



P.O.P.

Projects of Passion

# Fundraising Toolkit 2023



Ronald McDonald  
House Charities®  
Pittsburgh and Morgantown





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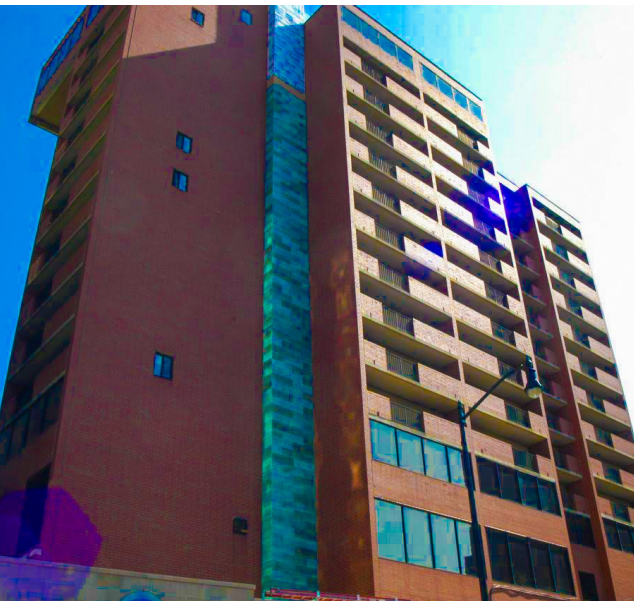
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# About RMHC Pittsburgh and Morgantown

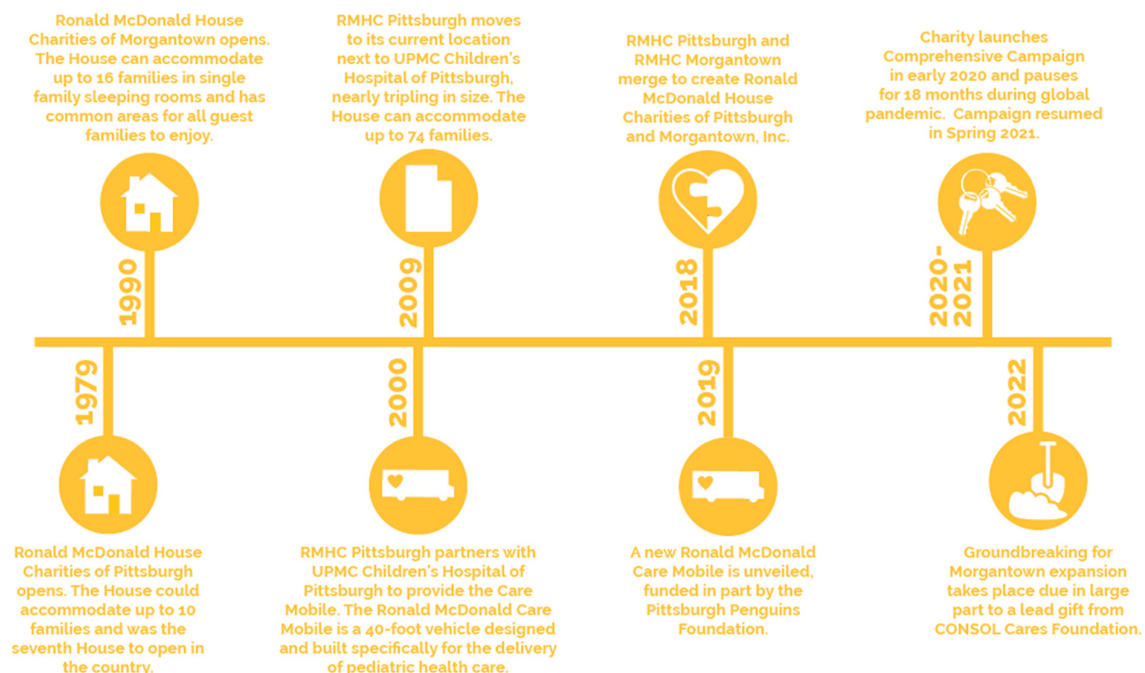


## Our Mission

The Ronald McDonald House Charities of Pittsburgh and Morgantown, Inc. provides families with a "home-away-from-home" for seriously ill children receiving medical treatment, and is committed to helping children and their families lead happier, healthier and more productive lives.

## Our History

For more than four decades, Ronald McDonald House Charities of Pittsburgh and Morgantown has provided a "home-away-from-home" for families of seriously ill or injured children receiving life-saving medical treatment. Thousands of families have found comfortable housing while being just steps away from their sick child. The Charity has grown from the original 10-room House that opened in 1979 to what it is now. Today, our Charity has 90 units to accommodate families in need and the need for our services continues to grow.



# Hosting an Event

## What is P.O.P.?

Help Ronald McDonald House Charities of Pittsburgh and Morgantown in your own unique way, on your timetable through the P.O.P. program!

P.O.P. stands for Projects of Passion and invites everyone to help families by channeling their passion and talent into a fundraising endeavor. Each year, local businesses, organizations, schools, and groups volunteer their time hosting fundraisers to benefit RMHC Pittsburgh and Morgantown. Hosting your own Project of Passion is a wonderful way to support our mission, be creative, work as a team, and make a difference for our families. Whether your passion is running, crafting, or cooking, you can help support the families who stay at RMHC Pittsburgh and Morgantown!

### It's Easy:



#### Identify Your Passion & Choose Your Event

This is your chance to be creative! Have your friends and family members help you brainstorm. Choose something you are passionate about—the possibilities are endless!



#### Enlist Others to Help Build Your Event

Gather your friends, family, and community members to help plan and support the event. Divide up responsibilities so that everyone has assigned tasks. Enthusiastic and dedicated volunteers will help make your event a success!



#### Register & Promote Your Event

By filling out the online form at <https://POP23.givesmart.com> you will help provide our team with important information about your event and have access to create your own personal fundraising page.

Promote your event through social media sites like Facebook, Instagram and Twitter, create flyers (and tag us @RMHCPghMgtn!) create flyers (after approval by RMHC Pittsburgh and Morgantown) to distribute to local businesses, and submit your event to local newspapers and event calendars.



#### Conduct Your Fundraiser & Collect Funds

On the day of your event, have fun and don't forget to take photos. All funds should be sent as one check made payable to Ronald McDonald House Charities of Pittsburgh and Morgantown within 30 days of the event.



#### Thank Your Donors & Supporters

Send a thank you note to all of your friends, family, and community members that were involved in making your event a success!

**Heather Hibala**  
**Development Associate - Annual Giving**  
412-246-2897  
[heather@rmhcpgh-mgtn.org](mailto:heather@rmhcpgh-mgtn.org)





# Fundraising Event Ideas and 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 Ronald McDonald House.

## CELEBRATE

- Getting married? Turning a year older? Ask family and friends to donate to RMHC Pittsburgh and Morgantown 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 Pittsburgh and Morgantown need 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.

## POP TABS

- Collect the aluminum tabs from cans: soda, beer, soup, petfood, tennis balls and more!
- Make it a challenge between offices, schools or other organizations.

# Our Brand

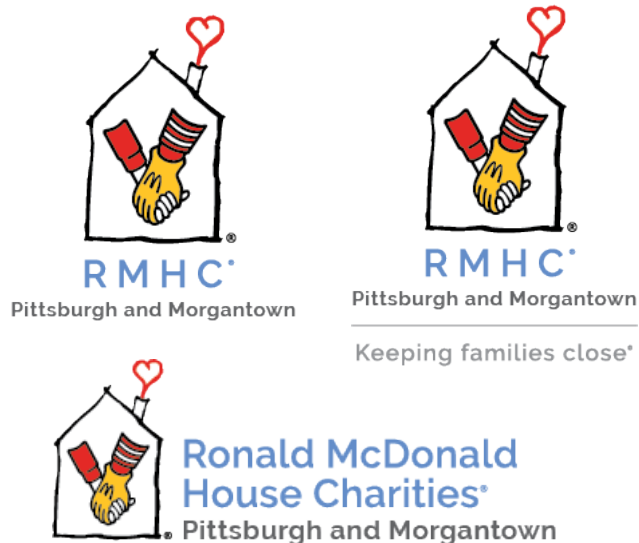
In materials, please use our full name "Ronald McDonald House Charities of Pittsburgh and Morgantown," or "RMHC Pittsburgh and Morgantown."

## 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 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.



## Our Colors

	RED	Print: Pantone 485 CMYK: 5, 97, 100, 0	Digital: RGB: 218, 41, 28 HEX: #DA291C
	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
For tagline:			
	GRAY	Print: 50% Black CMYK: 0, 0, 0, 50	Digital: RGB: 153, 153, 153 HEX: #999999
Alternate text color:			
	BLUE	Print: Pantone 660U CMYK: 63, 38, 0, 0	Digital: RGB: 98, 142, 204 HEX: #638DC9



**Prior to the distribution of any event collateral using the Ronald McDonald House Charities of Pittsburgh and Morgantown logo, please contact Heather, our Development Associate of Annual Giving at [heather@rmhcpgh-mgtn.org](mailto:heather@rmhcpgh-mgtn.org) for approval.**



# Guidelines

The following guidelines have been established to serve as a standard for all fundraising promotions, programs, special events and benefits held on behalf of RMHC Pittsburgh and Morgantown by any third party, individual or group.

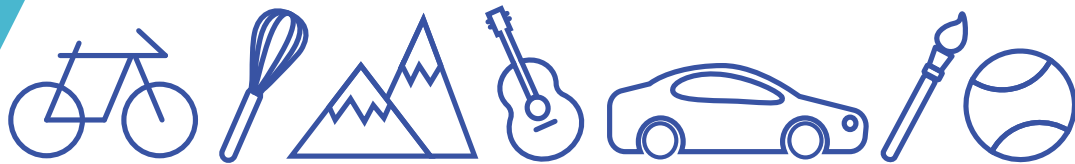
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## Things We Are Able to Do:

- **Approve your event.** Approval from RMHC must be received before any action can take place on any event/campaign. A P.O.P. Application must be submitted to determine if the event or campaign is within RMHC's guidelines and feasible within its existing annual calendar of events.
- **Approve and review promotional materials.** RMHC Pittsburgh and Morgantown must review and approve all promotional materials that includes RMHC Pittsburgh and Morgantown logo or name prior to production or distribution including, but not limited to, press releases, invitations, brochures, letters and flyers. **The official logo of RMHC is a registered trademark and cannot be legally reproduced without written permission.** In addition, the RMHC Pittsburgh and Morgantown logo should be used appropriately in conjunction with the event and may not be altered in any way.
- **RMHC may promote the event, when appropriate, in the following ways:**
  - RMHC Pittsburgh and Morgantown Fundraisers website: <https://POP23.givesmart.com>
  - Quarterly RMHC Pittsburgh and Morgantown newsletter
  - Social Media (Facebook, Instagram and Twitter)
- **Coordinate contact with any media or news outlets.** Any contact with media must be coordinated with RMHC Pittsburgh and Morgantown.

## Things We Are Unable to Do:

- **Assist in planning your fundraising event or providing staffing for your event.** Third party event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers, and liability.
- **Solicit sponsors.** RMHC Pittsburgh and Morgantown is unable to solicit sponsors for the fundraising event and does not provide any donor or volunteer contact information.
- **Guarantee attendance from our network of contacts.** RMHC Pittsburgh and Morgantown will notify clients/volunteers/supporters of event details and invite them to attend third party events only when deemed appropriate by RMHC Staff.
- **Guarantee social media promotion.** It is at the sole discretion of the RMHC Pittsburgh and Morgantown Development Team to decide if third party promotions fit within the existing social media content schedule and adhere to brand guidelines.
- **Guarantee the presence of a RMHC Ambassador or representative.** Organizers who wish to request the presence of RMHC Ambassadors or representatives should make their request at least twenty (20) days prior to the event to allow sufficient time for such individuals to be contacted and scheduled to attend.



# How To Create Your Fundraising Webpage

1. Visit <https://POP23.givesmart.com>

2. Select "Start a Fundraiser"

3. Enter your information

4. Add a compelling "Why"

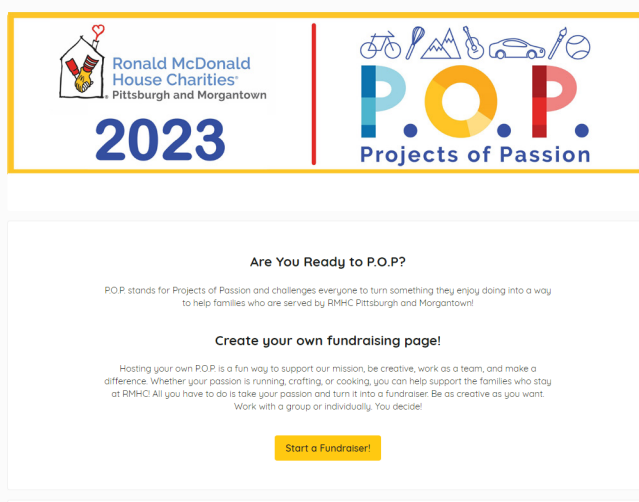
Let everyone know about your event and WHY you have decided to P.O.P. for RMHC!

5. Add a goal

6. Share far and wide! Share your fundraising page with all of your friends, colleagues, and family.

Sharing your fundraiser consistently and with everyone you know will help you reach your goal.

7. Don't forget to thank your supporters!





# Everly's Journey

How **your support** provides **stability** for families like Everly's

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Olivia and Derek never expected to need the Ronald McDonald House. But when their daughter, Everly, made an early arrival into the world, it became the place they called home.

Their unforeseen journey began while they were on vacation. Olivia was 32 weeks pregnant, and her water broke in the middle of the night. Searching for the closest hospital with a neonatal intensive care unit (NICU), they arrived at WVU Medicine Children's. Everly was born that night, weighing three pounds, seven ounces.

For the next two weeks, Everly remained in the NICU. After two days of respiratory support, her medical team focused on feeding so that she could gain weight and build strength.

"They took good care of her," said Olivia.

Wanting to be near their daughter, but living three hours from home, Olivia and Derek were faced with the challenge of where they were going to stay. A nurse told them about Ronald McDonald House Morgantown.

**"The Ronald McDonald House was a huge help," said Olivia. "It was right next to the hospital, and we could see our daughter every day."**

In addition to having the physical comforts of home like a warm bed and homemade meals, Olivia and Derek found support in meeting other RMHC families. Sharing their experiences with each other provided extra comfort.

"It's something that stands out to us," said Olivia.

Two weeks after Everly's surprise arrival, she was strong enough to be transferred to a hospital closer to home. There, she stayed two more weeks and then joined her big brother Cole at home.

"Cole adores her," said Olivia. "He always asks to hold her and gives her hugs and kisses."



*Community support keeps families like Everly's close because being together means so much.*

# Thank you

for helping  
**keep families  
together**



**RMHC**

Pittsburgh and Morgantown

Keeping families close®

**Proceeds from this event support RMHC Pittsburgh and Morgantown, helping to provide comfort & care to families with sick kids.**





Ronald McDonald  
House Charities®  
Pittsburgh and Morgantown

## Facts about RMHC Pittsburgh and Morgantown

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The very first Ronald McDonald House opened in Philadelphia in 1974. The Pittsburgh House opened 5 years later as only the 7th House in the world, and Morgantown opened in 1990. Today, there are more than 380 Houses around the world!



The Morgantown House is less than 1,500 steps away from WVU Medicine Children's and close to WVU's football stadium, too. In fact, with our proximity to West Virginia University and very generous donors, we've had at least one family at every WVU home football game for the last several years.



The original Ronald McDonald House in Pittsburgh had only 10 guest rooms. Today, the House has 74 apartments that help keep families together.



Ronald McDonald House Charities of Pittsburgh and Morgantown has hosted families from over 100 countries. Families travel from all over the world for pediatric medical care, and we continue to keep our doors and hearts open to them thanks to the generosity of people just like you.



The Ronald McDonald Care Mobile in Pittsburgh is one of forty operating in nine countries. A 40-foot vehicle travels to areas where children are medically underserved to provide care.

# Application

Ronald McDonald House Charities of Pittsburgh and Morgantown



## General Information

Contact Name: \_\_\_\_\_

Organization (if applicable): \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Special Event Information

Description of Event:

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Date of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Anticipated Gross Revenue: \_\_\_\_\_

Anticipated Net Revenue to be donated to RMHC Pittsburgh and Morgantown:

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Will the Event benefit other organizations?

☐ YES

☐ NO

If yes, please name other organizations:

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## Other Information

How will the Event be promoted?

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Has the organization ever hosted an event for RMHC Pittsburgh and Morgantown?

☐ YES

☐ NO

Will the RMHC logo be used in conjunction with other logos, trademarks, etc.?

☐ YES

☐ NO

**\*If yes, proofs must be approved by RMHC Pittsburgh and Morgantown.**

Will you be using social media to promote your event?

☐ YES

☐ NO

**\*If yes, please tag us on Facebook, Instagram, and Twitter so that we can share your events.**

Will you be contacting the media to cover this event?

☐ YES

☐ NO

**\*If yes, please make RMHC aware before event.**

Do you plan to solicit sponsors or in-kind donations for the event?

☐ YES

☐ NO

**\*If yes, please make RMHC staff aware of what organizations/businesses you plan to solicit.**

Does your company have a matching gifts program?

☐ YES

☐ NO

**\*If yes, please let RMHC staff know so we can help take the necessary steps with assistance.**

## Terms

We will conduct the event for the benefit of the Ronald McDonald House Charities of Pittsburgh and Morgantown, Inc. in accordance with the provisions of this proposal.

We will maintain the insurance coverage evidenced by the Certificate of Insurance accompanying this proposal throughout the pendency of the event.

Our conduct of the event will conform to applicable laws, rules, regulations, and ordinances.

All material using the Ronald McDonald House Charities of Pittsburgh and Morgantown, Inc. name or logo will be submitted by us to RMHC Pittsburgh and Morgantown for approval prior to the publication or use of such material.

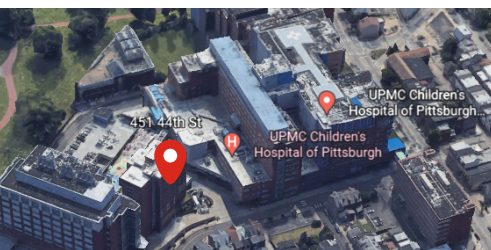
We will indemnify and hold Ronald McDonald House Charities of Pittsburgh and Morgantown, Inc. and their respective trustees, directors, officers, employees, volunteers, and agents harmless from and against any and all claims, liabilities, judgments, penalties, settlements, losses, damages and expenses, including court costs and reasonable and reasonable attorney's fees, incurred or suffered by these parties in connection with or as a result of the event.

We will submit all event proceeds raised for Ronald McDonald House Charities of Pittsburgh and Morgantown, Inc. within **30 days** of the event.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# Donation Info

## Physical Donations



### Pittsburgh House

**451 44th Street, Penthouse Floor, Pittsburgh, PA 15201**

**For donation dropoffs, please schedule an appointment in advance with Morgan Knox, Volunteer Coordinator: (412-246-1103, [morgan@rmhcpgh-mgtn.org](mailto:morgan@rmhcpgh-mgtn.org))**

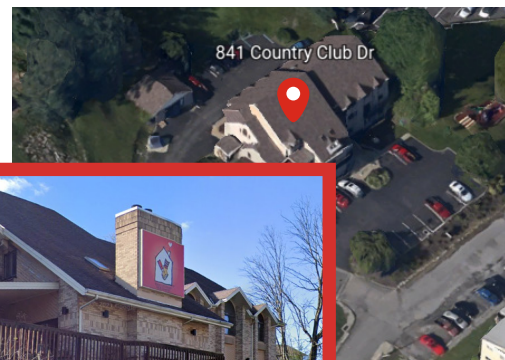
- For the protection of our immunocompromised families, we are only able to accept brand new items.
- Dropoff hours are 7 days a week. We ask that large dropoffs be scheduled M-F before 7pm.
- Please call our front office/Guest Relations team when you are on your way. This gives our staff a heads up that you will be arriving (412-246-1105).
- Please see map to locate our "Drop-Off Zone" in front of RMH Pittsburgh. To drop off your donations, please park temporarily in our fire lane outside of the front door, next to the Ronald McDonald Statue. Next, place your hazard lights/blinders on. The front door will be locked, please press the call button and say you are here with a donation. A staff member will be down to greet you with a cart (if needed). Your assistance with loading the cart is appreciated. \*Please note that we are operating with a small staff. We thank you for your patience as there may be unloading delays.
- Donation dropoffs will be curbside due to the ongoing pandemic environment and our families compromised immune systems. Please come prepared to drop off your donations outside, unless our staff requests your support. If your support is requested, please always wear a mask over your nose and mouth inside our building.
- Drop-Off Zone is for unloading only. Parking longer than 10 min may result in a ticket

### Morgantown House

**841 Country Club Drive, Morgantown, WV 26505**

**As we are quickly approaching our expansion, before donating items please email Kara Kimble, House Manager, (304-322-2073, [kara@rmhcpgh-mgtn.org](mailto:kara@rmhcpgh-mgtn.org)) to ensure we are able to accept and accommodate donations.**

- For the protection of our immunocompromised families, we are only able to accept brand new items.
- If you've collected items, they can be delivered to Ronald McDonald House Morgantown between 9 am and 9 pm daily. For large donations, please call ahead to 304-598-0050 to schedule your drop-off time.
- In order to keep everyone safe, we ask that you leave donations in the entry way and ring the doorbell to let us know you've arrived. Staff will come out to retrieve the items. There is no entry for outside visitors due to Covid-19 restrictions at this time.



## Monetary Donations



A Ronald McDonald House Charities of Pittsburgh and Morgantown W9 is available upon request.

- IRS Tax ID: 25-132027

Donations from an event can be sent to RMHC Pittsburgh and Morgantown the following ways:

#### • Via check

1. Make checks payable to Ronald McDonald House Charities of Pittsburgh and Morgantown
2. Memo: Event Name
3. Mailing address (attn: Heather Hibala, RMHC Pittsburgh and Morgantown, 451 44th Street, Penthouse Floor, Pittsburgh, PA 15201)

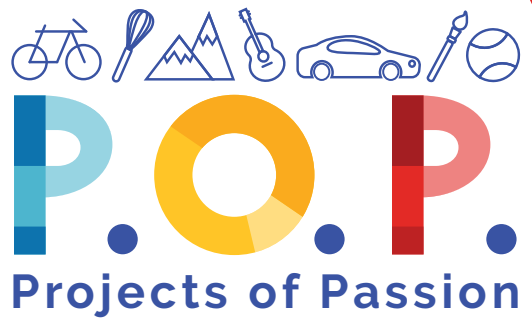
#### • Via online donation form/credit card

1. <https://rmhcpgh-mgtn.org/donate/>
2. Select Project of Passion (P.O.P) from the dropdown box
3. Add your event name to the memo box



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-yous.





Thank you for helping  keep families together

Ronald McDonald House® Pittsburgh  
Ronald McDonald Care Mobile® Pittsburgh  
451 44th Street - Penthouse Floor  
Pittsburgh, PA 15201  
412-362-3400 tel  
412-362-8540 fax

Ronald McDonald House® Morgantown  
841 Country Club Drive  
Morgantown, WV 26505  
304-598-0050 tel  
304-599-0780 fax