



Pareto Fundraising's work with Ronald McDonald House Charities

How Pareto Fundraising and Ronald McDonald House Charities worked together to help seriously ill children and their families

Background:

Ronald McDonald House Charities (RMHC) asked Pareto Fundraising in 2008 for assistance to revitalise and strengthen their fundraising programme. The charity has a strong need for additional funds to help more children and their families. In particular, they wanted to expand the number of Ronald McDonald Family Rooms in hospitals, provide more rooms in many of its Ronald McDonald Houses and increase the reach of the Ronald McDonald Learning Programme.



The consultation:

Pareto Fundraising's senior consultants conducted a series of in-depth interviews and focus groups with RMHC, volunteers and McDonald's staff, in order to gain a better understanding of the role of the charity in terms of marketing and organisational values.

Together we determined that the key fundraising challenges facing RMHC were optimising the relationship with its major supporter, McDonald's, its capacity and structure to support Ronald McDonald House fundraising and the need to develop new revenue streams.

The outcome:

Following the initial consultation, Pareto Fundraising has gone on to work with RMHC to develop detailed implementation plans, to define the brand essence and to refine communications plans.

Adoption of the recommendations will deliver growth of 106 per cent over the next five years allowing an additional \$18 million to be invested in helping seriously ill children and their families lead healthier, happier lives.



About Ronald McDonald House Charities

Ronald McDonald House Charities is an independent, non-profit organisation that provides essential accommodation for families whilst their children are in hospital. RMHC also helps kids to catch up on missed education, provides family rooms in hospitals and offers family retreats.

