



2024-25

Fundraiser Toolkit

RMHC of WNY



**Ronald McDonald
House Charities®
of Western New York**

With Grace and Gratitude

Thank you for your interest in hosting a fundraiser for Ronald McDonald House Charities of Western New York (RMHC of WNY). I am truly grateful to you and all our fundraiser partners.

RMHC of WNY is funded entirely through the generosity of our community. By hosting a fundraising event, you are directly impacting our mission to support the health and wellness of children in the hospital and their families.

We can't wait to hear all about your event! If you need a hand, just let us know. Let's make a difference together!



Lisa Booz,
Executive Director



OUR HISTORY



The House was built for Dr. Alexander Main Curtiss.

1895

1983

December - The Buffalo Ronald McDonald House opened its doors to families.

November - Ronald McDonald Family Room opened at John R. Oishei Children's Hospital (OCH)

2017

2018

May - The first Ronald McDonald Hospitality Cart was launched at OCH.

September - The Meeting Center on the RMHC of WNY campus was dedicated.

2021

June - The second Ronald McDonald Hospitality Cart launched at Sisters of Charity Hospital.

2023

October - Groundbreaking Ceremony for Access for All project at the Buffalo Ronald McDonald House.

Our History

December 8, 2023, marked four decades of RMHC of WNY.

We're 40 years young and have only just begun to make an impact in the community.

We look forward to future growth and including your partnership in that journey!



Host Your Own Event

Do you want to host a fundraiser? You can help in many ways with both in-person and virtual events. If you have any questions or wish to discuss your fundraising ideas, please contact Lisa Booz at Lbooz@rmhcwny.org.



Here are some fundraising ideas:

- Wish List Drive
- Dress Down Day
- Bake Sale
- Car Wash
- Auction
- Sports Tournament
(golf, pickleball, croquet)
- Fun Run/Walk
- Dance-A-Thon
- Happy Hour
- Basket Raffle
- Cooking Contest
- Bingo
- Lemonade Stand



Ronald McDonald
House Charities®
of Western New York

How we can support your event



We've got your back with collateral and branding! Our logo and vibrant colors are on the next page. Feel free to use them!



If you have created any promotional materials (flyers, posters, etc.) for your event, we will do our best to share the message with our audiences.



Let us know if you want to bring the donation check to our Ronald McDonald House. We can provide a check presentation and a tour.

As much as we'd love to attend every outside fundraiser, our crew's time is tight as we work daily supporting families with little warriors. We are truly grateful that you use your time and talent to raise money for the families we serve.

**Tag us in your event
social media promotions!**



@rmhcwny



@rmhcwny



@rmhcwny

Our Branding

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



Logos

We have logo options galore for your fundraising materials!

Stick with the full-color logo whenever you can, rocking either black or RMHC blue for the logo text.

If your background is dark, make the logo text white for that pop!

Remember, don't stretch or squish the logo! Say no to fancy extras like embossing or shadows. Keep those logo elements together and at their original size for the win!

Before distribution of any event collateral using the Ronald McDonald House Charities of Western New York logo, please contact Lisa Booz, Lbooz@rmhcwny.org for approval

Donation Information

Physical Donations

To keep our guest families safe and sound, we kindly ask for brand-new donations only.

Monetary Donations

A Ronald McDonald House Charities of Western New York (RMHC of WNY) W9 is available upon request. Our IRS Tax ID: 22-2438932

Physical and monetary donations can be sent to
Ronald McDonald House Charities of Western New York
780 West Ferry St., Buffalo, NY 14222

