

Fundraising Toolkit



Ronald McDonald
House Charities®
Idaho





About Ronald McDonald House Charities of Idaho

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Our Brand

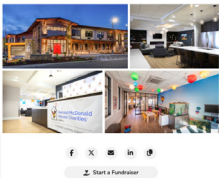
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Our Mission

RMHC of IDAHO



Our History

Ronald McDonald House Charities® of Idaho (RMHC of Idaho) opened the Idaho Ronald McDonald House on February 1, 1988 with 4 bedrooms and it was the smallest Ronald McDonald House in the world. RMHC of Idaho now operates a 48-room Ronald McDonald House® in Boise, a Ronald McDonald Family Room® in Eastern Idaho, and two Hospitality Carts® in Boise, and one in Twin Falls.



At RMHC of Idaho, we keep families with ill or injured children close to each other and the care and resources they need. At the Ronald McDonald House in Boise and Ronald McDonald Family Room in Idaho Falls, we create places of respite where families can rally around and support one another.

On any given night, RMHC of Idaho serves approximately 30 families.

RMHC of Idaho alleviates the worry and expense of finding a close, comfortable and affordable place for a family to stay while their child receives the medical care they need. That can make a world of difference to a child bravely battling an illness or recovering from a serious injury.

Our mission is to reduce the burden of childhood illness on children and their families. We accomplish this by:

- Creating a caring and uplifting environment
- Providing meals and comfortable lodging convenient to a health facility
- Undertaking resource and fund development activities that support our facilities, programs and services



Our Brand

In materials, please use our full name "Ronald McDonald House Charities of Idaho," or "RMHC of Idaho."

Our Logo

We can provide you with various formats and versions of our logo.

It is preferred to use the full color version of the logo whenever possible with either black or RMHC blue for the logo text. In situations where the logo will be placed on a dark background, make the logo text white for legibility.

Please do not stretch or distort the logo. Do not add effects, embellishments (like embossing or shadows). Do not separate elements of the logo (house, heart, letters) or change the scale of the elements.



Keeping families close®



Colors



RED

Print:
Pantone 485
CMYK: 5, 97, 100, 0

Digital:
RGB: 218, 41, 28
HEX: #DA1A00



YELLOW

Print:
Pantone 123C
CMYK: 0, 23, 93, 0

Digital:
RGB: 255, 200, 41
HEX: #FFC829



BLACK

Print:
100% Black
CMYK: 0, 0, 0, 100

Digital:
RGB: 0, 0, 0
HEX: #000000



DARK GRAY

Print:
Pantone Black 7
CMYK: 57, 51, 57, 23

Digital:
RGB: 102, 102, 102
HEX: #666666



Prior to the distribution of any event collateral using the Ronald McDonald House Charities of Idaho logo, please contact Kristen Nimmo Golden, our Marketing and Communications Manager at kristen@rmhcidaho.org for approval.



Fundraising Event Ideas & Ways to Help

Are you wanting to host a fundraiser but aren't sure where to start? Here are some fun ways to raise money.

- **RUN, WALK, SWIM or CYCLE** - find a local race in your area, challenge a friend or coworker to complete it with you and participate in the event in honor of a family or child at the House or Family Room.
- **CELEBRATE** - getting married? Turning a year older? Ask family and friends to donate to RMHC of Idaho in lieu of gifts. You can easily host a fundraiser for us on Facebook!
- **PLAY** - organize a golf outing, bowling tournament or karaoke night and ask for donations to participate, or in attendance, at the event.
- **JEANS DAY** - ask your coworkers to make a donation in exchange for wearing jeans to work.
- **WATCH PARTY** - turn a football or Bachelor night watch party into a fundraiser. Host your friends for a watch party and donate the proceeds to your fundraising goal.
- **WISH LIST DRIVE** - host at your office or neighborhood and collect household items RMHC of Idaho needs most. Scan the QR code or check our website to view our most updated needs.
- **YARD SALE** - host a spring or fall cleaning yard sale. Sell books, household items, games and clothes and put the earnings toward your fundraising goal. Don't forget to ask friends and neighbors to pitch in.
- **PULL TABS** - collect the aluminum tabs from cans - soda, beer, soup, pet food, tennis balls and more! Make it a challenge between offices, schools or other organizations by seeing who can collect the most.



Hosting an Event

rmhcidaho.org



How we can help your event Resources



 <https://www.youtube.com/RMHCIdaho>

Scan to view interviews, stories, and videos on our website!

 <https://www.facebook.com/rmhcidaho>

 <https://www.instagram.com/rmhidaho>

 <https://x.com/RMHIdaho>



Share
SOCIAL

A Custom Donation Page or Fundraising Platform



Are you looking for an easy way to collect donations? We can help provide you with a customized webpage to collect donations. You can create a goal and donations will be sent directly to RMHC of Idaho so it's logistically simple for you and donors. Check out an example by scanning the QR code.

Materials

For larger events, we may be able to provide branded swag items such as pens, stickers, water bottles or brochures. If your event includes a raffle or small auction, we might be able to provide items to support that as well.

Promotion

If you have created any promotional materials for an event, we do our best to share the message with our applicable audiences. Depending on your event, there are various awareness and marketing opportunities that we can provide. You can add us as a co-host on Facebook or other social platforms!

Virtual or in Person Speaker



If you'd like to have a volunteer or staff member attend your event and answer questions about RMHC of Idaho, let us know. We can provide an informative overview of the charity.

Thank you for helping



keep families together



Proceeds from events support the Ronald McDonald House and Family Room, helping to provide comfort & care to families with ill or injured kids.



Ronald McDonald
House Charities®
Idaho



More than just a place to stay.

Facts about RMHC of Idaho

- We serve families whose children are receiving treatment for serious illness (like pediatric cancer, organ transplants, babies in the NICU, emergency situations and complex surgeries).
- The Ronald McDonald House has 48 rooms to host families. The Ronald McDonald Family Room provides a homelike environment inside the walls of EIRMC, only steps from the NICU.
- There is no cost for families to use the Ronald McDonald House or Family Room; generous donations from the community make this possible.
- We are a local 501c3 organization, every dollar stays in Idaho to support this important work.
- In addition to a room, we provide meals, transportation, hygiene products, clothing and most any other basic need items while a family is with us.
- Some families are here for a few nights, and some are here for months at a time. As long as you need us, we'll be here!

MEET THE Kolodziej FAMILY



Our family never expected to be in a situation like the one we were in on January 31, 2022. We were scared and unprepared, the only thing that ran through our minds was, "Lord, you are in control, we put our baby girl in your hands."

We live in Nampa, ID; where we had all the intention to deliver our baby girl. The Nampa Hospital did not have the equipment to deliver that small of a baby, but the Boise Children's Hospital was equipped and notified we were on the way. So off we went in an ambulance flying down the freeway. Twenty-five miles later and what seemed like a never-ending ride from Nampa, we arrived ready to have our baby at any second. Our miracle, baby, Elliyannah Brielle Kolodziej, was born in Boise, ID on February 1, 2022; at only 26 weeks and 6 days. She weighed 2 lbs. 2 oz. and a mere 14 inches long. We were filled with joy that our precious baby was born, and all the vitals were looking great. In great hands, they whisked her off to the NICU where they started her on a CPAP with just room air, and no added oxygen.

The next day we were informed that Elliy would most likely have to stay in the Boise NICU until her due date on May 4th or even longer. While the news sank in, we worried that we would have to go back and forth from Nampa to Boise to spend time with our baby every day. But a social worker personally called Ronald McDonald House to set up an appointment for us to see if they could help. We were informed that they would have a room ready for us shortly; they were told the whole story from the social worker and replied, "a mother needs to be with her child."

We were so grateful to be able to stay at Ronald McDonald House. They welcomed us with open arms and showed us their kindness and generosity from day one. The Ronald McDonald House Charities in Boise was amazing, the room was very spacious and clean. Our room came with a cute diaper bag with lots of items for our baby. We didn't have anything for our baby, so it was a very nice and generous gesture. It was also very much needed. The House was within walking distance to the hospital. We would walk to see our Elliyannah every day, even multiple times a day. Even though we were homesick at times, we were grateful to be staying so close to our baby girl. We made many wonderful friends while we were living at the House. There were so many families that came and went, but the families that were in the same situation as ours were the families we talked to and spent the most time with. Not only did we make friends with the families, but we also made friends with the staff at the Ronald McDonald House. The staff would always ask how our baby

was doing and would never turn us down when we would show them pictures of our precious one. When the time came when we could put clothes on our baby, they would give us clothes and tiny hats for her!

The Ronald McDonald House staff is amazing and wonderful to get to know. We had so many wonderful memories and laughs with them all. It was a cheerful sad day when it came time for us to depart the House. We will never forget our newly extended family. Elliyannah was in the NICU for 91 days, and we stayed at the Ronald McDonald House for 89 nights. We came home on May 3, 2022. She has grown so much since we have been home, and our hearts are filled with so much love for her. The Ronald McDonald House Charities of Idaho made it possible to be close to our baby and be there for her and see her reach all her milestones in the NICU. We still go and see the staff, our family at the Ronald McDonald House, when we have appointments or spare time in Boise.

We know that the time we were able to spend with our precious baby Elliyannah, would not have been possible without the many generous donations to the Ronald McDonald House Charities, donations of time and talents alike, as well as the very generous financial donations. The donations of food and supplies from all the local businesses and families. We feel like the Ronald McDonald House is more than a "House," it is a home because they treated us like a family. All the staff and volunteers bring bright and cheerful attitudes to what could otherwise be depressing situations. We are so blessed to get to know you, from the bottom of our hearts we humbly say THANK YOU!



Donation Info



Physical Donations



For the protection of our immunosuppressed families, we request that all donated items are brand new.

If you've collected items, they can be delivered to the Ronald McDonald House, 139 E. Warm Springs Ave. Boise, ID 83712, between 9:00 a.m. and 7:00 p.m., seven days a week.

In Idaho Falls, items can be dropped off at the Family Room, 3200 Channing Way Ste 106, Idaho Falls, ID 83404 between 9:00 a.m. and 7:00 p.m., seven days a week.



Monetary Donations



A Ronald McDonald House Charities of Idaho W9 is available upon request.
IRS Tax ID: 94-3030996

Donations from an event can be sent to RMHC of Idaho the following ways:

Via check

Make checks payable to Ronald McDonald House Charities of Idaho

Memo: Event Name

Mailing address: 139 E. Warm Springs Ave Boise, ID 83712

Via online donation form/credit card

<https://www.rmhcidaho.org/donate>

Add your event name to the memo box

Cash

We are happy to accept donations in the form of cash but for safekeeping, please do not mail cash. Instead, write a check for the donation amount and mail it in following the check instructions. Feel free to attach a note with the donor names, addresses and amounts if you'd like us to send thank you's.