



Ronald McDonald
House Charities®
West Michigan



FUNDRAISING TOOLKIT



WHO WE ARE



Since 1990, we have been a place of hope and healing when families felt alone. Our mission is to provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare. We do that by providing care, comfort, community and a free place to stay so families can focus on what's most important – the health of their child.

Each night, we keep 25 families close to their child during medical treatment in Grand Rapids, Michigan. We ensure they have access to everything they need so they can focus on the health of their child.

- Comfortable rooms with private bathrooms, calming artwork, and hotel quality linens.
- Freshly made meals provided by caring volunteers and kitchen access if you prefer to cook your own meals.
- Five beautiful park-like acres with a playhouse, playground equipment, grill and outdoor furniture.
- Amenities that make our House feel like your home. Laundry, playroom, tv with streaming services and more.



RMHC West Michigan sits on 5-acres of land at 1323 Cedar St NE in Grand Rapids, Michigan

OUR BRAND

In all materials, please use one of the following approved versions of our name:
Ronald McDonald House Charities West Michigan or **RMHC West Michigan**.

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 horizontal logo (Option 1) whenever possible. (We also have a white version for dark backgrounds available) In situations where you need to use the smaller logo, two options are available. (Option 2a and 2b).

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.



Option 2a



Option 2b



OUR COLORS

Primary Brand Colors

RMHC Blue	For Printing: CMYK: 63, 38, 0, 0 PANTONE: 660 U, 2129 C	For Digital Use: RGB: 72, 114, 174 HEX: #4872AE
White	For Printing: CMYK: 0, 0, 0, 0	For Digital Use: RGB: 255, 255, 255 HEX: #FFFFFF

Secondary Brand Colors

Gray	For Printing: CMYK: 57, 51, 57, 23 PANTONE: Black 7	For Digital Use: RGB: 102, 102, 102 HEX: #666666
Yellow	For Printing: CMYK: 0, 23, 93, 0 PANTONE: 115 U, 123 C	For Digital Use: RGB: 255, 200, 41 HEX: #FFC829

Brand Highlight Colors

Light Gray	For Printing: CMYK: 0, 0, 0, 20 PANTONE: Cool Gray 2	For Digital Use: RGB: 204, 204, 204 HEX: #CCCCCC
Dark Gray	For Printing: CMYK: 0, 0, 0, 90	For Digital Use: RGB: 51, 51, 51 HEX: #333333
Red	For Printing: CMYK: 5, 97, 100, 0 PANTONE: 485	For Digital Use: RGB: 218, 26, 0 HEX: #DA1A00



Prior to the distribution of any event collateral using the Ronald McDonald House Charities West Michigan logo, please contact Megan, our Senior Marketing Manager at mzars@rmhcwm.org for approval.



6 FUNDRAISER IDEAS

Are you wanting to support the Ronald McDonald House but aren't sure where to start? Here are a few impactful ways to raise money for RMHC West Michigan.

PLEDGE AN EVENT - 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 Ronald McDonald House.

CELEBRATE - Getting married? Turning a year older? Ask family and friends to donate to RMHC West Michigan in lieu of gifts. This is a great time to consider using our online fundraising tool!

JEANS DAY - ask your coworkers to make a donation in exchange for wearing jeans to work.

HOST AN EVENT - organize a golf outing, bowling tournament or karaoke night and ask for donations to participate, or in attendance, at the event.

WISH LIST DRIVE - host at your office or neighborhood and collect items RMHCWM needs most, from baby items to pantry staples! Scan the QR code or check our website to view our most updated needs.



POP TAB COLLECTION DRIVE - pop tabs may be small but they add up and make a big difference. Collect the aluminum tabs from cans and drop them off to the House! Make it a challenge between offices, schools or other organizations by seeing who can collect the most

HOST A FUNDRAISER

SOCIAL MEDIA



If you have created any promotional materials for an event, we can do our best to share the message with our applicable audiences. Depending on your event, we can list it on our website or distribute to our email list. **Don't forget: You can add us as a co-host on Facebook or other social platforms!**

HERE'S WHERE YOU CAN FIND US:



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

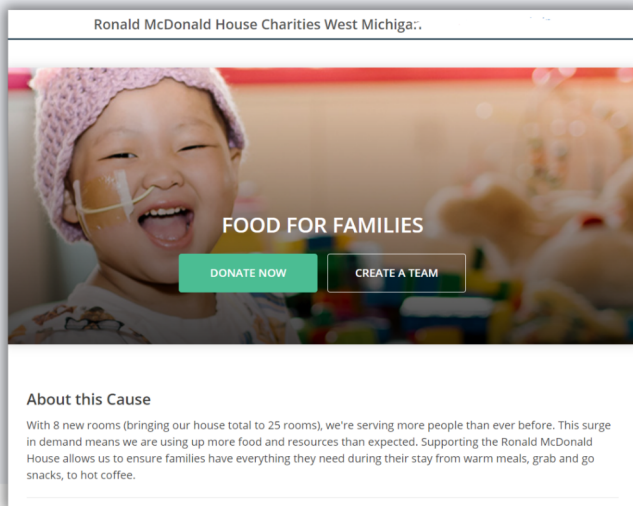


<https://www.linkedin.com/company/rmhcwm>



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

PEER-TO-PEER FUNDRAISING



Our online platform, **Kindful**, gives you the opportunity to fundraise on behalf of RMHC West Michigan. If you would like to raise funds, scan this QR code to get started.



Please contact events@rmhcwm.org with any questions.

MATERIALS

For larger events, we can provide branded swag items such as pens, stickers, or brochures. If your event includes a raffle or small auction, we might be able to provide items to support that as well. Please contact us if you would like to discuss the options we have available.

RESOURCES