

♥ DANVILLE RONALD MCDONALD HOUSE ♥

EXTERNAL FUNDRAISING POLICY

OVERVIEW

The mission of the Danville Ronald McDonald House is to provide compassionate, temporary, convenient lodging for families of children with serious illnesses who are being treated at area hospitals. The Danville Ronald McDonald House of Pennsylvania is a nonprofit organization that owns and operates the Danville Ronald McDonald House. Because this volunteer-driven organization is not owned or operated by the McDonald's Corporation or Geisinger Health System, the House operates with extremely low administrative costs.

The 19-bedroom facility is designed to accommodate up to 59 guests at one time. Since opening its doors in April 1981, the House has served thousands of families from nearly every county in Pennsylvania, 33 states, and 24 countries. There is a nominal suggested donation of \$15.00 per night, per family; however, no family is ever turned away due to their inability to pay. Rather, philanthropic support is vital to the success of the House, since the majority of our guests have no means of paying for their lodging.

Since 1983, the Ronald McDonald House of Danville, Inc. has also sponsored Camp Dost. The first of its kind in the area, Camp Dost offers a week of recreation and fellowship to children with cancer. There is no fee for a child to attend Camp Dost. Instead, private and corporate donations as well as the Danville Ronald McDonald House fund the program.

Fundraising efforts, like the ones described in this packet, considerably offset our expenses and afford us the opportunity to fulfill our mission. The Ronald McDonald House of Danville, Inc., along with the families we serve, truly appreciates your support.

BRING YOUR HEART TO THE ♥ DANVILLE RONALD MCDONALD HOUSE ♥ HOW YOU CAN HELP US

You can help the House by organizing a fundraising event in your company, local business or community. Depending on your affiliations, some ideas are listed below. Your creativity is welcome. Develop a unique idea of your own!

Companies or Businesses can:

- ♥ Provide an annual gift.
- ♥ Apply for your employer's matching gift program, if available.
- ♥ Organize employee contributions through payroll deductions.
- ♥ Assist with a corporate foundation grant.
- ♥ Create a special sales promotion to benefit the House.
- ♥ Sponsor and participate in the annual House Golf Tournament.
- ♥ Participate in the annual holiday "Lend A Helping Hand" program.
- ♥ Participate in the annual "Open Your Heart" campaign. This campaign can be conducted during any month of the year.
- ♥ Promote and encourage your employees to participate in the "Legacy of Love" program.
- ♥ Advertise the needs of the House in your office or company publications by listing the monthly House Wish List as well as Volunteer and Donor opportunities.
- ♥ Select an item from the monthly House Wish List and make a monetary donation for the purchase of the item of your choice.
- ♥ Organize employee Dress Down Days.
- ♥ Encourage employees to participate in the "Grab-A-Tab" program in the office and at home.

Individuals, Schools and Organizations can:

- ♥ Pledge a monetary contribution to the House and request to receive all annual mail appeals and special solicitations from the House.
- ♥ Pledge a monetary contribution to Camp Dost or sponsor a camper or campers to attend the summer program.
- ♥ Sponsor and participate in the annual House Golf Tournament.
- ♥ Pledge a monetary gift to help stock the House Food Pantry and Laundry Products.
- ♥ Raise money to help purchase items listed on the monthly House Wish List.
- ♥ Get involved as an individual volunteer or recruit family, friends or your organization to participate together in the House volunteer program.

Sponsor a fundraising event:

- ♥ Silent, art or celebrity auction.
- ♥ Benefit dance or dinner.
- ♥ Athletic event (walks, 5K runs, swim-a-thon, bike-a-thon, tournaments, pet walk, etc.)
- ♥ Bake sale or craft fair.
- ♥ Car wash.
- ♥ Yard sale.
- ♥ Organize a “Coin Drive” event.
- ♥ Participate in the “Grab-A-Tab” program.
- ♥ Product sales (pies, cookies, donuts, pizza, candles, candy bars, etc. Look in your local yellow pages for ideas.)
- ♥ Holiday fundraisers: (holiday breakfast, gift-wrap stand, sales of poinsettias, greeting cards, cookies, pies, candy, spring candles, plants, etc.)

♥ HOW WE CAN HELP YOU ♥

Though our resources at the Danville Ronald McDonald House are limited, attached are some things that we can provide to **help you help us**.

- ♥ A Danville Ronald McDonald House fact sheet to help you and those in your community become more familiar with the House
- ♥ A poster to help you promote your event
- ♥ A sample public service announcement that you can fill out and send to your local newspapers, radio and television stations (Most media outlets run this type of information free of charge.)
- ♥ “Grab-A-Tab” program information
- ♥ “Coin Drive” event information

♥ FUNDRAISING GUIDELINES ♥

Organizers of and participants in fundraising events to benefit the Danville Ronald McDonald House, assume all risks of injury and damages and release the House from all liability regarding any such injuries or damages. In order to be sanctioned by the Danville Ronald McDonald House, all events must be in keeping with the policies of the House and the nature of our mission.

- ♥ Donors and sponsors of your event should make checks payable to: **Danville Ronald McDonald House**
- ♥ Cashier checks should be issued to: **Danville Ronald McDonald House**
- ♥ Within one month of receiving personal or cashier checks you should send them to the following address:

**Danville Ronald McDonald House
Development Office
P.O. Box 300
Danville, PA 17821-0300**

- ♥ All contributions should be accompanied by the name of your school or organization and the name, address and phone number of a contact person. Include a notation on how you raised the funds.
- ♥ We ask that you **DO NOT** deposit the money raised by the event into your own personal bank account or in an account opened for your event. The Internal Revenue Service may consider this money to be taxable income for you.
- ♥ Please direct any questions you have to the Danville Ronald McDonald House Development Office at 570-271-7937.

Thank you very much for the care and concern you have demonstrated toward the Danville Ronald McDonald House. Your efforts will benefit the children and families served by the “House that Love Built.”