



NEW INDUSTRY PARTNERSHIP WITH RONALD MCDONALD HOUSE



Ronald
McDonald
House®

Partnership introduction from CRVA CEO, Stuart Lamont

At our National conference in May, CRVA announced that Ronald McDonald House will be its new industry charity partner. To kick off our industry's support for this important charity, nearly \$30,000 was raised.

Ronald McDonald House is about providing comfort and care through accommodation for seriously ill children and their families. Bringing families together resonates strongly with our industry, so it makes sense that we support a charity with the same focus on families and supporting the community.



Most of the families who are supported by Ronald McDonald House are from regional areas of Australia, the communities that many of the members of our industry live and operate in.

To find out more about the work of Ronald McDonald House, visit www.rmhc.org.au

I am calling on all industry members to get behind this truly worthwhile cause, and collectively, we can make a very positive impact.

Stuart Lamont

How the partnership works:

CRVA has worked with Ronald McDonald House to come up with five easy ways for you to support the work of Ronald McDonald House in supporting seriously ill children and their families.

Step 1 – Select one of five opportunities to engage with the partnership and show your support.

Step 2 – Fill out the below form and email or fax back to Ronald McDonald House. They will then be in contact to help you start fundraising and provide all necessary information.

Step 3 – All of your donations are then made via the online fundraising portal Everyday Hero.

Step 4 – We will report back regularly on the positive impact the collective support of the caravanning and holiday park industry is having.

About Ronald McDonald House:

Ronald McDonald Houses are located near women's and children's hospitals across Australia and provide a 'home-away-from-home' for seriously ill children and their families. As many as 300 families per night, or 6,000 families per year, sleep at 14 Ronald McDonald Houses. Most of the families who stay are from regional and remote areas of Australia.

You can help make a significant impact to support Ronald McDonald Houses to make it possible for families to remain together and stay close to their children. Our Houses are built on the simple idea that nothing else should matter when a family is focussed on looking after their child, not where they can afford to stay, where they will get their next meal or where they will lay their head at night. We believe that when a child is sick, the love and support of family is as powerful as the strongest medicine prescribed.

Sadly, the Houses currently turn away up to 75 families every week because they do not have enough room. Over the next five years, there are bold plans to build new Houses in Orange, Perth, Brisbane and Sydney. We need your support.

With the help of generous individuals and organisations like members of CRVA, we'll be able to support even more families when they need our help the most.

How you can support Ronald McDonald House and families in need:

| Opportunity to support | Details and benefits |
|--|---|
| 1 - Ronald McDonald House donation money boxes | <ul style="list-style-type: none"> Positioned on counter at point of sale or service Highly visible promotion of partnership and association with RMH |
| 2 - Make Ronald McDonald House your 'Charity of Choice' at events and conferences | <ul style="list-style-type: none"> A great way to promote your support for RMH to a wide audience of stakeholders and customers This option needs to be discussed with RMH on a case-by-case basis for approval Fundraising mechanisms could include having a donation built into attendance fee, RMH volunteers/staff present to collect donations or run raffles or auctions |
| 3 - Have a donation built into your tariff | <ul style="list-style-type: none"> A donation built into every tariff OR option for customers to 'add on' a donation to tariff Point of sale brochure will help support this activity |
| 4 - Have a donation built into retail purchase price | <ul style="list-style-type: none"> Opportunities for point of sale activity include shelf talkers, branding on packaging or inclusion in marketing and promotion. This option needs to be discussed with RMH on a case-by-case basis for approval |
| 5 - Make regular personal or organisational donations | <ul style="list-style-type: none"> Quick, easy way to make online donation to RMHC and receive an instant tax receipt of donation Simply visit www.everydayhero.com/crvasupport |

NB - All information and guidelines on use of the RMH logo and promoting your support will be provided by RMH once you have chosen your opportunity to support.

**Please complete the below form and return by fax to (02) 9382 1624
or email crva@rmhrandwick.org.au**

A Ronald McDonald House representative will then be in touch to organise the next steps for you and send all necessary information and material.

Organisation:

Contact name:

Phone: **Fax:**

Address:

Email:

| Please select the opportunity you'd like to select to support Ronald McDonald House | |
|---|--|
| <input type="checkbox"/> | Order a Ronald McDonald House donation box (please specify amount required) |
| <input type="checkbox"/> | Make Ronald McDonald House my 'Charity of choice' at an event or conference. Please specify name of event/conference |
| <input type="checkbox"/> | Have a donation built into our tariff |
| <input type="checkbox"/> | Have a donation built into our retail purchase price |

THANK YOU FOR YOUR SUPPORT OF RONALD MCDONALD HOUSE
AND THIS NEW INDUSTRY CHARITY PARTNERSHIP



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