, pantry and dining room, family room, shaded playground, 3 laundry facilities, Day Use Program, and free Wi-Fi.



Dobson House
Established in 2014

The third and newest House in the Valley, the Dobson House has 16 rooms and sits on the campus of Banner Children's at Desert in Mesa.

Facilities: Community kitchen, pantry and dining room, family room, Day Use Program, play area, a shaded playground, 2 laundry facilities, and free Wi-Fi.

Planning Your Fundraising Event

Wanting to plan a fundraising event, but aren't sure where to start?

Here are some fun ways to raise money.



Play – Organize a golf outing, bowling tournament or karaoke night and ask for donations to participate, or ask for donations at the event.



Jeans Day – Companies can encourage their employees to donate to wear jeans/dress down on a certain day.



Sales – Have a lemonade stand, garage sale, bake sale or car wash and have proceeds benefit Ronald McDonald House Central and Northern Arizona.



Celebrations – Turning a year older? Celebrating a special occasion? Ask family and friends to donate to Ronald McDonald House Central and Northern Arizona in lieu of gifts. You can easily host a fundraiser for us on Facebook as well!



Dine Out for a Cause – Contact your favorite restaurant and organize a benefit night.



Wish List Drive – Host at your office or in your neighborhood and collect critical items needed by Ronald McDonald House Central and Northern Arizona. Visit our website ronaldmcdonaldhousecnaz.org/ways-to-give/wish-list to view our most updated list.

Other Ideas:

- Used Book Sale
- Pet or Babysitting
- Sell Handmade Jewelry/Crafts/etc.
- Dog/Pet Fashion Show
- Wedding Registry
- Raffles
- Gardening or Yard Work
- Motorcycle Ride
- Bingo/Game/Trivia Night
- Fitness/Wellness Classes
- Movie Night
- Concession Stand
- Benefit Concert
- Competitions
- Be Creative! Send us your ideas!

Fundraising Guidelines

The following guidelines have been established to serve as a standard for all fundraising promotions, programs, special events and benefits held on behalf of Ronald McDonald House Central and Northern Arizona by any third-party, individual or group.

Promotion of the Event

All communication materials must acknowledge that proceeds will “benefit” Ronald McDonald House Central and Northern Arizona, not that it is “hosted” by Ronald McDonald House.

Fundraiser host is responsible for securing participation for the event. Ronald McDonald House Central and Northern Arizona assumes no responsibility for promoting the event but may promote at its discretion, when applicable.

Companies with public images that have the potential to compromise the goodwill of Ronald McDonald House Central and Northern Arizona, compete with McDonald’s Corporation, or conflict with our mission may not be presenting sponsors or promote their products through advertising or other exposure. (i.e. other quick service restaurants).

Things We’ll Do

Approve Your Event: Approval from Ronald McDonald House Central and Northern Arizona must be received before any action can take place on any event/campaign. An application must be submitted at least 30 days prior to the event or campaign start date. Approval is determined by Ronald McDonald House Central and Northern Arizona staff.

Approve and Review Promotional Materials: Ronald McDonald House Central and Northern Arizona must review and approve all promotional materials that include the Ronald McDonald House Central and Northern Arizona logo or name prior to production or distribution including, but not limited to:

- Press releases
- Letters
- Invitations
- Flyers
- Brochures
- Social posts

The official logo of Ronald McDonald House Central and Northern Arizona is a registered trademark and cannot be legally reproduced without written permission. The logo must be used appropriately in conjunction with the event and may not be altered in any way.

Coordinate Contact with Media or News Outlets: Any contact with media must be coordinated with Ronald McDonald House Central and Northern Arizona.

Provide Brochures: Ronald McDonald House Central and Northern Arizona can provide brochures and promotional materials for your attendees, if available.

Things We Are Unable to Do

Assist in Planning Your Fundraising Event: Third-party event organizers are responsible for the planning and execution of the event. This includes all set-up, promotion, staffing and/or volunteers and liability.

Solicit Sponsors: Ronald McDonald House Central and Northern Arizona will not solicit its sponsors, donors, or Board of Trustees on behalf of a fundraising event and will not provide donor or volunteer contact information.

Guarantee Attendance: Ronald McDonald House Central and Northern Arizona will notify clients, volunteers or supporters about event details or invite them to attend third party events only when deemed appropriate by Ronald McDonald House Central and Northern Arizona staff.

Guarantee Social Media Promotion: It is at the sole discretion of the Ronald McDonald House Central and Northern Arizona's development and marketing team to decide if third party promotions fit within the existing social media content schedule and adhere to brand guidelines.

Guarantee the Presence of a Ronald McDonald House Central and Northern Arizona Representative: Organizers who wish to request the presence of Ronald McDonald House Central and Northern Arizona staff or representatives should make their request at least twenty (20) days prior to the event to allow sufficient time for such individuals to be contacted and scheduled to attend.

Financial and Legal Guidelines

Fundraiser host agrees to comply with all necessary local or government regulations. This includes but is not limited to registering with appropriate agencies, purchasing insurance, following any rules of disclosure currently required by the IRS, liability releases and required licenses or permits.

The individual and/or organization holding the event agrees to indemnify and hold Ronald McDonald House Central and Northern Arizona harmless from all claims that may arise because of the event.

Event must be financially self-sustaining without contribution or financial risk for Ronald McDonald House Central and Northern Arizona.

Fundraisers must comply with all federal, state and local laws governing charitable fundraising, gift reporting, and special events. The IRS requires that all tickets, invitations, or entry forms state which portion of the contribution is tax-deductible.

If circumstances warrant, Ronald McDonald House Central and Northern Arizona is notified, or becomes aware of practices incongruent with these guidelines, or misaligned with our mission, Ronald McDonald House Central and Northern Arizona may direct you to modify, cease or cancel the program.

Branding Guidelines

Prior to the distribution of any event collateral using the Ronald McDonald House Central and Northern Arizona logo, please contact us for approval.

In materials, please use our full name “Ronald McDonald House® Central and Northern Arizona”
The name of our organization, Ronald McDonald House® and its programs are registered trademarks (®) of McDonald’s Corporation.

Logo Usage

We can provide you with various formats and versions of our logo. The integrity of the logo must be respected at all times.

Do not stretch or distort the logo.

Do not add effects or embellishments (like embossing or shadows).

Do not separate elements of the logo (house, heart, letters) or change the scale of the elements.

Do not place the logo on a busy background

It is preferred to use the full color version of the logo whenever possible. In situations where the logo will be placed on a dark background, please request soft white logo for legibility.

Full Color Horizontal



Full Color Vertical



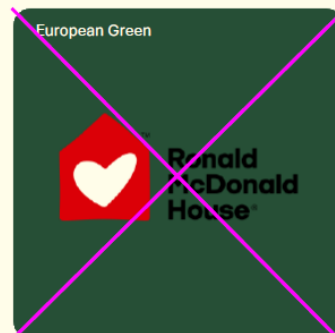
Do

McDonald's Gold is an approved background color to use with our logo.



Don't

Our logo cannot be placed on McDonald's Red backgrounds. Our symbol should always be red and should never be made white for any reason.



Don't

Our logo cannot be placed on European green backgrounds. McDonald's Red is not ADA compliant on European Green.



Don't

Our reverse logo cannot be placed on European green backgrounds. McDonald's Red is not ADA compliant on European Green.

Making Your Donation

Monetary Donations

A Ronald McDonald House Central and Northern Arizona W-9 is available upon request.

IRS Tax ID: 86-0483792

Make checks payable to Ronald McDonald House Central and Northern Arizona.

Memo: Event Name

Donations can be sent to Ronald McDonald House Central and Northern Arizona by the following methods:

Mailing

Ronald McDonald House Central and Northern Arizona
Attn: Development Department
501 East Roanoke Avenue
Phoenix, AZ 85004

Online

ronaldmcdonaldhousecnaz.org/donate/
Add your event name to the comment section.

Cash

Please either drop cash off at the Roanoke House at 501 East Roanoke Avenue in Phoenix or send a check to the address listed in the Mailing section.

Physical Donations

To help us protect and serve families staying at our Houses, please only donate new items.

If you or your group have collected items on behalf of Ronald McDonald House Central and Northern Arizona, please contact development@ronaldmcdonaldhousecnaz.org.

If dropping off isn't convenient, you can donate through our Amazon and Walmart Wish Lists! These items will ship directly to Ronald McDonald House Central and Northern Arizona!



Thank You

For more information or
to complete a Third Party
Event Application, please
scan the QR code.



ronaldmcdonaldhousecnaz.org/get-involved/host-a-fundraiser

Roanoke House

501 East Roanoke Avenue
Phoenix, AZ 85004
(602) 264-2654

Cambridge House

1980 East Cambridge Avenue
Phoenix, AZ 85006
(602) 633-2030

Dobson House

2225 West Southern Avenue
Mesa, AZ 85202
(602) 354-3324

Get Connected @ronaldmcdonaldhousecnaz

