

# 2021 Read for the House



Presented by



and



The Read for the House Program, presented by Advantage Auto Tags & Insurance and Newtown Insurance Professionals, is a service-learning project for children of any age that raises funds to support Ronald McDonald House Charities of the Philadelphia Region. In addition to helping our guest families, the program promotes the value of community service, encourages reading, and allows participants to engage with educational programming on the Read for the House website. This year, the program will be completely online, with personal fundraising websites and electronic materials provided to each reader.

## Program Calendar:

### JANUARY

- You can watch our online assembly to understand the importance of the program, how it works, and how your participation makes a difference. (We will not be conducting in-person school assemblies this year.)
- Create your online fundraising pages. (See next page for instructions.)
- Seek friends and family as sponsors to pledge any amount of money for each minute you read during the month of February.

### FEBRUARY

- On February 1, you'll start reading!
- Keep track of the total number of minutes read each day on the electronic calendar provided.
- Throughout February, you will have access to fun activities on the Read for the House website. Join the Philly Phanatic for storytime, enjoy virtual tours around the world, learn a Spanish word of the day, and more!

### MARCH

- Reach out to your sponsors and collect their donations through your online fundraising page (credit card payments).

### APRIL

- Prizes that you've earned will be shipped to your home! (It's important to include a valid shipping address when you sign up so that we can send these to you.)

## Attention Parents! You can join, too!

This year, we are launching our first ever Read for the House Book Club for readers of all ages! Pick up a good book, round up your friends and family, and join our Book Club fundraiser. We'll have special sessions with guest authors who will talk about their books, and more. Head over to [www.PhilaRMH.org/BookClub](http://www.PhilaRMH.org/BookClub) to sign up.



# [www.PhilaRMH.org/Read](http://www.PhilaRMH.org/Read)

# Setting Up Your Fundraising Page

## How to Register:

1. Visit [www.PhilaRMH.org/Read](http://www.PhilaRMH.org/Read), and click on "Register Now."
2. Review the agreement. (Please note: there are no fundraising requirements to participate in this program.)
3. Select "Reader." Find your school's team by clicking on the "Search" button below "Find a Team to Join."
4. Select a fundraising goal that is personally attainable. You can change your fundraising goal at any time.
5. Complete the form to create a username and password for your fundraising account. If you created an account last year, you can log in using the same username and password, but will need to create a new fundraising page for this year. If you need help resetting your password, contact Alyssa Tritschler.
6. Customize the fundraising page with photos, a story, and anything else you would like to share.
7. Now you are ready to spread the word that you are reading and raising money for the House!

**If you need any assistance with setting up your page, contact Alyssa Tritschler at [Alyssa@PhilaRMH.org](mailto:Alyssa@PhilaRMH.org) or 267-969-6264.**

## About the House

Ronald McDonald House Charities of the Philadelphia Region supports families of seriously ill children by creating a community of comfort and hope.

Our two Ronald McDonald Houses provide temporary lodging, transportation, meals, and social services to families who travel to Philadelphia for pediatric care. Our three Ronald McDonald Family Rooms extend the support of our Houses into the hospital setting and offer a quiet respite space for families at Children's Hospital of Philadelphia and St. Christopher's Hospital for Children. Ronald McDonald Camp is a week-long overnight camp for children with cancer and their siblings held in the Pocono Mountains every August. The Ronald McDonald Care Mobile, operated in partnership with St. Christopher's Foundation for Children, provides comprehensive and continuous oral healthcare to children in North Philadelphia. Proceeds from donations made at local McDonald's restaurants and support from the McDonald's system make up less than 10% of our annual revenue. The remainder of our multi-million dollar budget is generated through the generosity of individuals, corporations, and foundations.

It costs the RMHC of the Philadelphia Region \$131 a night per family to provide housing and supportive services; however, families are only asked to contribute \$15 per night. No one is ever turned away due to inability to pay and the House waives approximately half the nightly fees annually.

## About Our Sponsors

The Kramer Family and their businesses have been volunteering with us for over 12 years through the Therapy Dog Program. They also sponsor events, raise money, collect tabs, and support our Food Services Program.



# Raise Money...Win Prizes!

Not only will you have the satisfaction of knowing you are helping families when they need it the most, but when you participate in Read for the House you can also win prizes! Any student that participates can download a certificate from the Read for the House website. For each fundraising level you reach, you'll receive all of the prizes above that level, too. (For example, if you raise \$2,500, you'll get all of the prizes.)

## If you raise \$100...

you'll receive **2 general admission passes to Crayola Experience** in Easton, PA.

## If you raise \$250...

you'll receive **4 general admission passes to LEGOLAND Discovery Center** in King of Prussia.

## If you raise \$500...

you'll receive **surprise gifts from the Philadelphia Eagles and Philadelphia Phillies.**

## If you raise \$1,000...

you'll receive **2 general admission passes to The Franklin Institute.**

## If you raise \$2,500...

you'll receive **an annual membership pass to LEGOLAND Discovery Center** in King of Prussia.



### About Crayola Experience



Discover the magic of color at Crayola's premier and one-of-a-kind family destination. More than 27 activities throughout 65,000 square feet of color await families at the Crayola Experience flagship in Easton, Pa., the birthplace of Crayola crayons. Bigger, brighter, and bolder than ever, the adventures of Crayola Experience help kids and adults alike explore art and technology, express their creativity, and experience color in a whole new way. Families typically spend 3-4 hours exploring our 27 hands-on attractions. Go on a wonderful, whimsical adventure with our unique experiences. Star in your very own coloring page, name and wrap your very own Crayola crayon, embark on a 4-D coloring adventure, learn how crayons are made in a live manufacturing show, explore the world's largest selection of Crayola products and unique souvenirs...and so much more! The brand's other attractions are located in Orlando, Fla.; Mall of America (Bloomington, Minn.); Plano, Texas; and Chandler, Ariz. To learn more, visit [CrayolaExperience.com/Easton](http://CrayolaExperience.com/Easton) or join the conversation at [Facebook.com/CrayolaExperienceEaston](https://www.facebook.com/CrayolaExperienceEaston).

### About LEGOLAND Discovery Center



LEGOLAND® Discovery Center is the ultimate indoor LEGO® playground and has 11 locations across North America including Arizona, Atlanta, Boston, Chicago, Dallas/Fort Worth, Kansas City, Michigan, Philadelphia, San Antonio, Toronto and Westchester. Geared towards children ages 3 to 10 and their families, the attraction features millions of LEGO® bricks and multiple attractions including: Master Builder Academy; Kingdom Quest Laser Ride; Merlin's Apprentice Ride; LEGO® 4D Cinema; Build and Test; MINILAND™ featuring iconic landmarks; LEGO® Friends Heartlake City, and more. Visit [www.LEGOLANDDiscoveryCenter.com](http://www.LEGOLANDDiscoveryCenter.com) for attraction info and locations. LEGOLAND® Discovery Center is a part of the Merlin Entertainments Group.

### About the Eagles & the Phillies



The Philadelphia Eagles are an American professional football franchise based in Philadelphia that plays in the National Football Conference (NFC) of the National Football League (NFL). The Eagles have won three NFL championships (1948, 1949, and 1960) and have won one Super Bowl (2018). The Philadelphia Phillies are an American professional baseball team based in Philadelphia, Pennsylvania. They compete in Major League Baseball (MLB) as a member of the National League (NL) East division. The Phillies are the oldest continuous same-name, same-city franchise in American professional sports. The Phillies have won two World Series championships (1980 and 2008) and seven National League pennants.

### About The Franklin Institute



As the most visited museum in the Commonwealth of Pennsylvania and a top-five tourist destination in the City of Philadelphia, The Franklin Institute is one of the leading science centers in the country, and serves as both a prominent educational and cultural resource, and as an anchor of the local economy. Science and technology have the potential to solve some of the most critical issues of our time, to improve our lives, and to inspire our curiosity about the world around us. Every day The Franklin Institute provides resources that help people to connect with science and technology in creative ways that resonate with learners of all ages and backgrounds. The Institute directly reaches more than 1 million people each year with informal learning experiences that engage students, adults, and families. Though its historic museum is a central learning space, the Institute has evolved to provide people with educational resources in their own neighborhoods through hands-on activities in classrooms, workshops in libraries, community centers, and other settings, and through ways to interact online. Since 1824, The Franklin Institute has pursued its commitment to making these resources available to as many people as possible throughout the mid-Atlantic region.