



RMHC[®]
New Zealand



RAISE LOVE[™]
FOR RMHC

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ABOUT RONALD MCDONALD HOUSE CHARITIES® (RMHC®) NEW ZEALAND

RMHC New Zealand supports families when their child is in a hospital away from home.

The Ronald McDonald House® and Ronald McDonald Family Room® programmes take care of the practical things in life, so families can focus on their child staying in a hospital away from home. In 2018, we offered over 4,300 families across New Zealand accommodation and support free of charge. This helps to relieve stresses like paying for a place to sleep near the hospital, organising family meals, and needing a friendly ear to listen on tough days.

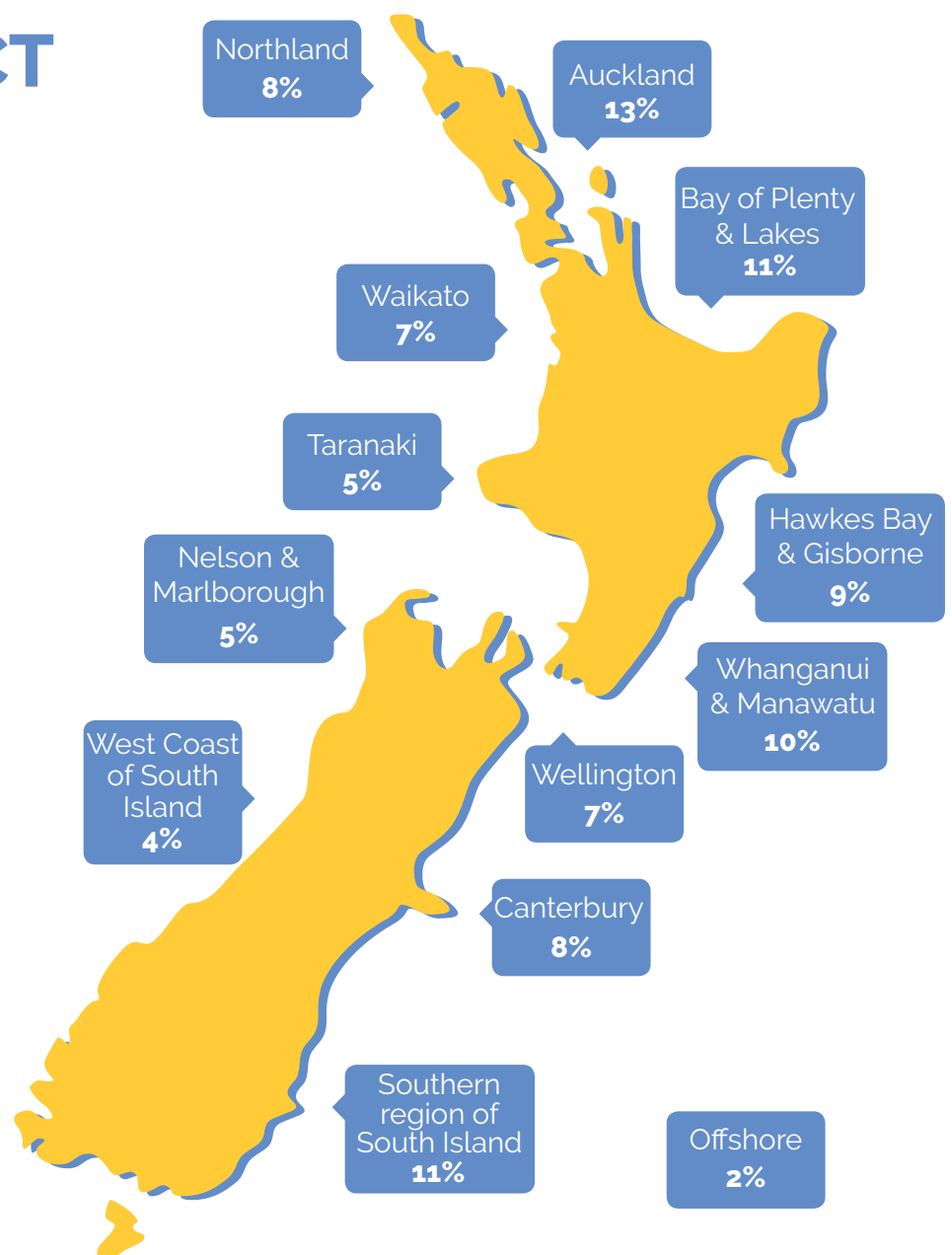
Simply, we give families with a hospitalised child what they need most – each other.

2018 IMPACT

Provided accommodation to **4,344** families.

Offered quality time at the **Ronald McDonald Family Retreat** in Rotorua to **78** families.

Saved families accommodation, meals and parking costs of over **\$11 million**



RAISE LOVE: FUNDRAISE FOR RMHC NEW ZEALAND

Thanks to the generosity of our supporters and the community, we are able to take care of thousands of families each year.

You can Raise Love to support RMHC New Zealand in lots of different ways. Whether it's just you or an entire team, pick an activity you love, set a goal, and call on your friends and family for their support. All the proceeds of your hard work will have a direct impact on families who stay with us.

We are here to support your fundraising efforts. Please get in touch to talk about an idea, get more information or order support materials - we are here to help.



WHERE YOUR MONEY GOES

Ronald McDonald Houses run just like a normal house but on a much larger scale, which means RMHC New Zealand has the same household bills as well. From electricity, water and gas to making sure there is bread on the table and milk in the fridge, Ronald McDonald Houses are true homes and we could not run them without the support of the community.

Some of RMHC New Zealand's ongoing costs that you can contribute to include:

\$500 replacement of kitchen equipment (pots, pans, utensils, appliances)

\$250 new set of bed linen for a room

\$200 new and exciting art supplies for our school and art rooms

Or Raise Love to host a family staying with RMHC New Zealand by covering a family's accommodation for a night, week, or month:

\$3920 – for one month

\$980 – for one week

\$140 – for one night

HOW WILL YOU RAISE LOVE?

Fundraising ideas

- **Raffle:** Collect prizes by asking colleagues, local businesses or family and friends to donate items. Sell tickets to everyone you can think of!
- **Bake Sale/BBQ:** Organise colleagues to bake or help out with a BBQ during a lunchtime. Invite other neighbouring workplaces to come along.
- **Challenge Event:** A great team builder – invite your workmates to join you in a team for a run, walk, cycle or any other challenging event. Set up an online fundraising page for the easiest fundraising.
- **Quiz:** Host a quiz night at your workplace or your local pub, have teams enter for a fee and give a prize to the winning team.
- **Mufti Day:** Have a casual or dress up day at the office, with a donation to RMHC New Zealand.

Online Fundraising: [Set up a fundraising page](#) for a free and easy way to take donations for any of these fundraisers.

Other ways to Support RMHC New Zealand through your workplace

Asking family and friends to donate in lieu of gifts at a celebration, such as a birthday, wedding or anniversary, is a great way to support a cause you care about. RMHC New Zealand can help set up a fundraising page, provide donation buckets, posters, and thank you cards to make your celebration fundraiser a success.

Many people now choose to remember their loved ones by donating to a charity or cause close to their hearts. We can support you through this process, including helping to set up a page which allows you to share special moments, memories and photos.

If you would like to create a celebration or memorial page, get in touch and we will help you to get started.

- **Payroll Giving** is a voluntary initiative where you can donate through your payroll system. Speak to your manager or HR team.
- **Supper Club** is a great corporate hosting event, or a night out with colleagues. Dine at some of the best restaurants in cities around the country.
- **Red Shoe Ball** is our largest and most prestigious fundraising event of the year. It promises an evening of delicious food, quality wine and great company.
- Get involved in one of our volunteer **working bees**, where you and your colleagues could help with housekeeping, spring cleaning or maintenance to keep our house welcoming for every family
- Organise a **food drive**, which helps us keep our kitchens stocked so that families have access to ingredients to cook a meal at the end of a long day on the ward, or to grab a snack on the run.
- Take part in a **cook night**, which is a fantastic team building exercise and provides the families who stay with us a delicious home cooked meal.

GENERAL FUNDRAISING TIPS

Fundraising can be a great social occasion, as well as a bonding exercise for workmates, boosting team moral and building strong relationships.

Pick something you love and set a goal

Raise Love for RMHC New Zealand by picking a fundraiser you're passionate about. By choosing an activity or event you love, you'll find it easier to stay motivated.

Choose a time

Plan ahead to make sure you have enough time to prepare, train (if necessary), gather your materials, and ask for donations.

Get the boss on board

Ask a senior staff member to back your fundraising efforts with company approval, and get their help to get all staff involved.

Tell people why you're fundraising for RMHC New Zealand

Let your colleagues know why you are fundraising, what RMHC New Zealand do, and how their support will make a difference.

Prepare your resources

RMHC New Zealand can provide templates, posters and thermometers for email, social media, local advertising and sending thank you messages. Having this all prepared in the beginning means you can quickly send them out during your fundraiser.

Motivate, encourage and reward

Organise incentives to get people excited, such as a prize for the person who raises the most cash or inter-department challenges.

Say thank you

A genuine thank you means a lot and lets your supporters know you appreciate their contribution. Individually thank each donor as soon as you can after their donation, and tag donors in 'shout outs' on social media.



Meads family fundraising in Taupo



Palmerston North Boys High School



Tractor Trekkers

AFTER YOUR FUNDRAISER

Follow up and say thank you

No matter how big or small your fundraiser is, **it's so important to thank the people who helped you make it happen**. Send each donor another thank you message, with a final update on the amount you raised. For a personal touch, we can supply thank you cards for you to send out to everyone who has donated, just get in touch to request these. It's a great idea to give a tangible example in your thank you note of what that money can do – for example, \$980 will host a family staying at Ronald McDonald House for one week. Let them know how important their contribution was to you, and encourage others to start their own fundraisers by letting them know how rewarding it was!

Sending us your donations

If you set up an online fundraiser through Everyday Hero, the donations are automatically sent to RMHC New Zealand, so you don't need to do anything else.

If you took donations through other methods, there are a few ways you can get your proceeds to us. When you're donating, please make sure that you reference your own name and **'Raise Love'**.

1 WEBSITE

Visit our website at
rmhc.org.nz/donate



2 POSTAL

You can send your cheque to:

Ronald McDonald
House Charities NZ
PO Box 110119
Auckland Hospital
Auckland 1148



3 DIRECT CREDIT

Our bank account:
**Ronald McDonald House Charities
New Zealand Trust**

Account number:
12-3192-0062962-00

Reference: **'Name of organisation' and 'Raise Love'**



Start planning for next year

After your event, look back on what you think went well and what could be better next time. Let us know how you think we can support you better, and consider what you might like to do next time you fundraise for RMHC New Zealand.

FREQUENTLY ASKED QUESTIONS

What is Raise Love?

Raise Love allows participants to do what they love and help raise money for RMHC New Zealand. Funds will help keep families together while they have a child in hospital.



Tamihere family from Kawerau

What is the ideal fundraising target to aim for? (How much should we be fundraising?)

Any amount of money that you raise doing what you love can help us support families while their children are in hospital – every bit, big or small, counts! Have a look at our suggested fundraising targets above to help you decide on an amount.

How long should we fundraise for? (What is the timeline?)

As long as you like, but at least four weeks will give people enough time to donate. If you're using a challenge as your event, you'll see an increase in donations the closer you get to the event – just remember you need to remind people to donate.

What can I use to assist my fundraising?

We have collection buckets, bibs, pamphlets, balloons, downloadable posters and thank you stickers and cards that are available for you to use. Just get in touch with us, and we'll post these to you or provide a link to download. We can also provide you with a letter of support which can help when approaching local companies.



Hautapu family from Palmerston North

Can I fundraise by collecting donations on the street, outside supermarkets or in shopping malls?

In most cases, fundraising in public places in New Zealand require permission from the local council and/or managers of the stores or shopping mall. We run an annual National Family Appeal, so check out our [calendar of events](#) to see if your team could get involved during this week. Otherwise, let us know where you would like to collect and we will let you know if you will need to get a permit.

For more information or if you have any questions, please contact:

E: fundraising@rmhc.org.nz

P: +64 9 365 8315

THANK YOU

Thank you for choosing to Raise Love for RMHC New Zealand. Your hard work and dedication is greatly appreciated, and we wish you the very best of success with your fundraiser.

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