



around the HOUSE

THE LATEST UPDATES FROM RMHC OF THE SOUTHWEST • WINTER EDITION 2021
3413 10th Street | Lubbock, Texas 79415 | 806.744.8877 | Fax 806.744.3652 | RMHCsouthwest.com

IT'S THE MONTH OF LOVE IN THE HOUSE THAT LOVE BUILT

RMHC FAMILY FEATURE

Meet The Peters Family of Seminole, TX

On December 4th, 2020, 13 year old Esther Peters was in an ATV accident in Seminole. Airlifted to Lubbock and admitted to University Medical Center, Esther's prognosis was grim. Her parents, Abe and Helena sat by her side. After their 2nd day by her bedside, social workers at UMC referred the Peters to RMHC.

Esther's mother, Helena shared, "We didn't know anything about Ronald McDonald House until we were told by the hospital we should send our registration. We were approved to stay at The House and right away we felt this was a place where we could get comfort. The staff was always checking in on our family. We had good meals and a comfortable room. Having this place where we could stay and get rest made our 6 weeks so much less stressful.



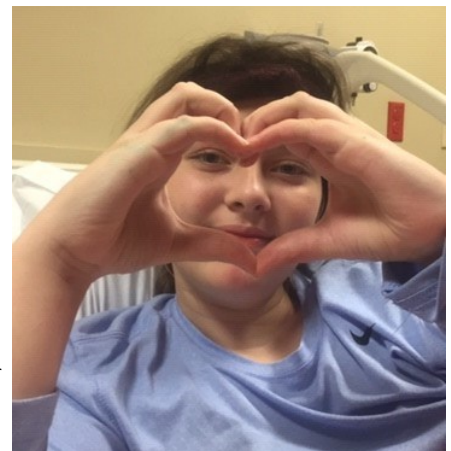
Abe and I were able to take turns sitting with Esther and going to RMHC to eat and rest and get cleaned up. It was such a relief. This place is amazing."

Helena also shared, "The meals were so nice and there were always snacks and coffee available so we didn't have to think about where we would go to get meals or drinks and how to afford staying close to our daughter. We could just focus on Esther and know that RMHC would take care of thinking of those things for us. They were just always ready for us with whatever we needed. It took the stress away from us."

After 18 days on a ventilator and an extended hospital stay, Esther was released from UMC and transferred to Trustpoint Rehabilitation Hospital for rehabilitation. After six weeks, Esther and her family were finally able to go home to Seminole.

Although her journey to full recovery continues, Esther is doing well. When the family returns to Lubbock for scheduled visits, they are able to stay at RMHC.

"I feel so honored and special to be asked to share our story. This place has been so good for us and so many other families and I'm happy to share that story to help families that need RMHC in the future." Helena said.



APPLY

& DOWNLOAD THE RMHC OF THE SOUTHWEST APP!

Search RMHC of the Southwest in your app store. Stay up to date on RMHC news, apply to volunteer, see up to date Guest Chef availability and more!

PRESIDENT'S CORNER

Dear Friends of the RMHC of the SW,
Happy New Year from all of us at the Ronald McDonald House – “the House that Love Built.” As we step into a new year filled with new leadership, new opportunities and hope, I encourage you to view our mission at RMHC through fresh eyes and with a new perspective. Consider how we can best love those around us: our coworkers and friends, the families we serve here at the house, and our own families at home. From the moment the Ronald McDonald House in Lubbock opened its doors to its first families in 1988, we have been blessed by the love and support of our community. The generosity of others allows us to do what we do, and I want to recognize the organizations and businesses who were the driving force for “the House that Love Built.”

Lubbock’s Ronald McDonald House was initiated and developed by the Junior League of Lubbock in 1981, and two years later they facilitated the formation of a nonprofit organization to own and operate the House. They have committed countless volunteer hours throughout the years in addition to their unwavering financial generosity, and several Junior League members and their husbands have served on the board of directors, either as representative of the League or as community members.

From the moment the first Ronald McDonald House opened in Philadelphia in 1974, McDonald’s owners, suppliers, employees, and customers have been instrumental in supporting our mission to support families with sick children by providing stability and vital resources. McDonald’s support extends far beyond simple monetary contributions – though they are unrivaled in this area, and we could not be more grateful! – they also supply volunteers, marketing promotions, and the space to place RMHC Donation Boxes, and Round-Up at their cash registers, which allow their customers to raise money for our specific chapter. Several local owners and corporate employees have also served as members of our Board of Directors since inception.

Since 1981, The Junior League of Lubbock, McDonald’s, Community Partners and Donors continue to support “the House that Love Built” as home-away-from-home for families of critically ill children who are receiving medical treatment in our local hospitals. THANK YOU for your continued support!

Emmanuel Ramirez

Emmanuel Ramirez - President & CEO



Welcome Steven Maddux - New Board Chair



It is our pleasure to recognize the newly seated Board Chair, Steven Maddux, who has served on the board since 2015. Over the five years, Steven has been Board Treasurer, and currently serves on the Governance, Finance, and Audit committees. His commitment to the mission of RMHC is evident and we look forward to his leadership moving forward.

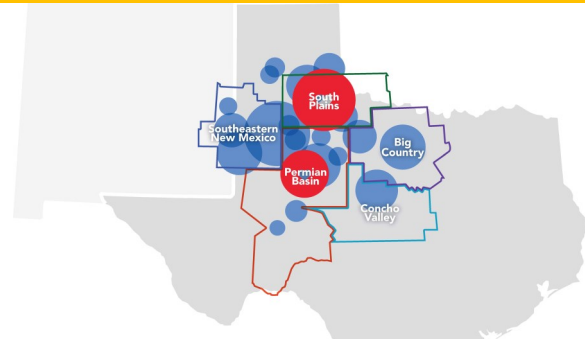
Special thanks to Past Chair, Ty Jones for his leadership. Ty’s leadership and guidance during his tenure was instrumental for RMHC during a time of expansion, leadership transition and COVID-19 pandemic. THANK YOU, TY!



Board of Directors

- | | |
|-------------------------------------|-------------------|
| • Steven Maddux, Board Chair | • Rich Jones |
| • Todd Hardin, Board Treasurer | • Alita Loveless |
| • Jennifer Irlbeck, Board Secretary | • Sunshine Stanek |
| • Ty Jones, Past Chair | • Brad Stuteville |
| • Paul Dannevik | • Hugo Vargas |
| • Robyn Snowberger | • Libby White |
| • Jacoby Madewell | • Sydney Witte |

WHO RMHC SERVES



THE SIXTY-EIGHT COUNTY SERVICE AREA OF RMHC OF THE SOUTHWEST

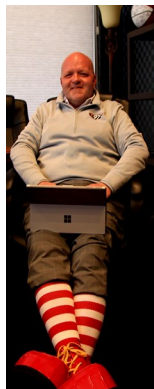
TX: Bailey, Lamb, Hale, Floyd, Motley, Cottle, Lubbock, Cochran, Hockley, Crosby, Dickens, King, Knox, Youkum, Terry, Martin, Howard, Taylor, Lynn, Garza, Kent, Stonewall, Haskell, Throckmorton, Gaines, Dawson, Borden, Scurry, Fischer, Jones, Shackelford, Stephen, Andrews, Mitchell, Nolan, Callahan, Eastland, Winkler, Loving, Ector, Midland, Glasscock, Sterling, Coke, Runnels, Coleman, Brown, Ward, Crane, Upton, Reagan, Irion, Tom Green, Concho, McColloch, Reeves, Pecos, Crockett, Schleicher, Menard, Mason, Sutton, Kimble, Terrell, Brewster
Southeastern NM: Chaves, Eddy, Lea



Our Red Shoe Shindig and Red Shoe Crew has been on hold. Be watching for exciting news about when our Big Red Shoes will be taking steps forward!

Our community partners continue to offer support to RMHC and the families we serve while things have been on hold. Our gratitude to the Red Shoe Crew and sponsors remains at the forefront of our thoughts.

Each **ONE** of you is greatly appreciated, today and every day!



Staff Spotlight on

Roselva Ruiz - Permian Basin Programs Manager



For nearly 3 years, Roselva has been part of the RMHC Staff Family. Roselva describes herself as prayerful, empathetic, contemplative and hard-working. Her primary role is coordinating the RMHC Programs in Permian Basin. She loves watching the movie *Some Things Gotta Give*, listening to the music of the J. Giles Band, eating tacos and chocolate, and Easter is her favorite holiday.

Personal Motto: "In all things try to do your best, be your best, and when you know better, do better. Pray daily."

Hobbies: D.I.Y. crafts, gardening and baking

Personal Goal: To stay healthy, be healthier. Stay connected to family.

Best Advice Ever Received: No matter what happens, always love!

Favorite Part of Job: Being able to offer families a place of refuge in their most difficult time of need, and meeting people who have an incredible selfless love to serve others.

Challenge of Her Job: Reaching people.

Skills That Make Her Great: Communication, leadership and trustworthiness

Person She Admires: My parents, because they raised me to believe that God is the foundation for everything. That with God all things are possible. Live with humility, be true to yourself, and serve others. When you fall, dust yourself and get back up. Pray, pray, pray and when things get tough, pray harder.

Wishes to be Remembered as: Treating people well.

What Inspires Her: My children, my family, people's stories, a good movie, a great homily, nature.

CONGRATULATIONS MCH!

Our partners at Medical Center Hospital in Odessa were awarded the News West 9's Best of the West 2021 award for Best Hospital! We are so proud to see MCH President & CEO, Russell Tippin raising awareness for RMHC by wearing the RMHC mask! RMHC of the Southwest is pleased to serve the families of Permian Basin through the Family Room program at MCH.



VOL NTEER for RMHC, *Just Missing "U"*

One House • One Mission • One Heart

Volunteers are the HEART of RMHC

In a typical year, nearly 490,000 volunteers across the world donate their time, talent and resources to support the work of RMHC®.

Volunteers make the difference in the lives of the children and families served by RMHC® Chapters – by cooking, greeting, listening, cleaning or simply being there and supporting in any way they can. Volunteers are the heartbeat of RMHC®, helping to offset costs and allowing the charity to direct more donations to programs supporting children and their families.

RMHC invites you to join the many groups and individuals that help advance the mission through volunteering, donating wish list items, raising funds and awareness. To find out more about getting involved, visit rmhcsouthwest.com/volunteer or download the RMHC of the Southwest app in your app store to learn more!

Below are a few of the many friends who have donated their time, talent and treasures in support of the families served through RMHC programs.



AgTexas Farm Credit



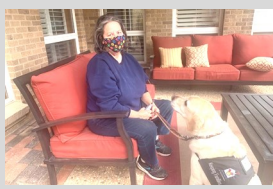
Bean Elementary School
5th Grade Class



Guthrie & Landy
Boy Scouts



Tucker Family



Sherry Anderson



Starbucks FoodShare
Program



Hope Lutheran
Janise Hooper



Mission Landscaping



Tumbleweed & Sage
Coffeehouse

ONE kitchen

GENERAL HOUSE NEEDS:

- Individually wrapped snack items
- 16 - 20 oz foam cups with lids
- Large Tupperware-style food containers with lids
- Storage totes of all sizes with lids
- Lysol spray
- Clorox wipes
- Cutlery packets
- 35 gallon trash bags
- Single Serve Ranch Dressings

SPECIAL OCCASION NEEDS:

- Valentine candy
- Valentine cards (store bought or home made)
- Valentine crafts

Drop off at The House or purchase online and send directly to **3413 10th Street, Lubbock, TX 79415.**

*Please note that online orders may not be sent with notice of sender. If you send direct from a supplier, please let the office know.

ONE meal

MANY FAMILIES

Be a Guest Chef! Download the RMHC of the Southwest app to find available dates on the Meal Calendar.

If you can help by providing ONE meal for the families, please contact **Cindy** in the front office at **806.744.8877**

For more information, contact
Julie Barron Wells at julie@rmhcsouthwest.com
Shalah Smith at shalah@rmhcsouthwest.com
or call **806.744.8877**
RMHCSOUTHWEST.COM



Follow us on social media!



Download the App
Search RMHC of the Southwest

ONE MISSION - MANY OPPORTUNITIES

Stay-at-Home Fun for Kids!

A Printable Resource



Need some new entertainment for the kids in your life? Check out the printable activity pages available for download on rmhcsouthwest.com. You'll find coloring pages, kids crosswords, mazes and more!

SEND SOME LOVE AND HELP KEEP FAMILIES CLOSE!

**BUILD
SOMETHING
WITH
LOVE**

box of love
RONALD McDONALD HOUSE CHARITIES OF THE SOUTHWEST

Send the Valentine gift that gives

- ♥ Customizable
- ♥ Easy ordering
- ♥ Contactless
- ♥ Supports RMHC Families

\$30 box or \$50 box

FREE Delivery

Call for Details 806-774-8877 or
rmhcsouthwest.com/box-of-love



It's simple! We get ideas for the box from you and fix up something very special! All proceeds help RMHC families! Great for teachers, friends, significant others, and more! Visit rmhcsouthwest.com/box-of-love and order today!



Ronald McDonald
House Charities
of the Southwest

HOUSE MISSION HEART



It's amazing the difference **ONE** can make. At Ronald McDonald House Charities of the Southwest, **ONE** is a great number. Every **ONE** donation to RMHC helps provide **ONE** hot meal waiting for families after a long day with a hospitalized child. **ONE** private room with comfy beds to give families the rest needed. And **ONE** caring group of people who help families know taking it **ONE** day at a time will help. **ONE** person like you can make **ONE** huge impact to help **ONE** family with a hospitalized child. There are many reasons, but there is only **ONE** RMHC.

ALL YOU NEED IS LOVE (AND A NEW T SHIRT)

Whether for that special someone or for yourself, these RMHC Love T Shirts are exactly what you've been looking for! These new love-themed shirts are the perfect way to show love and is **ONE** way to help RMHC *Keep families close!* Each \$25 donation helps provide **ONE** family with shelter, meals, and comfort for **ONE** day/night!



Visit rmhcsouthwest.com/donations/rmhc-love-t-shirts to order yours today! Limited quantities available.

VISIT RMHCSOUTHWEST.COM FOR RMHC MASKS, SHIRTS & MORE





EVERY **ONE** HAPPY MEAL HELPS!

From the moment the charity opened their first Ronald McDonald House®, McDonald's owner/operators, suppliers, employees and customers have helped RMHC® provide stability and vital resources to families around the world.



The generosity of time, as well as funds and in-kind services provided by the entire McDonald's community, have helped RMHC® positively impact millions of children and their families since 1974.

Locally McDonald's operators, employees and suppliers actively volunteer with RMHC® Chapters by contributing food, supplies and hours of time. Some have served as volunteer board members, helping to shape the direction and approach in line with the critical needs of children and their families.

Every time you buy a Happy Meal, two cents are donated to support RMHC programs and services, including Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile®.*

McDonald's Round-up Program allows customers to round-up each transaction to the nearest dollar. Those cents are sent to the local RMHC to financially support a home-away-from-home for families with hospitalized children. It is **ONE** simple way to make **ONE** small gift provide big benefits for the families RMHC serves! During 2020, the McDonald's in our region that collected the most Round-up change was the store at 1700 N Access Road, in **Clyde, Texas!** (Not pictured)

This past holiday season the McDonald's in our Region participated in a Round-up Challenge. The McDonald's in our region that won the Holiday Round-up Challenge was the store at 605 College Ave, **Levelland, Texas!**



Coming in at a close second on each count was the location at 1025 W American Blvd, in **Muleshoe, Texas!**

RMHC would like to thank all of the McDonald's locations, owners, and employees that support us through the Round-up Program!

i'm lovin' it

EXPANDING THE RMHC IMPACT

RMHC of the Southwest is excited to share great news! Through partnership with the Midland Memorial Hospital, the fourth Ronald McDonald Family Room is coming to our service area! Plans have begun to convert space into a new Family Room to serve families with children receiving medical care at MMH. Be watching for updates on the progress of this expansion!



MIDLAND HEALTH

RMHC OF THE SOUTHWEST IN THE NEWS



When local news personality Amy Koczera learned about RMHC receiving a donation from the organization "Mask for Cause" she visited the Ronald McDonald House to help spread the word.

Brothers Farjaad and Sajjaad Azam began making masks at the beginning of the pandemic to help alleviate the shortage. As their project grew, they began selling the masks and donating profits to selected charities. On January 18th, Farjaad visited the Ronald McDonald House to deliver 50 masks for the families as well as a donation to the charity from the proceeds.

RMHC President and CEO, Emmanuel Ramirez, was happy to have the opportunity to express gratitude and raise further awareness about the programs of RMHC.

Your gift helps
Families and
Hospitalized
Children!



RMHC
of the Southwest

Please use my gift to support the Ronald McDonald House Charity mission of 'Keeping families close'. I've enclosed a donation in the amount of: \$ _____

TO COMPLETE YOUR DONATION:

- ☐ Visit rmhcsouthwest.com & click DONATE
- ☐ Send a Check back in the return envelope - Check # _____
(Please make payable to RMHC of the Southwest)

NAME _____

BUSINESS _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

EMAIL _____

Your gift helps
Families and
Hospitalized
Children!



RMHC
of the Southwest

Please use my gift to support the Ronald McDonald House Charity mission of 'Keeping families close'. I've enclosed a donation in the amount of: \$ _____

TO COMPLETE YOUR DONATION:

- ☐ Visit rmhcsouthwest.com & click DONATE
- ☐ Send a Check back in the return envelope - Check # _____
(Please make payable to RMHC of the Southwest)

NAME _____

BUSINESS _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

EMAIL _____

Your gift helps
Families and
Hospitalized
Children!



RMHC
of the Southwest

Please use my gift to support the Ronald McDonald House Charity mission of 'Keeping families close'. I've enclosed a donation in the amount of: \$ _____

TO COMPLETE YOUR DONATION:

- ☐ Visit rmhcsouthwest.com & click DONATE
- ☐ Send a Check back in the return envelope - Check # _____
(Please make payable to RMHC of the Southwest)

NAME _____

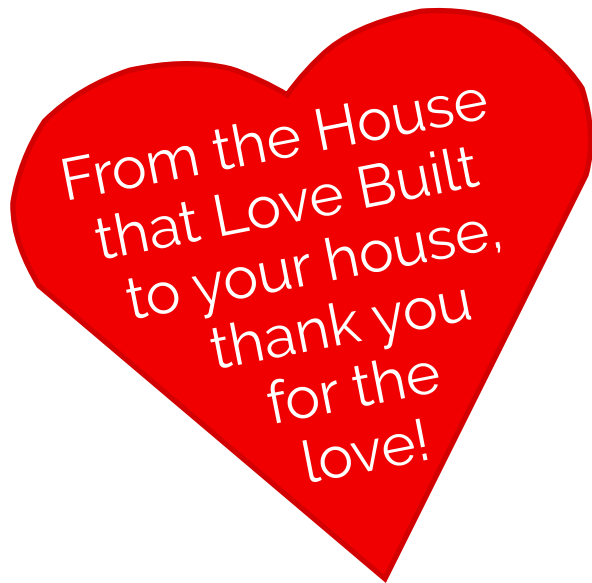
BUSINESS _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

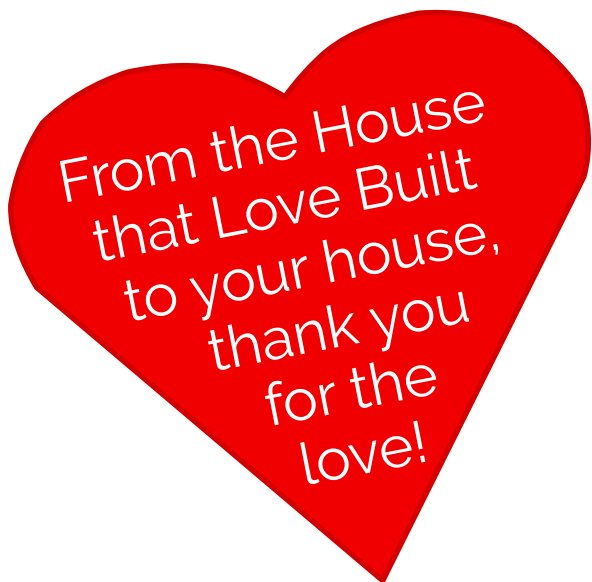
EMAIL _____



**BUILD
SOMETHING
WITH
LOVE**



**BUILD
SOMETHING
WITH
LOVE**



**BUILD
SOMETHING
WITH
LOVE**