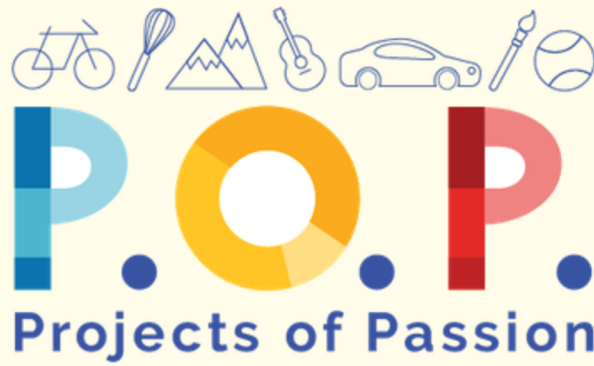




Fundraising Toolkit 2026



Projects of Passion



**Ronald
McDonald
House®**
Pittsburgh
Morgantown





About Ronald McDonald House Pittsburgh Morgantown

3



Hosting an Event

4



Fundraising Event Ideas and Ways to Help

5



Our Brand and Guidelines

6-7



How to Create Your Fundraising Webpage

8



Resources and Printables

9-11



Application and Donation Info

12-14

Table of Contents



Past, Present...

In 1979, this Chapter opened its doors to fulfill the mission of keeping families together as they travel for a child to receive medical care. Ronald McDonald House Pittsburgh Morgantown has been providing families comfort and support. Starting with a 10-guest room House, the charity has expanded to meet the needs of families. With the expansion in Morgantown, between the two Houses, we can accommodate over 100 families each night.

Morgantown opens. The House can accommodate up to 16 families in single family sleeping rooms and has common areas for all guest families to enjoy.

Pittsburgh moves to its current location next to UPMC Children's Hospital of Pittsburgh, nearly tripling in size. The House can accommodate up to 74 families.

Pittsburgh and Morgantown merge to create Ronald McDonald House Pittsburgh Morgantown, Inc.

Groundbreaking for Morgantown expansion takes place due in large part to a lead gift from Core Cares Foundation.



1990



2009



2018



2022

1979



Pittsburgh opens. The House could accommodate up to 10 families and was the seventh House to open in the country.

2000



Pittsburgh partners with UPMC Children's Hospital of Pittsburgh to provide the Ronald McDonald House Care Mobile, bringing pediatric medical care to underserved communities. A new Ronald McDonald House Care Mobile was unveiled in 2019, partly funded by the Pittsburgh Penguins Foundation.

2020

2021



Charity launches comprehensive campaign in early 2020 and pauses for 18 months during global pandemic. Campaign resumed in Spring 2021.

2025



Morgantown celebrates 35 years and opens with new renovations and 11 new guest rooms to support families in need.



...and Future

Hosting an Event

What is P.O.P.?

Help Ronald McDonald House Pittsburgh Morgantown in your own unique way, on your timetable through the P.O.P. program!

P.O.P. stands for Projects of Passion and invites everyone to help families by channeling their passion and talent into a fundraising endeavor. Each year, local businesses, organizations, schools, and groups volunteer their time hosting fundraisers to benefit Ronald McDonald House Pittsburgh Morgantown. Hosting your own Project of Passion is a wonderful way to support our mission, be creative, work as a team, and make a difference for our families. Whether your passion is running, crafting, or cooking, you can help support the families who stay at Ronald McDonald House Pittsburgh Morgantown!

It's Easy:



Identify Your Passion & Choose Your Event

This is your chance to be creative! Have your friends and family members help you brainstorm. Choose something you are passionate about—the possibilities are endless!



Enlist Others to Help Build Your Event

Gather your friends, family, and community members to help plan and support the event. Divide up responsibilities so that everyone has assigned tasks. Enthusiastic and dedicated volunteers will help make your event a success!



Register & Promote Your Event

By filling out the online form at <https://POP2026.givesmart.com> you will help provide our team with important information about your event and have access to create your own personal fundraising page.

Promote your event through social media sites like Facebook, Instagram, LinkedIn and X (and tag us @ronaldmcdonaldhousepghmgtn!) create flyers (after approval by Ronald McDonald House Pittsburgh Morgantown) to distribute to local businesses, and submit your event to local newspapers and event calendars.



Conduct Your Fundraiser & Collect Funds

On the day of your event, have fun and don't forget to take photos. All funds should be sent as one check made payable to Ronald McDonald House Pittsburgh Morgantown within 30 days of the event.



Thank Your Donors & Supporters

Send a thank you note to all of your friends, family, and community members that were involved in making your event a success!

Heather Hibala
Development Associate - Annual Giving
412-246-2897

heather@ronaldmcdonaldhousepghmgtn.org



Fundraising Event Ideas and Ways to Help



Are you wanting to host a fundraiser but aren't sure where to start?
Here are some fun ways to raise money!



RUN, WALK, SWIM or CYCLE

- Find a local race in your area, challenge a friend or coworker to complete it with you and participate in the event in honor of a family or child at Ronald McDonald House.

CELEBRATE

- Getting married? Turning a year older? Ask family and friends to donate to Ronald McDonald House Pittsburgh Morgantown in lieu of gifts.

PLAY

- Organize a golf outing, bowling tournament or karaoke night and ask for donations to participate, or in attendance at the event.

JEANS DAY

- Ask your coworkers to make a donation in exchange for wearing jeans to work.

WATCH PARTY

- Turn a football or reality tv show watch party into a fundraiser. Host your friends for a watch party and donate the proceeds to your fundraising goal.

WISH LIST DRIVE

- Host at your office or neighborhood and collect household items Ronald McDonald House Pittsburgh Morgantown need most.
- Scan the QR code or check our website to view our most updated needs.



YARD SALE

- Host a spring or fall cleaning yard sale. Sell books, household items, games and clothes and put the earnings toward your fundraising goal. Don't forget to ask friends and neighbors to pitch in.

POP TABS

- Collect the aluminum tabs from cans: soda, beverages, soup, pet food, tennis balls and more!
- Make it a challenge between offices, schools or other organizations.

Our Brand

In materials, please use our full name “Ronald McDonald House Pittsburgh Morgantown”

Our Logo

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

It is preferred to use the full color version of the logo whenever possible with Ronald McDonald House Pittsburgh Morgantown black for the logo text. In situations where the logo will be placed on a dark background, make the logo text white for legibility.

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.



Our Colors

Primary Colors



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 Colors



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:** 375C 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



Prior to the distribution of any event collateral using the Ronald McDonald House Pittsburgh Morgantown logo, please contact Heather, our Development Associate of Annual Giving at: heather@ronaldmcdonaldhousepghmgtn.org for approval.

Guidelines

The following guidelines have been established to serve as a standard for all fundraising promotions, programs, special events and benefits held on behalf of Ronald McDonald House Pittsburgh Morgantown by any third party, individual or group.

Things We Are Able to Do:

- **Approve your event.** Approval from Ronald McDonald House Pittsburgh Morgantown must be received before any action can take place on any event/campaign. A P.O.P. application must be submitted to determine if the event or campaign is within Ronald McDonald House Pittsburgh Morgantown's guidelines and feasible within its existing annual calendar of events.
- **Approve and review promotional materials.** Ronald McDonald House Pittsburgh Morgantown must review and approve all promotional materials that includes Ronald McDonald House Pittsburgh Morgantown logo or name prior to production or distribution including, but not limited to, press releases, invitations, brochures, letters and flyers. **The official logo of Ronald McDonald House Pittsburgh Morgantown is a registered trademark and cannot be legally reproduced without written permission.** In addition, the Ronald McDonald House Pittsburgh Morgantown logo should be used appropriately in conjunction with the event and may not be altered in any way.
- **Ronald McDonald House Pittsburgh Morgantown may promote the event, when appropriate, in the following ways:**
 - Ronald McDonald House Pittsburgh Morgantown Fundraisers website: <https://POP2026.givesmart.com>
 - Quarterly Ronald McDonald House Pittsburgh Morgantown newsletter
 - Social Media (Facebook, Instagram and LinkedIn)
- **Coordinate contact with any media or news outlets.** Any contact with media must be coordinated with Ronald McDonald House Pittsburgh Morgantown.

Things We Are Unable to Do:

- **Assist in planning your fundraising event or providing staffing for your event.** Third party event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers, and liability.
- **Solicit sponsors.** Ronald McDonald House Pittsburgh Morgantown is unable to solicit sponsors for the fundraising event and does not provide any donor or volunteer contact information.
- **Guarantee attendance from our network of contacts.** Ronald McDonald House Pittsburgh Morgantown will notify clients/volunteers/supporters of event details and invite them to attend third party events only when deemed appropriate by Ronald McDonald House Pittsburgh Morgantown Staff.
- **Guarantee social media promotion.** It is at the sole discretion of the Ronald McDonald House Pittsburgh Morgantown Development Team to decide if third party promotions fit within the existing social media content schedule and adhere to brand guidelines.
- **Guarantee the presence of a Ronald McDonald House Pittsburgh Morgantown ambassador or representative.** Organizers who wish to request the presence of Ronald McDonald House Pittsburgh Morgantown Ambassadors or representatives should make their request at least twenty (20) days prior to the event to allow sufficient time for such individuals to be contacted and scheduled to attend.



How To Create Your Fundraising Webpage

1. Visit <https://POP2026.givesmart.com>

2. Select “Start a Fundraiser”

3. Enter your information

4. Add a compelling “Why”

Let everyone know about your event and WHY you have decided to P.O.P. for Ronald McDonald House Pittsburgh Morgantown!

5. Add a goal

6. Share far and wide! Share your fundraising page with all of your friends, colleagues, and family.

Sharing your fundraiser consistently and with everyone you know will help you reach your goal.

7. Don’t forget to thank your supporters!

Scan the QR Code to get started!



Today ♥ Tomorrow ♥ Together ♥



*In life's most difficult moments, hope shines brightest when we come **together**. Your generosity **today** is more than a gift—it's a powerful promise that no child or family will face their medical journey alone. With your support **today**, families are given more than just a place to stay—they're given comfort, care, and the strength to face **tomorrow**. Blayke and her family experienced this firsthand, calling Ronald McDonald House their home 25 times throughout her medical journey that spanned more than two years.*



Eight-year-old Blayke loves the outdoors. Whether she's kicking a ball with her younger brother Greyson or walking along the shores of Lake Erie with her family in search of beach glass, she's smiling from ear to ear enjoying every moment. Her mom, Kristy, smiles too—knowing how long they waited for days like these.

It was in the fall of 2022 when Kristy heard the words **“your daughter has leukemia.”** It marked the beginning of a journey that would often take them far from home for long periods of time for Blayke's treatment. But through the uncertainty of it all, they found comfort and connection at a place they never expected - Ronald McDonald House.

“The Ronald McDonald House became a second home to us,” said Kristy.

For Kristy and her family, each of their stays at Ronald McDonald House provided exactly what they needed during an incredibly difficult time—a place to rest, a comforting sense of community, and above all, the gift of being **together**.

Blayke's initial treatment kept her hospitalized for over four months. Being just steps away from her daughter meant the world to Kristy. It gave her peace of mind and allowed her to be present for every moment of Blayke's care. It also meant everything to her that Greyson could stay with them, too.

“I missed my son, and the kids missed each other. It was huge for us when we were together,” shared Kristy.

That sense of togetherness reached beyond their own family. Throughout every stay, Kristy and the kids formed friendships and bonds with the staff and other families. They would see families during the day at the hospital and then return to the House in the evening and all have dinner **together**. These connections with others facing similar situations provided a tremendous amount of support for all of them.



In the Spring of 2025, Blayke celebrated a significant milestone. After two and a half years of treatment, long trips back and forth and over 150 days and nights away from home, she rang the bell that symbolized the end of her cancer treatment. Surrounded by family, friends, and her medical team, this remarkable moment was filled with tears of joy for the brave young girl who triumphed over a difficult medical journey.

Though Blayke no longer requires stays at Ronald McDonald House, it remains a special place in their hearts. Blayke is rallying her family and community to collect pull tabs to help support the House that gave them so much, ensuring others have the same comfort, care, and hope that they did.

“We are so thankful to have had this amazing place in our lives during that time,” said Kristy.



Thank you for helping keep families together



**Ronald
McDonald
House®**
Pittsburgh
Morgantown

**Proceeds from this event
support Ronald McDonald
House Pittsburgh Morgantown,
helping provide comfort and
care to families with seriously ill
children when they need it most.**



**Ronald
McDonald
House®**

Pittsburgh
Morgantown

Facts about Ronald McDonald House Pittsburgh Morgantown



The very first Ronald McDonald House opened in Philadelphia in 1974. The Pittsburgh House opened 5 years later as only the 7th House in the world, and Morgantown opened in 1990. Today, there are more than 385 Houses around the world!



The Morgantown House is less than 1,500 steps away from WVU Medicine Children's and close to WVU's football stadium, too. In fact, with our proximity to West Virginia University and very generous donors, we've had at least one family at every WVU home football game for the last several years.



The original Ronald McDonald House in Pittsburgh had only 10 guest rooms. Today, the House has 74 apartments that help keep families together.



Ronald McDonald House Pittsburgh Morgantown has hosted families from over 100 countries. Families travel from all over the world for pediatric medical care, and we continue to keep our doors and hearts open to them thanks to the generosity of people just like you.



The Ronald McDonald Care Mobile in Pittsburgh is a 40-foot vehicle travels to areas where children are medically underserved to provide care.



complete form online!



Application

Ronald McDonald House Pittsburgh Morgantown

General Information

Contact Name: _____

Organization (if applicable): _____

Email Address: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Special Event Information

Description of Event:

Date of Event: _____

Location of Event: _____

Anticipated Gross Revenue: _____

Anticipated Net Revenue to be donated to Ronald McDonald House Pittsburgh Morgantown:

Will the Event benefit other organizations?

YES ☐

NO ☐

If yes, please name other organizations:

Other Information

How will the Event be promoted?

Has the organization ever hosted an event for Ronald McDonald House Pittsburgh Morgantown?

YES ☐

NO ☐

Will the Ronald McDonald House Pittsburgh Morgantown logo be used in conjunction with other logos, trademarks, etc.?

YES ☐

NO ☐

***If yes, proofs must be approved by Ronald McDonald House Pittsburgh Morgantown**

Will you be using social media to promote your event?

YES ☐

NO ☐

***If yes, please tag us on Facebook, Instagram, and LinkedIn so that we can share your events.**

Will you be contacting the media to cover this event?

YES ☐

NO ☐

***If yes, please make Ronald McDonald House Pittsburgh Morgantown aware before event.**

Do you plan to solicit sponsors or in-kind donations for the event?

YES ☐

NO ☐

***If yes, please make Ronald McDonald House Pittsburgh Morgantown staff aware of what organizations/businesses you plan to solicit.**

Does your company have a matching gifts program?

YES ☐

NO ☐

***If yes, please let Ronald McDonald House Pittsburgh Morgantown staff know so we can help take the necessary steps with assistance.**

Terms

We, the named individual and/or organization identified above will conduct the event for the benefit of the Ronald McDonald House Pittsburgh Morgantown, Inc. in accordance with the provisions of this proposal.

We, the named individual and/or organization identified above will maintain the insurance coverage evidenced by the Certificate of Insurance accompanying this proposal throughout the pendency of the event.

Our conduct of the event will conform to applicable laws, rules, regulations, and ordinances.

All material using the Ronald McDonald House Pittsburgh Morgantown, Inc. name or logo will be submitted by us to Ronald McDonald House Pittsburgh Morgantown for approval prior to the publication or use of such material.

We, the named individual and/or organization identified above will indemnify and hold Ronald McDonald House Pittsburgh Morgantown, Inc. and their respective trustees, directors, officers, employees, volunteers, and agents harmless from and against any and all claims, liabilities, judgments, penalties, settlements, losses, damages and expenses, including court costs and reasonable and reasonable attorney's fees, incurred or suffered by these parties in connection with or as a result of the event.

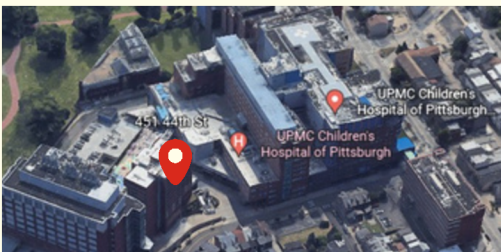
We, the named individual and/or organization identified above will submit all event proceeds raised for Ronald McDonald House Pittsburgh Morgantown, Inc. within 30 days of the event.

Signature: _____ **Date:** _____

Donation Info



Physical Donations

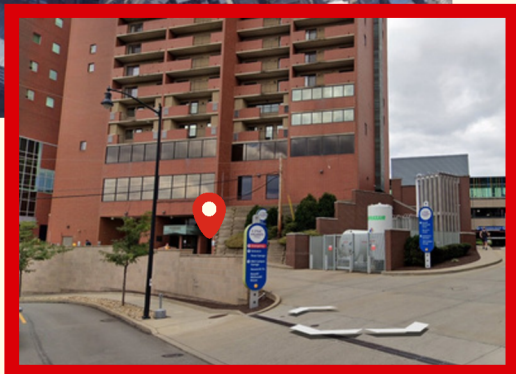


Pittsburgh House

451 44th Street, Penthouse Floor, Pittsburgh, PA 15201

For donation dropoffs, please schedule an appointment in advance with Nya Callier, Volunteer Coordinator: (412-246-1103, nya@ronaldmcdonaldhousepghmgtn.org)

- For the protection of our immunocompromised families, we are only able to accept brand new items.
- Dropoff hours are 7 days a week. We ask that large dropoffs be scheduled M-F before 7pm.
- Please call our front office/Guest Relations team when you are on your way. This gives our staff a heads up that you will be arriving (412-246-1105).
- Please see map to locate our "Drop-Off Zone" in front of RMH Pittsburgh. To drop off your donations, please park temporarily in our fire lane outside of the front door, next to the Ronald McDonald Statue. Next, place your hazard lights/blinders on. The front door will be locked, please press the call button and say you are here with a donation. A staff member will be down to greet you with a cart (if needed). Your assistance with loading the cart is appreciated. *Please note that we are operating with a small staff. We thank you for your patience as there may be unloading delays.
- Drop-Off Zone is for unloading only. Parking longer than 10 min may result in a ticket.

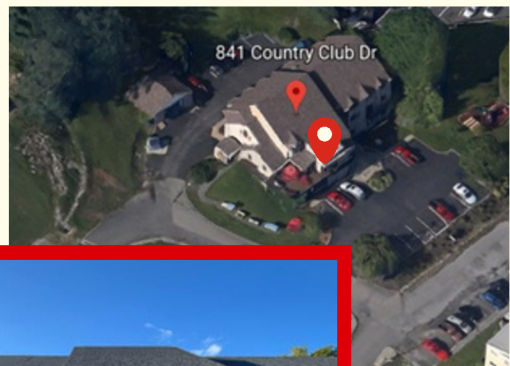


Morgantown House

841 Country Club Drive, Morgantown, WV 26505

Before donating items please call the general Morgantown House line (304-598-0050) to ensure we are able to accept and accommodate donations.

- For the protection of our immunocompromised families, we are only able to accept brand new items.
- If you've collected items, they can be delivered to Ronald McDonald House Morgantown between 9 am and 9 pm daily. For large donations, please call ahead to 304-598-0050 to schedule your drop-off time.
- In order to keep everyone safe, we ask that you leave donations in the entry way and ring the doorbell to let us know you've arrived. Staff will come out to retrieve the items.



Monetary Donations



**Ronald
McDonald
House®**
Pittsburgh
Morgantown

A Ronald McDonald House Pittsburgh Morgantown W9 is available upon request.

- IRS Tax ID: 25-132027

Donations from an event can be sent to Ronald McDonald House Pittsburgh Morgantown the following ways:

- **Via check**

1. Make checks payable to Ronald McDonald House Pittsburgh Morgantown
2. Memo: Event Name
3. Mailing address (attn: Heather Hibala, Ronald McDonald House Pittsburgh Morgantown, 451 44th Street, Penthouse Floor, Pittsburgh, PA 15201)

- **Via online donation form/credit card**

4. <https://ronaldmcdonaldhousepghmgtn.org/donate/>
5. Select Project of Passion (P.O.P) from the dropdown box
6. Add your event name to the memo box



We are happy to accept donations in the form of cash but for safekeeping, please do not mail cash. Instead, write a check for the donation amount and mail it in following the check instructions. Feel free to attach a note with the donor names, addresses and amounts if you'd like us to send thank-yous.



Thank you for helping keep families together



Ronald McDonald House Pittsburgh
Ronald McDonald House Care Mobile® Pittsburgh
 451 44th Street – Penthouse Floor Pittsburgh, PA 15201
 (412) 362-3400 tel
 (412) 362-8540 fax

Ronald McDonald House Morgantown
 841 Country Club Dr.
 Morgantown, WV 26505
 (304) 598-0050 tel
 (304) 599-0780 fax