



Fundraising Toolkit

Learn more about how you can raise funds for families living at Ronald McDonald House Southwest Ohio!



About Us

Ronald McDonald House Southwest Ohio provides comfort, care and support for ill or injured children and their families from around the world. We believe that families cope better when they are together and that no family should have to deal with their child's medical crisis alone. We surround them with comfort and ensure they have the support they need for the best possible health outcomes.



Ronald McDonald House: Cincinnati

177 private guest rooms, indoor and outdoor play areas, laundry facilities, daily activities and home-cooked meals



Ronald McDonald House: Dayton

42 private guest rooms, play areas for kids and teens, laundry facilities, daily activities and home-cooked meals



Ronald McDonald House Family Room: Miami Valley Hospital

Snacks and warm meals, quiet respite areas and laundry facilities

2025 Impact



Cincinnati House

2,565 families served

61,186 nights of care

Average stay: 33 nights

From 48 states & 7 countries

\$15.2M saved in travel expenses



Dayton House

255 families served

5,612 nights of care

Average stay: 19 nights

From 30 states & 14 countries

\$1.25M saved in travel expenses



Family Room

11,809 guests served

Average 22 visitors/day

Loads of laundry: 538

All services are provided at no cost to families.



Visit ronaldmcdonaldhousesouthwestohio.org
to learn about all programs and services.



Where to Start

1. Dream Big and Plan Your Event

First things first: set your goal! What do you want to achieve? Then, map out how you will raise those funds. Need inspiration? Check out some ideas below:

Run, Walk, Swim, or Cycle: Take on a race or challenge and fundraise.

Celebrate: Ask for donations in lieu of gifts.

Dine Out for a Cause: Host a restaurant giveback night.

Sales: Sell items and donate the proceeds.

Jeans Day: Donate to dress down for the day.

Pull Tabs: Collect aluminum tabs from cans.

Wish List Drive: Collect much-needed items for families.

2. Share Your Story

Why are you fundraising for Ronald McDonald House Southwest Ohio? When you have a personal connection or know someone impacted by our mission, sharing your story can inspire others to give.

Social Media Tips and Tricks

Tell Your Story

Share your story about why supporting Ronald McDonald House is important to you.

Keep Posting

Sharing on multiple platforms will boost your message and reach even more donors.

Post Your Progress

Update your network on your progress and remaining goal, so they can help you reach it.

Tag Us!

We're on Instagram, Facebook and LinkedIn @ronaldmcdonaldhousesouthwestoh

3. Start Fundraising

Most events have a few key elements. Use this checklist to ensure your event is a great success!

Sample Checklist

- Select your event and inform Ronald McDonald House staff.
- Choose your fundraising goal.
- Pick a name, date and location.
- Design promotional materials and spread the word.
- Print supplemental resources from the back of this toolkit.
- Decide how to collect donations.
- Select vendors if necessary.
- Build your day of event team and timeline.
- Thank donors, sponsors and volunteers.
- Send the funds to Ronald McDonald House Southwest Ohio.
- Reach out to our staff with questions or for support along the way.

Guidelines

How we can help

We are excited to partner with you in making your fundraiser a success! We are here as a resource to help you in the following ways:

Answer questions: We are happy to clarify details and guide you through the process.

Share resources: From inspiring family stories to tips, we will provide multiple tools to keep your event engaging.

Help promote: We can amplify your efforts through our channels when appropriate.

Brainstorm ideas: Need creative inspiration? We will help you think through what works best.



Frequently Asked Questions

Will Ronald McDonald House Southwest Ohio help me organize my event?

We can provide guidance or inspiring resources about our programs, but we cannot take ownership of planning or organizing your event.

How do I send the proceeds of my event to Ronald McDonald House Southwest Ohio?

You can work with our staff to drop off donations at the House, make donations directly on our website or mail checks payable to Ronald McDonald House Southwest Ohio.

Who is responsible for liability and legal risks associated with my event?

As the event host, you assume all liability. Ronald McDonald House Southwest Ohio is not responsible for any claims or legal matters.

Can Ronald McDonald House Southwest Ohio provide volunteers for my event?

Staff and volunteers are never guaranteed for an event, but we will always consider requests and attend should time and capacity allow.

Meet Archie's Family



“I could be by Archie’s bedside in 30 seconds.” — Kim, Archie’s mom

When the Kim and Ben’s son Archie was born prematurely, their joy quickly turned to concern. Struggling to breathe, he was transferred to the NICU at Dayton Children’s Hospital and diagnosed with CHARGE syndrome, a rare condition requiring multiple surgeries. With their daughter unable to stay at the hospital and their home an hour and a half away, the family needed a place to stay close by.

“The nurse told us to go stay at the Ronald McDonald House. Within minutes, we got a call to come over.”

During their 162-night stay at our Dayton House, the family found more than a place to sleep; they found comfort, community and the ability to stay just steps from Archie’s bedside.

When Archie was later transferred to Cincinnati for specialized care, the family stayed at our Cincinnati House while he continued to grow stronger.

After 213 nights in the NICU, Archie finally went home, just in time for the holidays.

“We are just so incredibly thankful for both Houses. There’s no way we could have been there for him and kept our family together without them.”





Thank You
for helping families stay
in their child's fight.



**Ronald
McDonald
House®**
Southwest Ohio

Proceeds from this event benefit Ronald McDonald House Southwest Ohio, helping to provide essential services that remove barriers, strengthen families and promote healing when children need healthcare.



Scan to donate



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