



2025-2026

THIRD-PARTY TOOLKIT

RMHCR



**Ronald McDonald
House Charities®**
Rochester, NY

Keeping families close®

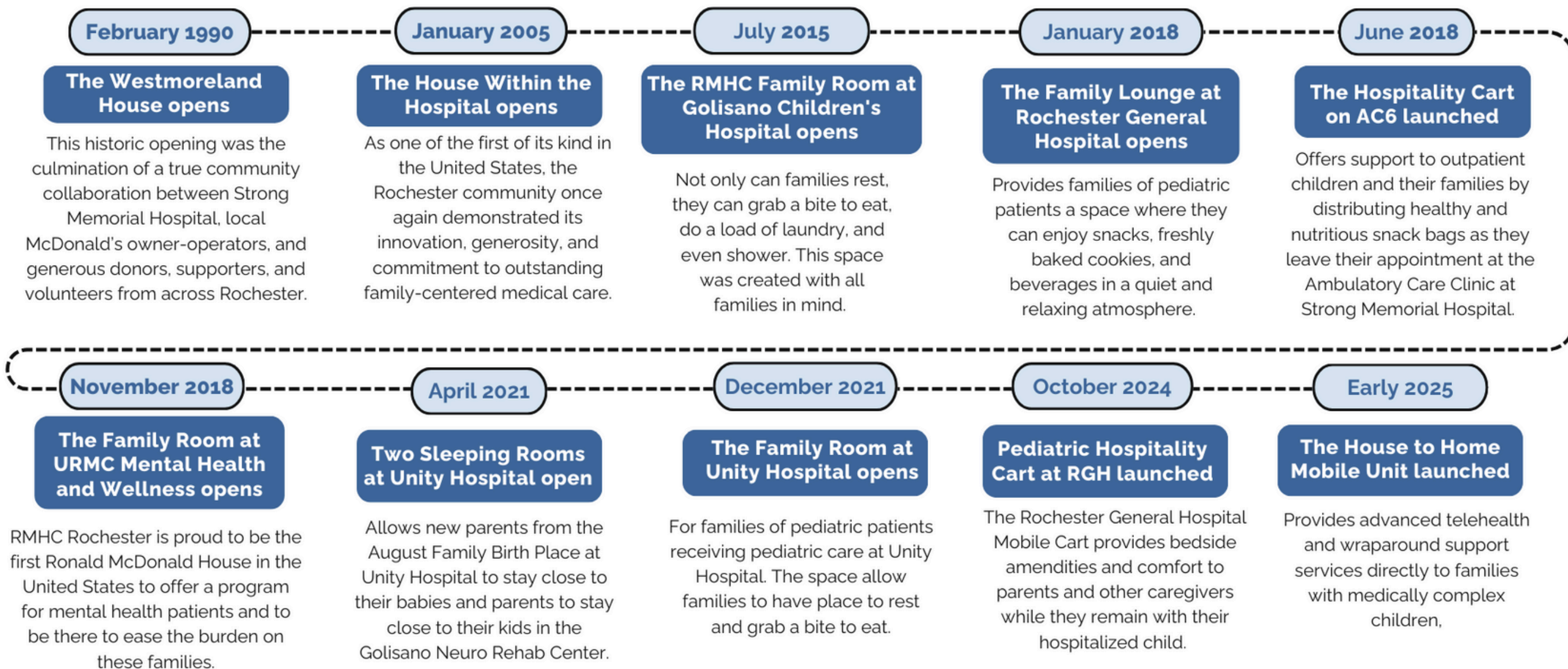
With grace and gratitude

Thank you for your interest in hosting a third-party event for Ronald McDonald House Charities of Rochester, NY (RMHCR). I am truly grateful to you and to all our fundraising partners. RMHCR is funded almost entirely through the generosity of our community; and by hosting a fundraising event, you directly impact our mission to support the health and wellness of children in the hospital and their families.



JoAnne M. Ryan
President & CEO

Our History



Host your own event

Have a third party event you would like to host? You can help in many ways, both in-person and virtually. If you have any questions or would like to talk about fundraising ideas, please contact Courtney Trawitz at courtneyt@rmhcrochester.org



Here are some ways you can host your own fundraiser:

- Wish list drives
- Start a social media fundraiser
- Dress down day
- Hold a car wash
- Bake sale
- Golf tournament
- Fun run/walk
- Silent auction
- Cooking contest
- Wine/beer tasting
- Dance-a-thon
- Homerun derby
- Happy hour
- Basket bingo



RMHC
Rochester, NY

Kids Read for Kids

Ronald McDonald House Charities of Rochester, NY is excited to team up with **Your School** for a special literacy-based community service initiative:

Kids Read for Kids!

This program gives students the chance to make a difference in their community while fostering a love for reading. Funds raised will be evenly split between **Your School** and RMHCR, supporting your school and helping families in our community with sick or injured children.



READ-A-THON!



PROGRAM DETAILS

Get Started

- View a sample site using the **QR code below**
- After registering, you'll receive an email with two important links:
 - A link to the **student dashboard**, where you can log your reading minutes.
 - A link to your child's **personal fundraising page**, which you can customize with a picture and personalized wording.
- Share your child's link with family and friends via email, text, and social media.

How it Works

- Begin your 28-day reading journey anytime—choose your own start date! 📖
- Log your reading minutes each day on the calendar, but don't forget to add them on the website too!
- Ask family and friends to cheer you on by donating! They can pledge per minute of reading or make a one-time donation.

SAMPLE SITE HERE



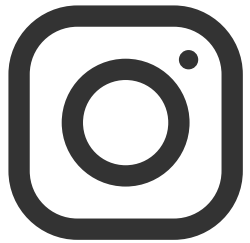
How can we help your event



@ronaldmcdonald535



@rmhcrocny



@rmhcrocny



@Ronald McDonald
House Rochester NY



For your event we can provide collateral and branding (see next page for logo and colors) for you to use.



If you have created any promotional materials for an event, we can do our best to share the message with our applicable audiences.



If you would like to bring the check to our Westmoreland house, please let us know. We can provide a check presentation and tour.






Although we would love to attend all third-party events, we are often unable to due to limited time and the daily work we do to support families with a critically ill or injured child. However, we are incredibly and sincerely grateful to all of you who are taking the time to raise money for those same families. Thank you!



Our Brand

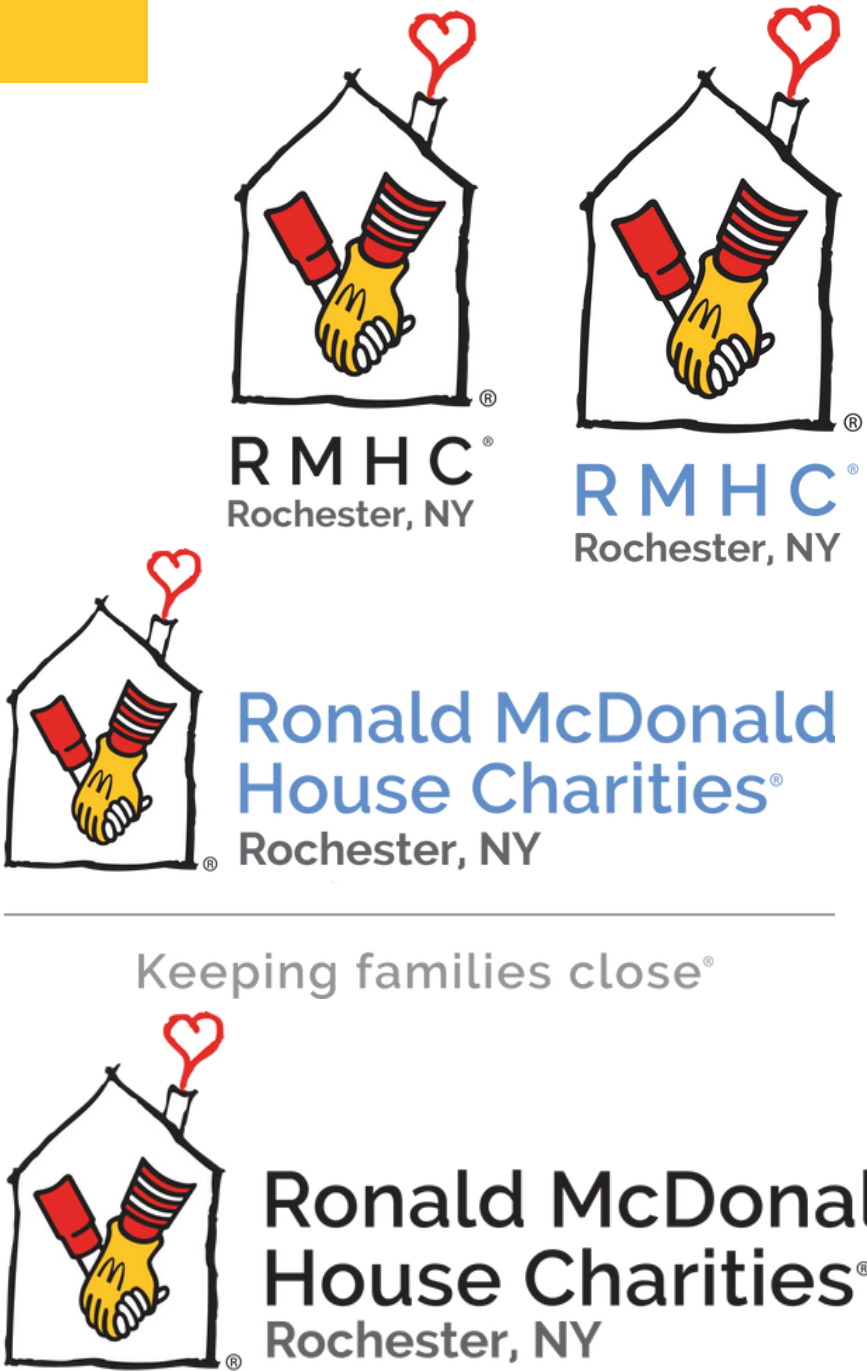
In materials please use our full name "Ronald McDonald House Charities of Rochester, NY"

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

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 either black or 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.



Donation Information



Physical Donations

For the protection of our families, we request that all donated items are brand new. If you've collected items, they can be delivered to the Westmoreland House at 333 Westmoreland Dr. Rochester, NY 14620 from 9am-5pm M-F.

Monetary Donations

A Ronald McDonald House Charities of Rochester, NY (RMHCR) W9 is available upon request. IRS Tax ID: 16-1271311

Please mail checks payable to Ronald McDonald House Charities of Rochester, NY

To mail in your donation please send to
Ronald McDonald House Charities of Rochester, NY
attn: Courtney Trawitz
333 Westmoreland Dr.
Rochester, NY 14620