



2026-2027

THIRD-PARTY TOOLKIT

RONALD MCDONALD HOUSE OF ROCHESTER, NY



**Ronald
McDonald
House®**
Rochester, NY

With grace and gratitude

Thank you for your interest in hosting a third-party event for Ronald McDonald House of Rochester, NY. I am truly grateful to you and to all our fundraising partners. Ronald McDonald House of Rochester 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.



A handwritten signature in blue ink that reads "JoAnne".

JoAnne Ryan, RN MHA
President & CEO

Our History

February 1990

The Westmoreland House opens

This historic opening was the culmination of a true community collaboration between Strong Memorial Hospital, local McDonald's owner-operators, and generous donors, supporters, and volunteers from across Rochester.

January 2005

The House Within the Hospital opens

As one of the first of its kind in the United States, the Rochester community once again demonstrated its innovation, generosity, and commitment to outstanding family-centered medical care.

July 2015

The RMHC Family Room at Golisano Children's Hospital opens

Not only can families rest, they can grab a bite to eat, do a load of laundry, and even shower. This space was created with all families in mind.

January 2018

The Family Lounge at Rochester General Hospital opens

Provides families of pediatric patients a space where they can enjoy snacks, freshly baked cookies, and beverages in a quiet and relaxing atmosphere.

June 2018

The Hospitality Cart on AC6 launched

Offers support to outpatient children and their families by distributing healthy and nutritious snack bags as they leave their appointment at the Ambulatory Care Clinic at Strong Memorial Hospital.



Ronald McDonald House
Rochester, NY

November 2018

The Family Room at URM Mental Health and Wellness opens

RMHC Rochester is proud to be the first Ronald McDonald House in the United States to offer a program for mental health patients and to be there to ease the burden on these families.

April 2021

Two Sleeping Rooms at Unity Hospital open

Allows new parents from the August Family Birth Place at Unity Hospital to stay close to their babies and parents to stay close to their kids in the Golisano Neuro Rehab Center.

December 2021

The Family Room at Unity Hospital opens

For families of pediatric patients receiving pediatric care at Unity Hospital. The space allow families to have place to rest and grab a bite to eat.

October 2024

Pediatric Hospitality Cart at RGH launched

The Rochester General Hospital Mobile Cart provides bedside amenities and comfort to parents and other caregivers while they remain with their hospitalized child.

May 2025

The House to Home Mobile Unit launched

Provides advanced telehealth and wraparound support services directly to families with medically complex children.

February 2026

Pediatric Hospitality Cart at the Division of Developmental and Behavioral Pediatrics

The stationary hospitality cart at East River Road provides nutritious snack bags to support families during their visits..

February 2026

Pediatric Hospitality Kiosk on AC2

At the AC2 unit, the kiosk provides snacks, toys, and activities to make appointments easier and more enjoyable for children and their families.

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@ronaldmcdonaldhouseroc.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



**Ronald
McDonald
House[®]**
Rochester, NY

Kids Read for Kids

Ronald McDonald House 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 Ronald McDonald House of Rochester, 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:



How can we help your event



@ronaldmcdonaldhouseROC



@ronaldmcdonaldhouseROC



@ronaldmcdonaldhouseROC



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



Colors

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

Logo

Primary

McDonald's Red

CMYK
0/100/95/0
PMS
2035 C
2035 U
RGB
219/0/7
HEX
DB0007

Soft White

CMYK
0/0/9/0
PMS
9064 C
9064 U
RGB
255/253/233
HEX
FFFDE9

Black

CMYK
0/0/0/100
PMS
N/A
RGB
0/0/0
HEX
000000

Secondary

Lavender

CMYK
15/18/0/0
PMS
263 C
263 U
RGB
208/201/255
HEX
D0C9FF

Aqua

CMYK
42/0/5/0
PMS
636 C
636 U
RGB
142/231/248
HEX
8EE7F8

Lime

CMYK
46/0/92/0
PMS
375 C
374 U
RGB
156/216/62
HEX
9CD83E

McDonald's Gold

CMYK
0/29/96/0
PMS
1235 C
122 U
RGB
255/188/13
HEX
FFBC0D

We can provide you with various formats and versions of our logo.

- 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.

Prior to the distribution of any event collateral using the Ronald McDonald House of Rochester, NY logo, please contact Courtney Trawitz, Director of Events & Community Engagement at courtneyt@ronaldmcdonaldhouseroc.org for approval.

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 W9 is available upon request. IRS Tax ID: 16-1271311
Please make checks payable to Ronald McDonald House of Rochester, NY.

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