

# coins ..... for ..... kids

**A coin drive to support families and children staying at  
Ronald McDonald House Charities of Greater Delaware**



**Ronald McDonald  
House Charities®**  
Greater Delaware

# Coins for Kids

Dear Friend,

Ronald McDonald House Charities of Greater Delaware's Coins for Kids coin drive helps support families with seriously ill or injured children. Your participation will help us achieve our goals of providing a "home-away-from-home" for families with a safe, supportive environment where they can be close to their child who is receiving medical treatment at nearby hospitals. Every penny, nickel, dime and quarter counts! Families staying at the House are asked to donate \$15 per night and no family is turned away due to the inability to donate. The average contribution by a family staying at the House is \$2.77, while the average cost to operate a guest room at the House is \$116 per night. By participating in our Coins for Kids program, you are helping to make up the difference of \$113.23 per room, per night. We look forward to working with you and your group on this exciting project.

Sincerely,

Dawn Brooks  
Special Events Manager  
dawn@rmhcdelaware.org  
(302) 428-5315



# How it Works

Collect change from your community, co-workers, customers or student body to make a difference! Donate your collected change to support families like **Nick's** who stay at the Ronald McDonald House.

*"Because of the Ronald McDonald House, I was able to be with Nicholas 24/7 and because of this he has made a great recovery. He is now walking with a walker or arm crutches. I would have never been able to keep him in the rehab program as long as I did if it wasn't for the House."*

*- Nick's Mom, Christine*



**All proceeds from Coins for Kids drives will go to supporting our annual Share A Night Campaign. To celebrate your hard work on your coin drive, all participants in Coins for Kids are invited to our Share a Night Lighting Ceremony on December 12.** Join us for entertainment, refreshments, and our Share A Night lighting ceremony as we flip the switch to our holiday lights for the season!

# Getting Started

Reach out to Special Events Manager, Dawn Brooks, at [dawn@rmhcdelaware.org](mailto:dawn@rmhcdelaware.org) or **(302) 428-5315** to get started.

# Holding Your Coin Drive

## Determine the best way to run your coin drive and set a goal

- School/Business Wide Competition: set a goal (based on number of students, demographics, etc.) and if you collectively reach your goal, everyone wins!
- Coin Wars: Classes, grades, departments, teams, or groups team up against each other to try and win with the greatest donation. A little friendly competition really ramps up the event! Other coins, paper currency, and checks can also be collected.

## Promote your campaign

We will provide a template for stickers and flyers customized with your date and school/organization name.

- Distribute your flyers and hang posters around your building where they will be most visible to parents, students, and staff. Please also include the information in announcements, any newsletters, on digital signage, website, etc.
- Get creative! We encourage participants to make their own posters or tracking charts to show how much money has been raised.

**At the end of your campaign, you can drop off your donation to the Ronald McDonald House at 1901 Rockland Rd. Wilmington, DE 19803.** You can bring bags filled with coins, dollars, or checks.

## Prizes

**School/Organization-Wide Competition:** The winner will receive a small Ronald McDonald House gift and a certificate of appreciation.

**Coin Wars:** The winning classroom/grade/team/group will receive a McDonald's lunch and a certificate of appreciation for each class or group.

**Any Coins for Kids Campaign which raises over \$1,000 will have a dedicated lighted tree at our Share A Night lighting ceremony with their organization's name displayed in front of it among our outdoor holiday decorations!**

# FAQ

## **Can I earn volunteer service hours for my Coins for Kids Campaign?**

Yes! If you are a teen and need service hours, drives must last at least 4 weeks. The organizing student can earn up to 10.5 volunteer hours. Drives must be approved prior to occurring for the student to earn verification of service hours.

## **What do I collect my coins in?**

Anything you want! We will provide a template for stickers for you to place on your coin containers, if you choose. All you need to do is print them out on sticker paper.

## **Where do I drop off my coins?**

At the Ronald McDonald House of Delaware, 1901 Rockland Rd, Wilmington, DE 19803. Our offices are open every day of the week from 9 a.m. to 8 p.m. Contact Dawn Brooks at (302) 428-5315 or dawn@rmhcdelaware.org to arrange a drop-off.

## **Can I do other things to help reach my fundraising goal?**

Yes! You can host a bake sale, car wash, or another creative fundraiser to help you meet your fundraising goal.

## **Can someone from the Ronald McDonald House come talk to my school/business/organization?**

Yes! A representative from RMHCGDE can visit during a designated time to host a "kickoff," so we can share how the Ronald McDonald House helps families and the impact the Coins for Kids coin drive will have (10-15 mins). Contact Dawn Brooks at (302) 428-5315 or d.brooks@rmhde.org to organize a speaker.