

2017



SOUTH ISLAND

# Fundraising Kit



# Contents

**This kit aims to provide you with tips and tricks to inspire your fundraising**

|                                  |   |
|----------------------------------|---|
| So you're a student?             | 4 |
| So you're a business?            | 5 |
| So you just really want to help? | 6 |
| What we can offer you            | 7 |
| Get in touch!                    | 8 |

# About the house

The Mission of Ronald McDonald House South Island is simple: we believe it's better for families to stay together when their child is sick.

We provide free accommodation and support to families who have children up to the age of 21 in Christchurch and Southland Hospitals, aiming to alleviate emotional, practical and financial stress for families.

Your fundraising helps Ronald McDonald House South Island, the Ronald McDonald Family Room in Christchurch Hospital and the Family Room in Southland Hospital stay open 24 hours a day, seven days a week.

## Our Families

We supported

**640**  
families



who visited

**973** times



and accounted for  
**28,871**  
heads on pillows

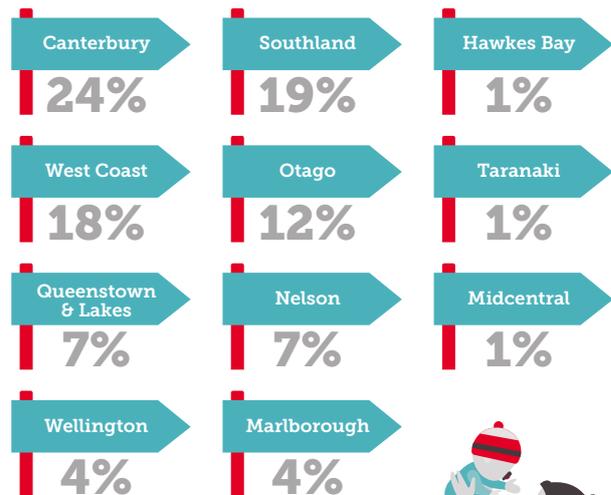


The average  
length of  
stay was

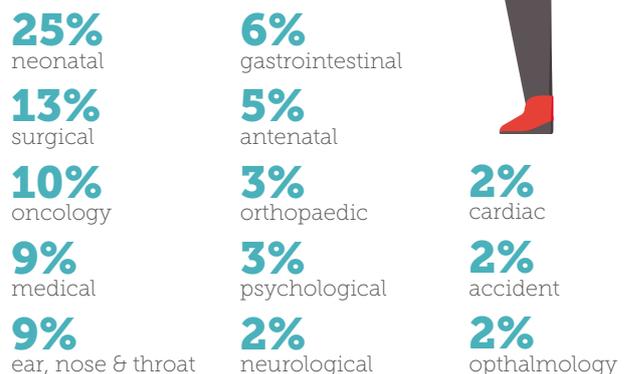
**8** nights

Volunteers gave  
**13,635** HOURS  
of their  
time

Our families come from these regions:



The most common  
diagnoses are:



# So you're a student...?

We receive incredible support from young people, keen to help out someone their own age going through a tough time. Every little bit counts, so put your thinking caps on and see which idea would work best in your school community!

## Here are some ideas to get you started:

- Showcase your class's art or photography with an exhibition
- Do a barbeque or bake sale for school lunch, at a gala, or at the local sports grounds
- Sports tournament against other classes, houses, years or schools (or staff vs students), where you're sponsored an amount for each goal or try
- Host a school dance or disco, with a portion of ticket sales going towards the House
- Mufti day: pyjamas, onesies, 'what I want to be when I grow up', wacky hair day...
- Purchase a pie and pie your teacher!
- Host a dance off, zumbathon, karaoke night or school concert
- Ask a [movie theatre](#) about hosting a new release movie as a fundraiser. Or watch a classic at school, charging for popcorn and drinks instead.
- Ask around your community for vouchers or gifts (restaurants, salons, vineyards, supermarkets, florists etc.) and run a raffle
- For senior students – host a "slave auction" where you're sold to the highest bidder to help them out for the day – gardening, cooking, cleaning etc.
- See what other [fundraising ideas](#) [New Zealand companies](#) can help you with...

If you are collecting any donations online, or fundraising over a period for an event (like a marathon), we have a got a great tool for you to use to do this. Go to [everydayhero.co.nz](http://everydayhero.co.nz) and click on the button that says 'Get Started'. This will guide you through making a fundraising page and makes sure the money goes to Ronald McDonald House South Island safely. This is easy to share online, on social media and through email. You can put photo and blog updates for your supporters on here as well.

## Selwyn House

Appealing to the eyes and tummies of fellow students, Selwyn House raised \$330 in 2016 with one lunchtime bake sale. What may be small change to some, can make a really big difference to the lives of families we support. Cookies, sherbet, spiders, and brownie all proved very popular! Chat to us about how to kick-start this idea in your classroom.



# So you're a business...?

Supporting Ronald McDonald House South Island has a great feel-good factor, but it can also double as a way to strengthen your team, a chance to get out of the office, and an opportunity to give back to the families who use the House.

## Here are some great ways to engage with the House as a workplace:

- Fundraising auction – either silent or as part of an event (gala, dinner, exhibition). Talk to clients or local businesses (restaurants, salons, vineyards, supermarkets, florists etc.) to see if they would sponsor a prize
- Organise a work dinner/gala function for clients, or a speaker who would inspire your staff where a portion of ticket sales goes towards the House
- Silly dress up day – loud shirt, op shop, pyjamas, onesies, what I want to be when I grow up etc.
- Fishing or golf tournament
- Ask a [movie theatre](#) about hosting a new release movie as a fundraiser
- Organise a High Tea or morning tea where part of the ticket price or a donation goes towards the House
- Organise a quiz night:
  - [Christchurch Casino](#)
  - [Elmwood Trading Company](#)
  - [Robbies Riccarton](#)
  - Or your local favourite

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### Corcoran French

This Canterbury Law Firm has taken a unique approach to their Room Sponsorship, fundraising as a team to raise the \$5000 needed each year. They have done things such as run a quiz night and a raffle for friends and family. “Our staff love being involved, particularly with something bigger than ourselves and our legal work, which is consistent with the culture we have here,” says Corcoran French Partner Mark Henderson.

# So you just really want to help out...?

We have individuals and community groups who want to help out, but often don't know where to start. Don't be put off if it's just you – once you pick what you want to do, you'll be very surprised who comes to support you in your fundraising. The best way to start is to think about what you're good at, and what you enjoy doing. We can help you with the rest...

- What local community are you a part of? If you're passionate about something we can work together to tailor a fundraising event around that
- Enter a sporting event to challenge yourself and get sponsored by your friends
- Shave your hair or beard for the House
- Organise a community fun day, gala, fair, barbeque or bake sale
- Busk or perform at a local event, market day or fair
- Host a garage sale, a book fair or put your items up on TradeMe
- Ask around your community for vouchers or gifts (restaurants, salons, vineyards, supermarkets, florists etc.) and run a raffle
- Ask your [local Bunnings](#) if you can host a sausage sizzle on a weekend
- Ask a [movie theatre](#) about hosting a new release movie as a fundraiser

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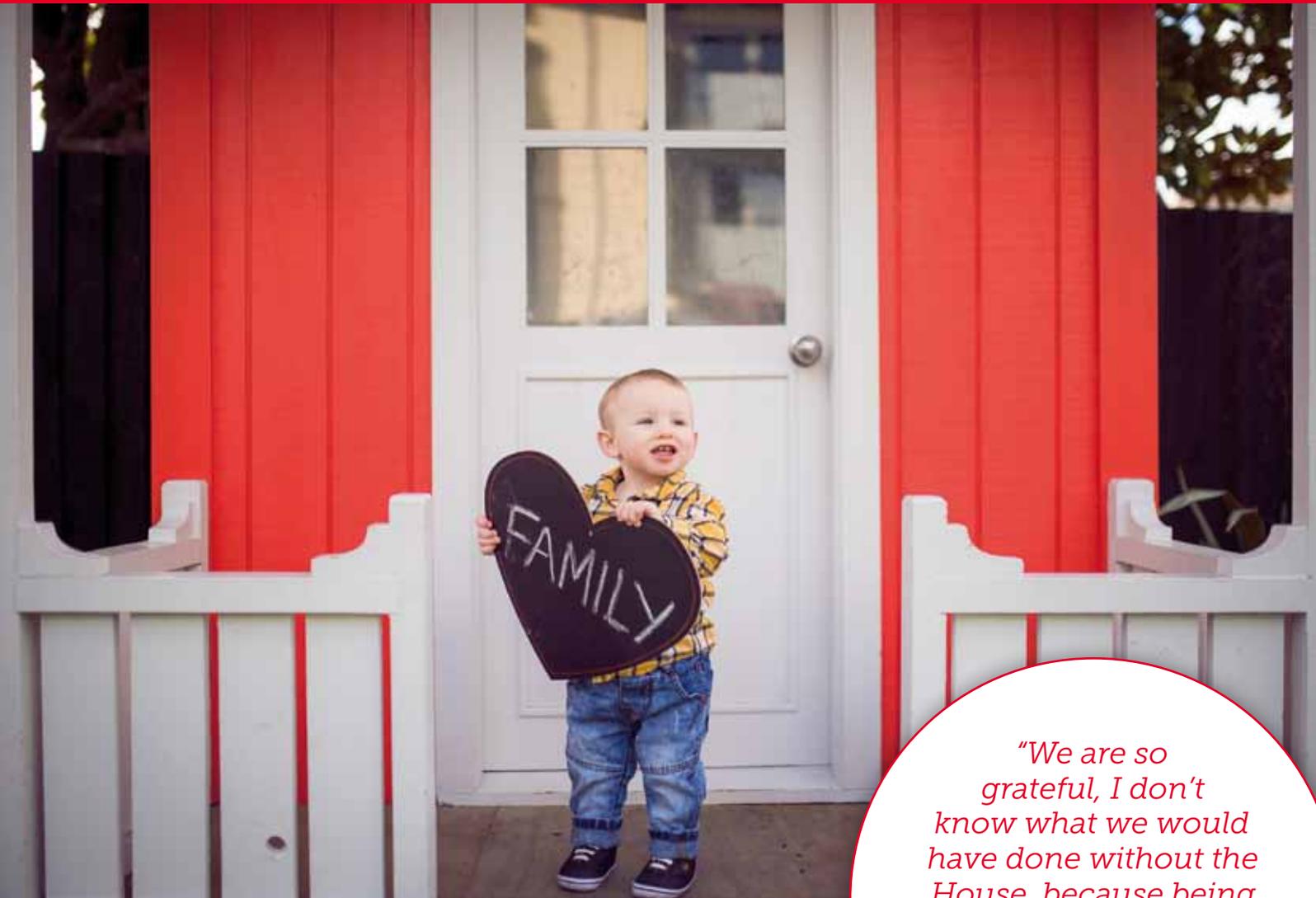
Matt Anderson is a junior harness racing driver, and after “doing his homework” on different charities in New Zealand, he decided to donate his driving fees from the Australasian Young Drivers' Championship in Australia to RMH SI. “I'm really fortunate to have been given this opportunity so it's nice to be able to use it to help others, especially families who are going through a tough time,” Anderson said.

# What we can offer you

- Are you in town? We would love to have you over to the Christchurch House at 33 Cashel Street. We can show the difference your fundraising will make to the families who are using our facilities by taking you on a House tour. This is the best way to see what we do and how you can help.
- Do you need a bit more information, or want to convince some other people about why RMHSI is a great organisation to fundraise for? A staff member from the House can come down to your school, business, lecture hall, gym, living room, staffroom, classroom, church, meeting... you name it, we'll be there! We can do a presentation and answer any questions you may have. If you are further away from the House, we can send you any material and videos that may help you to share about the House on our behalf.
- Any branding – if you are close enough, we can lend you banners and a pergola, and send you brochures, posters, newsletters, and our logos to put on any advertising material you may be creating yourself.
- A dedicated staff member will be there to support you with ideas, organisation, event facilitation, communications, marketing and even counting coins!
- A chance to share your talents, push yourself, learn and grow, give back to families who are using our service, make a difference and become part of the wider Ronald McDonald House South Island support family.



# What's next?



You've got a plan but aren't sure where to start? Have any questions or concerns? Running out of ideas? Need help setting up your Everyday Hero page? Not sure where to bank the money you've got?

**Get in touch with the Fundraising Advisor at  
Ronald McDonald House South Island.**

Call 03 377 3311 or email [jemma@rmhsi.org.nz](mailto:jemma@rmhsi.org.nz)

*"We are so grateful, I don't know what we would have done without the House, because being able to stay together was the most important thing."  
– The Shaw family*