

# Coins 4 Kids

A coin drive to support families and children staying at  
Ronald McDonald House of the Central Valley



Dear school of interest,

For the first time ever, the Ronald McDonald House of the Central Valley is promoting a Coins 4 Kids coin drive. The mission of the Ronald McDonald House is to provide a "Home away from Home" and resources to families who have a child receiving treatment at a local hospital. We are located near Valley Children's hospital in Madera, CA. Our Home provides **18** families each night with shelter, food and other everyday necessities so they can focus on their child who is being treated.

Being from the Central Valley, we serve **nine** counties. There is a great need to serve families who travel from miles away and are unable to pay for a hotel or would have to sleep in the hospital room without our services. Each year, we rely solely on the generosity of our community to help support the operation of our House and to help keep families close to their child in their time of need.

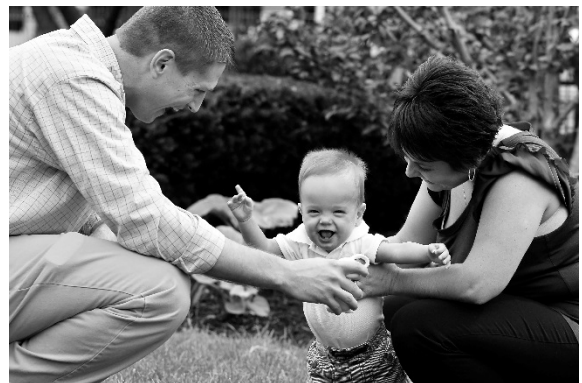
We need your help! By participating in the Coins 4 Kids coin drive, the money collected during this fundraiser will go directly back to our local Ronald McDonald House. It gives families a place to stay so they can give their child hugs, kisses, and courage every day.

We are very excited to share this opportunity with you and hope that your school will choose to participate in the Coins 4 Kids coin drive. We couldn't do it without YOU!

Sincerely,

*Mia Muñoz*

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# Getting Started

**Step 1:** Choose a month during the school year where you would like to host a Coins 4 Kids coin drive. (We recommend October, the month of our "Day of Change" campaign but any month will work ☺). At your discretion, a member from RMHC can go during lunch or designated time to host a "kickoff" rally so we can teach the students about Ronald McDonald House and the impact the Coins 4 Kids coin drive will have (10-15 mins.)

**Step 2:** Determine the best way to run your coin drive and set a goal:

- **School Wide Competition:** In this version, the school will set a goal (based on number of students, demographics, etc.) and if they collectively reach their goal, everyone wins!
- **Coin Wars:** Classes or grades 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. It's great fun and everyone comes out a winner when kids are helping kids.

**Step 3:** A week before your scheduled campaign, we will drop off the following to your school:

- Posters and other marketing material
- Coin Buckets
- Bags for coins

These are to be distributed to students and posters to be hung around school where they will be most visible to parents, students, and staff. The Coin Buckets should be kept in a secure area or classroom. **Please also include the information in morning announcements, any newsletters that get sent out, and the school website.**

**Get creative!** We also encourage the students to make their own posters or tracking chart to show how much money has been raised. The chart can be updated as needed so everyone knows how close they are to reaching their goal.

**Step 4:** During the campaign, students can bring their bags filled with coins, dollars, or checks and empty them into the Coin Buckets. The designated point person will collect them weekly or bi-weekly and either count the coins in house or they can bring them to the Ronald McDonald House to be counted (will need 2-3 weeks for total count). They can then report the amount counted so they can track the money raised or we will notify them once the coins have been counted.

**Step 5:** When the campaign is over, we will announce the winner or if the goal was reached and prizes will be rewarded!

\*If your school has a Leadership program or Student Council, this is a great way to get them involved and a good project for them to take ownership of.



## Other ways to help you reach your goal:

- Host a Bake Sale
- Host a Movie Night
- Have a Donation Bucket at school concerts, plays, or school sporting events
- Any other ideas to help reach your overall goal!

## Prizes!

If you choose to do the **School Wide Competition**, they will receive:

- Small RMHC gift
- Certificate of Appreciation for the school

If you choose to do **Coin Wars**, the winning classrooms or grade level will receive the following:

- Surprise party on chosen day of the semester
- Certificate of Appreciation for each class or grade level

**GRAND PRIZE!** If your school raises the most money for this year's Coins 4 Kids coin drive, you will receive a special visit from Ronald at the end of the year!



## Pictures from Forkner Elementary's Coin Drive

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