Third-Party Fundraising Guide

Thank you for your interest in helping the Des Moines Ronald McDonald House Central Iowa 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 Ronald McDonald House Central Iowa, please contact:

Bee Dadds | Events Coordinator
bee@ronaldmcdonaldhousedsm.org
(515) 204-2002

Am I planning a Third-Party event?

A third-party event is organized solely by volunteers for the purpose of raising funds and increasing support for Ronald McDonald House Central Iowa.

Fundraising for Ronald McDonald House Central Iowa... 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...
    - Venue/invitations
    - Permits/insurance
    - Event promotions
    - Refreshments

Don't forget to submit all marketing materials for review if including the Ronald McDonald House Central Iowa 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 Central Iowa

- Ronald McDonald House Central Iowa has prepared this fundraising guide to help make your event a success. Enclosed you will find ...
    - Fundraising/event ideas
    - Ronald McDonald House Fact Sheet and key messages
    - Third-Party Fundraising Application
- Ronald McDonald House Central Iowa 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 Central Iowa can send a representative to speak at your event or at the start of your fundraising

Thank you and good luck!

Ronald McDonald House Central Iowa

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 Ronald McDonald House Central Iowa.

- Host a party – Whether it's your birthday, anniversary or holiday, ask guests to bring donations for Ronald McDonald House Central Iowa 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

Ronald McDonald House Central Iowa

The Facts

- Our legal name is Ronald McDonald House Central Iowa, 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 Ronald McDonald House system.
- Families are welcomed to stay for as long as their need exists, from one night, to one year, and beyond. The average length of stay is 17 nights.
- 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.
- Day guests are welcome to use the House, to relax, eat, grab to-go meals, and do laundry.
- In November of 2011, we opened the Ronald McDonald Family Room at Mercy Children's Hospital, the first Family Room in Iowa. Located between the Pediatric and PICU wings of MercyOne Hospital, the Ronald McDonald Family Room offers families a place to rest and regroup right inside the hospital, steps away from their child.
- In 2020 we closed our Family Room and opened a 14-bedroom House in MercyOne Children's Hospital. In 2021, we expanded this to 17 bedrooms.
- As of August 2024, there are 394 Ronald McDonald Houses in 60+ countries with 186 in the U.S.
- As of January 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. We can accommodate up to 35 families at a time and serve over 1,000 families per year.

Third-Party Fundraising Application

Please Type Directly Into This PDF ï It Can Then Be Emailed or Mailed Back

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 us:

_____% 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?

No Yes If yes, which ones:

Has your organization ever sponsored an event for Ronald McDonald House before?

No Yes If yes, which events (dates/times):

Do you anticipate this becoming a recurring event?

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 Central Iowa name and/or logo?

(Please note that any printed materials and/or online promotions which include the name/logo of Ronald McDonald House Central Iowa must be reviewed by our team prior to usage or publication to ensure that they are consistent with Ronald McDonald House standards and guidelines.)

Ronald McDonald House Charities®
Central Iowa