



Your Guide To Corporate Partnership



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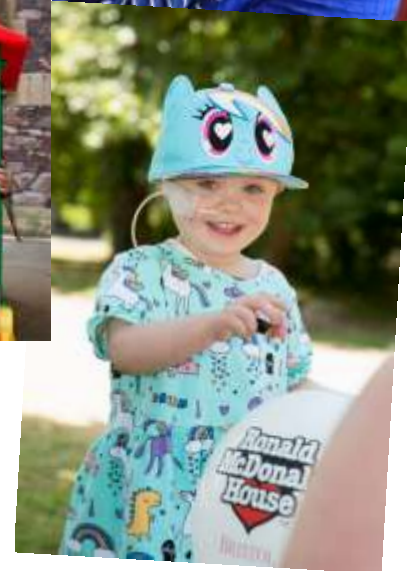
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Charity No: 1091342

Company No: 4358512

Ronald McDonald House Bristol, Royal Fort Road, Bristol, BS2 8DH

THANK YOU
For your interest in becoming
an RMHB Corporate Partner



Inside this pack you will find all you need to know about how you and your organisation or employer can support our home from home.

ABOUT RONALD MCDONALD HOUSE BRISTOL

On this page you will find useful information to help you explain what it is we do during our partnership.

Supporting Local

Ronald McDonald House Bristol is an independent charity that provides free accommodation and support to families of critically ill children receiving care at the Bristol Royal Hospital for Children.

We have to raise all of our annual running costs, averaging at £270,000, through donations, fundraising events and the support of wonderful people like you!

Supporting Family

Family is at the heart of what we do. Our aim is to keep families together during this incredibly stressful time, giving them one less thing to worry about. The Bristol Royal Hospital for Children serves the entire South West meaning that many **families have to travel far and can't possibly commute daily from home. Often families arrive in Bristol in a hurry and have nothing but the clothes on their back.** We like to offer them the homely comforts they deserve like fresh towels, toiletries and a place to make a home cooked meal.

We like to think of our house as a 'home away from home', providing a space for families to seek respite after a stressful day.

Our house is located just a 5 minute walk away from the Bristol Royal Hospital for Children, allowing parents to be close to their children at all times. The house comprises of twenty-one ensuite bedrooms, three fully equipped kitchens, a dining room, laundry room, a large lounge and a beautifully landscaped garden.

"As parents we forget to prioritise our own basic needs of food, shelter and rest, to care for our babies at a detriment to ourselves and our family. This is when RMHB step in and provide the lifeline to parents to gain clarity and fight another day for their child!"

RMHB Mum

8,200 FAMILIES
AND COUNTING

Have stayed at RMHB

OPEN 365 DAYS
A YEAR

£35 WOULD PAY
FOR 1 FAMILY TO
STAY FOR 1 NIGHT

HOME AWAY
FROM HOME FOR
21 FAMILIES AT A
TIME

OFFICE FUNDRAISING

Some simple ideas to do around the office.

- Have a dress down or Christmas jumper day for a donation
- Set up a late tin or swear jar
- Organise an office tournament encouraging sponsorship or a donation to enter
- Get a team together to take on an endurance event like a mud or colour run
- Hold a raffle and sell tickets around the office
- Sponsor your boss to make all the cups of tea for a whole day
- **Run a competition like guess the weight, how many in a jar or what's your lucky number**
- Hold a bake sale and ask around the office for donations of sweet treats
- Set up an office tuck shop and donate any profits after cost
- Set up an office sweepstake for a sporting event

MATCHED FUNDING

If your organisation offers matched funding, this is a great way to motivate your employees to take on a fundraising challenge of their own. If you do not offer Charity of the Year Partnerships or Payroll Giving, this can be a great way to engage your employees with your Corporate Social Responsibility.

NOMINATE US TO BE YOUR CHARITY OF THE YEAR

Does your business or organisation offer a Charity of the Year or Nominated Charity Partnership?

Choosing Ronald McDonald House Bristol as your Nominated Charity means you would be directly helping families from across Bristol, the South West and South Wales.

If your chosen charity is nominated by employees, consider putting RMHB forward to your colleagues and employer or if it is open to applications and you think we **should apply, get in touch! We'd love to know more about how we can become your next Charity Partner.**

Choosing Ronald McDonald House Bristol as your Nominated Charity will raise your organisations profile, promoting a positive image to the public. We promise to make the partnership rewarding, enjoyable and fun for all involved! Fundraising through your work brings colleagues together and gives everyone a chance to work as one for a common cause.

We will supply you with fundraising packs, collection tins, balloons, event posters, t-shirts, sponsorship forms and the support that you need to make your partnership a success. We can also offer a dedicated member of the team who will support you throughout the time you partner us.

There are many ways in which you can support us as you can see below. In addition your logo and status as our Partner would be included on all of our communications, including email, our website, Facebook, Twitter, leaflets and presentations.

Organising your own fundraising activities - including office cake sales, car washes, dress down days, sponsored diets, swear tins; the list is endless.

Participating in our events - We have nearly 17 years of events experience and our fundraising calendar is jam packed with something for everyone. So whether you want to get a team together for our Golf Day or to take on a Tough Mudder, we can help you every step of the way.

Skill and knowledge sharing - We are a very small team and our office is based in the house itself which means there are endless opportunities to help within the office helping with marketing, IT skills, printing, etc.

Community Challenge Days - We will tailor make a challenge for a group who wish to give us their time to help with the care and general maintenance of the house and gardens, enabling your staff to showcase their other skills and talents.

Volunteering opportunities - Supporting our runners, swimmers, skydivers by cheering them on, or collecting money at our Christmas carols. There are plenty of ways you can volunteer at our events.

PAYROLL GIVING

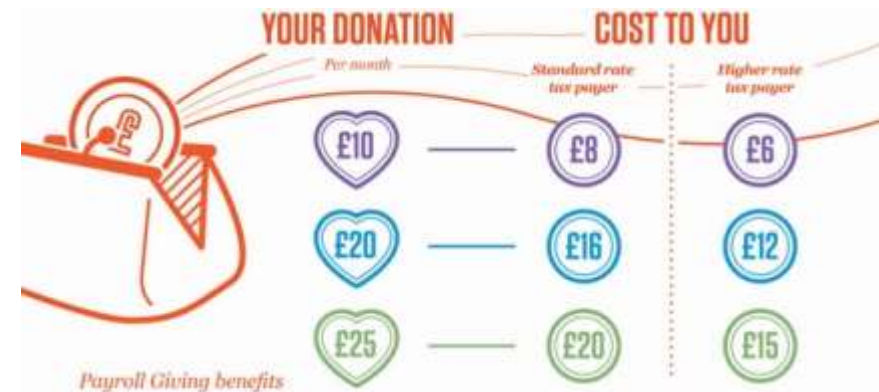
Do you offer a Payroll Giving Scheme?



Payroll Giving is a great way to encourage your employees to give as once they've signed up the donation is taken straight from their paycheque. Donations are deducted before tax and on average a £5 donation only costs the donor £4 with the tax man paying the rest! A donation of just £5 per month could go towards covering two nights accommodation for a family in need.

If you need more information on how to set up a Payroll Giving Scheme head to the government website:

<https://www.gov.uk/payroll-giving>



PENNIES FROM HEAVEN

You can make a big difference just by donating the pence you won't miss.

Pennies From Heaven is another great scheme to encourage monthly giving straight from your employees paycheque. This scheme encourages **individuals to donate the odd "Pence" that they earn each month.** For example, if an employee earns **£1000.86 each month,** they would donate the £0.86 from their monthly income to our charity. The most that any one employee can donate in any pay period will be £0.99p. It may sound small but the pence add up.

To find out more head to the Pennies From Heaven website:

<https://www.penniesfromheaven.co.uk/>



THE SUMSION FAMILY

You'd be helping us keep families together during the toughest of times.

"They provide a service you never want to need, offer comfort and support, and reduce stress, for parents going through the worst times of their lives."



"We knew from the twenty week scan that our daughter had a heart condition. The doctors and nurses at the hospital worked with us to prepare us for what would happen. We were warned that immediately after birth our daughter would be taken away from us and cared for in NICU (the regional Neonatal Intensive Care Unit at St Michael's hospital, Bristol). Then the news came. She needed more intensive care than the ward was unable to provide. She needed to be transferred to PICU (the Paediatric Intensive Care Unit in the Bristol Royal Hospital for Children). So we'd witnessed our daughter not breathing, and now she was moving to intensive care. Oh, and there are no beds for parents on PICU. We couldn't stay.

We were now in turmoil. We would stay as long as we could by our daughter's side. Going home simply wasn't viable. If we went home and something happened it could take over an hour to get back in bad traffic. That's without the trouble of finding a parking space. She could die in a minute, risking an hour just wasn't an option. That was when we got some of the best news we could have hoped for (in the circumstances). Ronald McDonald House Bristol had a room for us.

The mood in the house was amazing. You were surrounded by people all in the same situation, all with seriously ill children. Inevitably some people will have good days and some will have bad. People were friendly and supportive, the good days averaged out with the bad, and everyone remained as positive as possible. You could smile or cry; no one judged.

As the weeks went by and the doctors worked to help our daughter we had comfort in knowing that we could go back to the house and rest; **if something happened it was just a few minutes' walk to the hospital, no worries about parking or traffic. We were able to experience some normality and we watched the opening ceremony of the London 2012 Olympics in the sitting room. It was strangely normal. It was a home away from home.**

The doctors were successful and managed to get our daughter well enough to come home. We left the home forever in their debt.

Our daughter has regular check-ups and we live with the knowledge that she will have to have repeat surgery **throughout her life. We knew she would need surgery at some point in the future but we didn't know when. In November 2016 the time arrived. Again we were in hospital knowing our daughter had an eight hour long operation to survive. The wait is the worst time you can ever imagine and once again we were faced with the prospect of our daughter lying in an intensive care ward and us not being nearby.**

The next night we got the news that a room was available at Ronald McDonald House Bristol. We were delighted; it might sound silly, but it is a testament to the house that in a time so stressful something could cause delight. To us this meant we knew we could stay reassuringly close to the hospital, have a wash, and something to eat in a warm safe and comforting environment. This, our second stay, was a lot shorter than our first as our daughter **made a rapid recovery from her surgery. Despite the shorter stay the impact of the house was the same."**



BENEFITS TO YOU AND YOUR BUSINESS

In supporting Ronald McDonald House Bristol, you will be supporting families from across Bristol, the South West and South Wales during one of the toughest times in their lives. Not only will this give you and your employees a sense of fulfilment, a partnership with us has many benefits to your organisation:

- Fulfilment and promotion of a positive image of your organisation to both your staff as well as to your customers, business partners and other associates.
- Opportunities for all your staff to organise their own fundraising events or be involved with ours thereby engendering a sense of achievement and self esteem as well as offering opportunities for them to showcase their other talents and work together as a team to achieve their goal.
- Opportunity to be involved with us hands on at the house, sharing whatever skillset or interest your staff may have – enables opportunities for team building experiences boosting company morale and engendering staff loyalty.
- Opportunities for your staff and their families and friends to socialise and bond outside the work environment encouraging teamwork when at work.

We feel that we stand apart from most other charities as our supporters are able to actually spend time helping at the house, as well as being welcome at any time to visit – this establishes a more personal connection as well as more of an understanding of what we do and also enables our supporters to see how and where every penny raised is spent.

We are pleased to say we have a fantastic level of support from many organisations throughout the country with enduring relationships from several of our partners. There are many ways you can support us and we can tailor a partnership package to suit the needs of your employees which compliments their interests and skills.

“Enabling people to stay as a family unit in a time where one can be torn apart is so crucial and as such we will forever be grateful.”

RMHB Parent

RMHB EVENTS

There are lots of ways you can get involved with our RMHB events. We hold several events every year which provide fantastic opportunities for your organisation.

Event Sponsorship

Event Sponsorship is a great way to make a one off or recurring donation and get some great exposure for your organisation. Opportunities start from as little as £100 depending on the event and as well as branding around the event you will be thanked in our event literature and on social media.

Gifts in Kind

Items such as confectionary, drinks, electrical equipment and branding clothing are things we often need for our events and we are fortunate enough to get donated for our events. If your organisation offers a service or produces a product, donating this at one of our events could be a great way to get involved with a local charity and gain some great exposure. Similarly to Event Sponsorship you will be thanked in our event literature and on social media as well as everyone at the event seeing your product.

Some examples include: Factory Studios—Backline for RMHB Fest, Martin Brower—Drinks and Snacks for Golf Day, Dimensions—Caps for Golf Day

Raffle Prizes and Auction Lots

We are always looking for raffle prizes and auction lots for our fundraising events. Why not encourage employees to bring in one luxury item each and make us a hamper for one of our raffles?

For more information on upcoming events check out our website or get in touch with our fundraising team today.

Contact: Frankie Burrows, Fundraising and Events Manager

Email: Frankie@rmhbristol.com



OUR PARTNERSHIPS

Ewen Macgregor, Partner at Bond Dickinson Solicitors and head of Corporate Social Responsibility for the Bristol office said of our Partnership:

“We found that supporting Ronald McDonald House Bristol has offered all employees a breadth of opportunities to get to know one another and take part in team bonding experiences including fundraising, sponsorship and volunteering. This has given us a real sense of camaraderie and unity as we work towards a common goal, sharing fun and moving experiences that enrich employee relations. Having the opportunity to give back to the community through the firm’s CSR activity is something that our staff really value, instilling a feeling of pride not only in themselves but in the firm.”

With Charity Partnerships, Payroll Giving, Event Sponsorship, Fundraising, One-Off Donations, Gifts in Kind and Volunteering we’ve had some fantastic supporters over the years including:



OTHER WAYS YOU CAN HELP

Any donation big or small goes towards helping families in need. We are a non-profit organisation and every penny raised goes towards keeping our doors open.

Wish List Gifts

From food donations to household items, our wish list covers all those things that make a house a home. You could challenge your employees or colleagues to each bring in one item off our Wish List to help our families have a more comfortable stay.

Seasonal Gifts

Things like Easter eggs, Christmas presents and Christmas hampers are ways we like to show our families someone is thinking of them and are things you could get involved with too. You could start a collection for these season gifts and ask employees or colleagues to donate.

Unity Lottery

The Unity Lottery is a great way for you and your employees to donate monthly and be in with the chance of winning £25,000 for just £1 every week! For every £1 we get 50p. Simply join online using our website or ask a fundraiser for a link to send to your staff. Like the idea but want to do it yourself? One of our corporate partners has had great success with their own lottery.

Donate for Free

There are 3 ways your employees can donate to RMHB at completely no extra cost to them:

Amazon Smile, Easy Fundraising and Coop Causes.

Encouraging your employees or colleagues to make their online purchases through Amazon Smile and Easy Fundraising mean donations could be generated just from doing their weekly shop or booking their next holiday! They are also able to nominate RMHB as their chosen charity if they are Coop members and donate 1% on every qualifying purchase. Get in touch or see our website for more information.

One-off Donations

If you would like to simply make a one off donation there are four ways to do it: cheque, bank transfer, on our website or come in to see us!

Monthly Donations

If you would like to set up a monthly donation, the easiest way to do this is by

completing the form on our website. If you have any queries please don't hesitate to get in touch!

WISHLIST
GIFTS

SEASONAL
GIFTS

UNITY
LOTTERY

DONATE FOR
FREE

ONE-OFF
DONATIONS

MONTHLY
DONATIONS

HOUSE SPONSORSHIP

If you're driven by targets, house sponsorship can be a great way to encourage fundraising and donations to cover a specific cost. There are lots of different elements of our house that your company can sponsor and we will honour your donation with lots of publicity as well as a dedication plaque. Once your sponsorship concludes, your plaque will be moved to our Wall of Support where it will remain forever commemorating your support.

Some Example Targets include:

£2,500 will get a dedicated plaque on our tree of life

£5,000 will sponsor one bedroom for three years with a dedicated plaque

£12,000 covers the running costs of one room for one year and your dedicated plaque will stay outside that room for 6 years

£20,000 could cover some much needed renovations to our family kitchen and your dedicated plaque will proudly sponsor our kitchen

Running costs are what we really need to raise funds for as keeping our doors open to the families that need our help is our biggest priority. However, if you would rather work towards a specific project get in touch as we often have renovation or maintenance projects come up throughout the year that we always need additional assistance with.

It Costs £735 every night to cover the running costs of our Home From Home



USEFUL RESOURCES

Website

Our website contains lots of useful information and tools for fundraising. In our 'Planning Your Own Event' section we have a selection of simple fundraising games that would be easy to do in the office like Lucky Number. All you need is a prize and our template then we suggest charging £1 an entry to guess the winning number.

You will also find sponsorship forms, our fundraising pack and an A-Z of fundraising ideas to help inspire your employees.

<http://www.rmhbristol.com/plan-your-own-event/>

Wish List

We keep our Wish List up to date with all those items we're in need of around the house. You can also check out our #Wishlist Wednesday on Facebook and Twitter where we promote one item every week or head to our Amazon Wish List using the link below.

<http://www.rmhbristol.com/wish-list/>

CAF

Find out more information about engaging your employees with Social Responsibility on the CAF website:

<https://www.cafonline.org/giving-as-a-company>

They have lots of great tools to help you make the most out of your Charity Partnerships.

Contact:

Frankie Burrows

Fundraising and Events Manager

Frankie@rmhbristol.com

0117 908 1378

Don't forget to follow us on Social Media to keep up to date with all things RMHB. Even just liking or sharing one of our posts can really help our exposure and reach.

Facebook [@RMHBristol](#) | Twitter [@RMHBristol](#) | Instagram [@rmhbristol](#)

