



CAMBERWELL



Building a

bigger, better House



We need your help to raise
£700,000 so we can continue
our care in Camberwell

Going to a hospital far from home can be a frightening experience for a child. For the family it can mean financial devastation, splitting the family unit and even sleeping in cars to ensure they can be near their seriously ill child. Thanks to Ronald McDonald House Charities these families can live in a safe and supportive Ronald McDonald House, which provides free 'home away from home' accommodation just a stone's throw from the hospital. Families can stay as long as they need to, whether it's two days or two years.

Ronald McDonald House Camberwell has provided free accommodation to the parents and siblings of sick children at King's College Hospital for more than 10 years. Since opening, hundreds of families have passed through its doors, benefiting from the 10 private en suite bedrooms, communal living areas and children's play area.

With your support, we can help even more families.



Due to hospital expansion plans, RMH Camberwell will relocate to a new site and open in spring 2012. The larger site will enable us to grow from a 10-bedroom House to 24 bedrooms. This means we can help even more families in need.

The relocation will cost £2.7 million to complete. We are well on our way to achieving this target, but we still have £700,000 left to raise. We're calling on businesses and the community across London and the South East to help raise essential funds to complete the project, furnish and equip the interior, and secure vital initial running costs of the facility.

More than just bricks and mortar...

Children's Services at King's College Hospital is at the forefront of diagnosing, treating and preventing diseases in children. It has one of the largest centres in Europe for sickle cell disorders and provides outstanding intensive care services. The hospital also provides a highly specialised service for children with liver problems, who come from all over the country and abroad to receive treatment. It is the largest service of its kind in the world.

Irene O'Reilly, Family Liaison and Support Worker at King's College Hospital, comments on Ronald McDonald House Camberwell:

“Many of the families tell me the House kept them sane when their world was falling apart. The fact that they still keep in touch, send photos of their children, fundraise; and form friendships and bonds that endure well beyond their stay in hospital is testimony to the very special place that is Ronald McDonald House Camberwell.”



How you can help

Ronald McDonald Houses are incredibly warm and special places that provide comfort, support and love to families and children during some of the most difficult times of their lives.

There are lots of ways to support the relocation of RMH Camberwell. You could organise a fundraising event, sponsor a room in the House, give a gift in kind or sign up to payroll giving.

Top three fundraising ideas

1. Challenge events

Looking for a unique way to raise funds? Then why not take part in a skydive, trek or cycle ride? Visit www.rmhc.org.uk/challenge_events.



2. It's all in the bag

Ask your local supermarket if you could organise a bag-packing event. Get a team together to pack shopping and collect donations.

3. One lump or two?

Hold a coffee morning at home, work, school or in the community. Make lots of coffee and cakes to sell. So get your apron on and start baking!



Top three ideas for businesses

1. Sponsorship

Could you sponsor a room in Ronald McDonald House Camberwell? It's a great way to improve your company's profile and brand recognition.

2. Gifts in kind

Can you offer business services, expertise or products we can use in the House, or prizes for auctions and raffles?

3. Payroll giving

This is an efficient way to donate regularly to Ronald McDonald House Camberwell and is easy to set up. You or your employees can donate as much or as little as you are able to give.



Meet the

Rowlands family

In September 2007 Miranda Rowlands gave birth to a daughter, Alice, who sadly suffered from a very rare liver condition. Her illness led to acute liver failure and meant she needed transferring to the liver unit at King's College Hospital in London. Miranda travelled down from Norwich, 120 miles away, with her husband Paul and six-year-old son Sam to be at her daughter's bedside. The family stayed at the Ronald McDonald House in Camberwell, right next to the hospital, until Alice tragically passed away less than two weeks later.

Miranda says: "The House was somewhere safe where we could cook a meal, wash our clothes and get some rest, knowing that we were only minutes away from Alice's bedside. This meant that we were able to spend so much more time with Alice."

Get involved

To get involved or to request a fundraising pack, please call Janice O'Neill on 0203 299 4984 or 07860 401101, email janice.oneill@uk.mcd.com or visit www.rmhc.org.uk/camberwell

How you can help us build this...



Get involved

Please complete and send to RMHC, 11-59 High Road, East Finchley, London N2 8AW

Name:

Address:

Postcode:

Phone number:

Email:

RMHC would like to keep you informed of our activities. If you are happy for us to contact you by phone, please tick here or by email, please tick here
If you would prefer NOT to receive information from us, please tick here

Please send me information on the following:

- Volunteering opportunities Corporate partnerships
- RMHC events Leaving RMHC a gift in my will Organising my own event
- Please send me a collecting box for my home/place of work:

(To be located at)

Make a donation

My gift

I would like to make the following gift:

One-off enclosed payment of £..... cheque / CAF (Charities Aid Foundation) voucher payable to RMHC

A credit card gift of £..... Please complete the following:

- Switch/Maestro Visa/Electron Mastercard

Card number:

Valid from: /

Expiry date: /

Issue no:

A monthly quarterly annual standing order of £..... to RMHC
(A standing order mandate will be sent to the address you provide)

Signature: Date:

Gift Aid declaration

Please help RMHC to increase your donation by a total of 25%, at no extra cost to you, by completing the Gift Aid declaration below.

- I am a UK taxpayer and would like RMHC to treat the enclosed donation, and all donations that I have made during the previous six years and all future donations that I make from the date of this declaration until I notify you otherwise, as Gift Aid donations.

To qualify for Gift Aid, what you pay in income tax or capital gains tax must at least equal the amount that the charity will reclaim on the donation.

Signature: Date:



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