



RONALD McDONALD
HOUSE CHARITIES
OF TAMPA BAY

For further questions contact:

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Mission:

The mission of Ronald McDonald House Charities is to create, find and support programs that directly improve the health and well being of children.

We believe that when you change a child's life, you change a family's, which can change a community and ultimately the world. We strive to be part of that change and part of the solution in improving the lives of children and their families.

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Frequently Asked Questions

Ronald McDonald House Charities of Tampa Bay

Doesn't McDonald's pay for everything?

McDonald's owner/operators and employees are very involved with the Ronald McDonald House in our area. They provide for 25% of our operating budget through canister collections, in-restaurant promotions, and store fundraisers. The other 75% comes from community support and special events. But, as a not-for-profit with four houses and a \$2.3 million annual budget, we rely on the community to help provide for our pediatric families.

What percentage of your budget goes to administrative and fundraising activities?

The United Way organization recommends that a non-profit organization not exceed 25% of its income for administrative and fundraising costs. We are very proud of the fact that the Ronald McDonald House of Tampa Bay consistently averages 10% annually for our combined fundraising and administration expenses.

What does the change in the canisters go toward at the McDonald's restaurants and does the money stay in this community?

Canister collections go directly to Ronald McDonald House to help keep our doors open for pediatric families. Operational costs include electricity, water, food, paper products, etc. Although 25% is sent to the national office in Chicago, the funds are placed in our grant-making account that comes back to our community to support student college scholarships and other children's charities in our eleven county geographic service area.

Who does the Ronald McDonald House serve?

The Ronald McDonald House of Tampa Bay serves families that reside out of the area and are seeking medical treatment for their child at bay area pediatric health care facilities. Exceptions are made on a case by case basis.

Are tours given at the Ronald McDonald House?

Yes. Individuals and groups of 10 or less may schedule a tour of the Ronald McDonald House by contacting each House (see bottom of page for contact information). Tours are conducted between the hours of 10 a.m. and 4 p.m., Monday through Friday.

What should I do if my family needs to stay at the Ronald McDonald House?

To qualify to stay in one of our Houses, a family may be referred or verified by a hospital social worker, nurse, physician or medical staff.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar

of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher



Caption describing picture or graphic.

offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed inter-

nally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that

"To catch the reader's attention, place an interesting sentence or quote from the story here."

is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image



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near the image.

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Business Name

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com



Your business tag line here.

We're on the Web!

example.com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is

small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a

biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.