



RMHC Movie Release set for 2023



Dedicated to
Dr. Audrey Evans
1925-2022

Like many stories of hope, there are chapters with heartache. The untold true story of *Audrey's Children*, now filming, will tell the story of Dr. Audrey Evans, the revolutionary pediatric oncologist best known as the co-founder of Ronald McDonald House Charities. Evans discovered groundbreaking treatment methods for pediatric cancer in the 1970's. She put her reputation and career on the line to administer her methods to patients while providing housing for families seeking treatment. Evans went to extreme lengths to save the lives of children.

Evans' story covers her pioneering role as the first woman of oncology, and she is recognized as perhaps the

nation's most significant female physician.

In 1970, 90 percent of children with neuroblastoma, the most common tumor in pediatric cancer, were dying. Treatments were ineffective, and those that worked often caused irreparable damage. Enter Evans. Brilliant, British and bold, she tackled flawed, static treatments to overhaul blanket treatment methods, uncovering a groundbreaking way to save children's lives. Well ahead of its time, the Evans Staging System was the genesis of what's now a 75-80% survival rate for neuroblastoma patients.

The film is being written and co-produced by Julia Fisher Farbman who has known Evans well in her life. Farbman remembers vividly an encounter with family friend Audrey Evans when she was about 10 years old. Evans was Chief of Staff at the Children's Hospital of Philadelphia and took time to personally greet Farbman as she was ushered

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Upcoming Events



Oct 1-31: Spec's Charity of the Month: RMHC of the Southwest Select a donation amount at checkout!

Oct 1: Snowburger Golf Tournament

Oct 14, Nov 14, Dec 14:

Panda Express Giveback Night

Mention RMHC at checkout and a portion of the proceeds from your meal will be donated to us!

Oct 15: Fraternal Order of Eagles South Plains Golf Tournament at Meadowbrook Golf Course

Oct 21-23: Kicking for Kids Soccer Event

Ryno Recycle 7v7 indoor soccer event benefiting RMHC of the Southwest at The Soccerbox. Visit Rynorecycle.com

Nov 1: Thanks for Giving, honoring volunteers and donors

Nov 3: Family Room Grand Opening at MMH in Midland

Nov 29: Giving Tuesday

TBD: Texas Tech Advertising Campaigns students are partnering with local businesses to host fundraising events for RMHC of the Southwest.

- At'l Do Farms
- He-Brews Coffee
- One Guy From Italy Restaurant (University Blvd location only)
- Two Docs Brewing Co.

Follow RMHC of the Southwest social media for details!

Miles of Smiles to Families!

Hospitality Carts coming to area hospitals!

A medical journey with a child is no vacation. When a family is faced with the unknown, and the challenging road ahead, having a place that provides comfort and care can be immeasurable. That's why Ronald McDonald House Charities of the Southwest is bringing some heart to our hospital Family Rooms and to the rooms of our patients.

In just a few days, the very first hospitality "Carts with a Heart" will be rolling up and down area hospital floors. These adorable and child-centered happy wheels will carry everything from snacks, toys, books, games, and more to bring miles of smiles to patients and their families. The RMHC Family Rooms will park the carts outside and oversee their daily travel

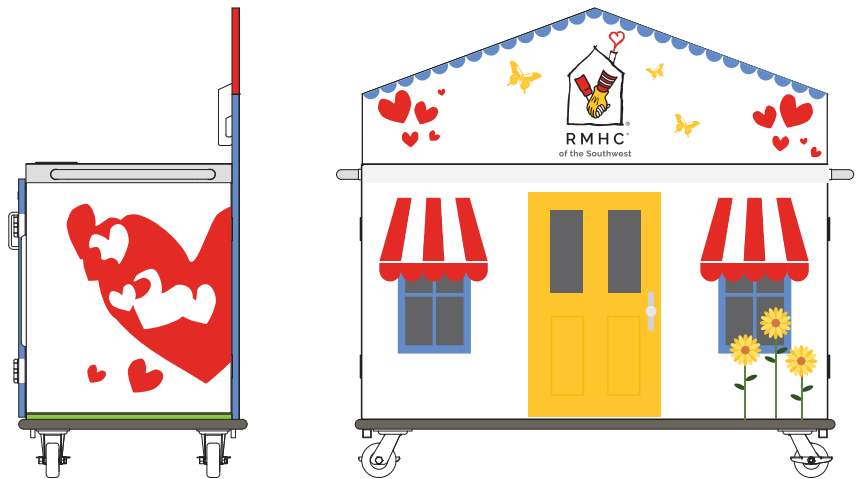
schedules. Two carts are ready to roll in Lubbock, and two more will be joining the fleet in the Permian Basin Family Rooms soon.

WANT TO HELP?

Volunteers will be needed weekly to help push the carts throughout the hospital. Donations of items for the carts will also be an ongoing need. If you would like to be

a part of this exciting and meaningful program, please contact House Operations at RMHC of the Southwest. In-kind donations for the carts will be accepted anytime at the RMHC house, 3413 10th St. Lubbock, TX 79415.

We can't wait to see our "Carts with a Heart" bring smiles to our families around West Texas!



Permian Basin News



My name is Mary McClelland, and I have a volunteer heart. I've been volunteering in several different organizations since I retired 12 years ago. Even though I just recently started volunteering at the Ronald McDonald House Charities, I already find it a rewarding experience. I like to think I'm making a difference in the lives of the families

who are staying at the Ronald McDonald House by making them feel comfortable and welcome as they deal with a very stressful situation. I listened to a presentation about the RMHC by Roselva Ruiz, and I thought I would like to become involved. The first day I volunteered, Roselva told me I was a part of the family there, and that made me feel included in a very important organization. I feel this has given me a purpose, and it helps fulfill my need to help others.



VOL NTEER for RMHC

Just missing "U"

Guest Chefs Needed!

Want to help impact families directly? Gather your group (friends, family, co-workers or even club members) and come prepare a meal for the families who have hospitalized kids. If you don't have a group to bring, call Anna and she will pair you with other "singles" who want to participate in this much needed and rewarding experience. Your group can choose the meal or let the donated items in



the RMHC of the Southwest pantry be your inspiration. Evening meals are prepared and ready for families each evening by 6:30pm. Lunch and breakfasts are always welcome, too.

RMHC Board of Directors

- Steven Maddux, Board Chair
- Todd Hardin, Board Chair-Elect
- Brad Stuteville, Board Treasurer
- Jennifer Irlbeck, Board Secretary
- Bill Cohen
- Paul Dannevik
- Christi Felton
- Jacoby Madewell
- Brian Payne
- Robyn Snowberger
- Sunshine Stanek
- Libby White
- Sydney Witte

Propel Texas Tech to 1 million hours!

Texas Tech University has set a goal of 1 million hours of volunteerism and service. Volunteer hours spent at RMHC can help them reach their goal.

As you accumulate your hours, log on to 100.ttu.edu/ and submit them. You can log hours as often as you like, and

there is no limit on the number of submissions. You can also record hours on behalf of a group or organization. The entire process will take less than one minute to complete.

Please submit hours that you worked from August 25, 2022, until December 31, 2023.

"Why" I serve



Todd Hardin, Board Chair-Elect shared his "Why" for serving on the RMHC Board of Directors.

"My 'why' for serving RMHC Southwest is predicated in a 6-year-old girl from Amarillo Texas, who, without her families generous and thoughtful decision to donate her organs, would have meant certain death for me. I give my time to honor Shannon Davis, who saved my life!"



TEXAS TECH UNIVERSITY
CENTENNIAL



Fall is in the air!

Maybe it's the feeling that Fall is finally here, but there is a revived level of excitement and enthusiasm here at RMHC.

Most people know the Annual Quarterback S.A.C.K. campaign is scoring big for families. Thanks to Texas Tech Athletics this signature fundraiser is in its 21st year. It's no surprise that the fans who love and support Texas Tech football, would be as generous and loyal as they have been to pledge or donate to our signature fundraiser.

I am thrilled to announce the grand opening of the new Ronald McDonald Family Room in Midland, TX. This is the 4th Family Room in our RMHC territory. The final touches are being made at Midland Memorial Hospital for the Grand Opening, November 3, 2022. About 30% of the

families who stay with RMHC are from the Permian Basin area.

The Ronald McDonald Family Room at Medical Center Hospital in Odessa has provided families with overnight

accommodations, hot meals, laundry and more for over 16 years and now the same will be available in Midland.

I am also pleased to announce the Hospitality Cart program. It has been a project on my plate for several years and getting to see it come to be is truly humbling. As a father, I have not ever had to spend a night in the hospital with one of my children and I am very thankful. I can only imagine when I meet the families we serve, how appreciative I would be to have a friendly face come to a hospital room with snacks, books, activities and more for my family. Two of the custom-built carts will be rolling down the halls of our hospital partners.

Another milestone is ahead for RMHC of the Southwest as it turns 35 in 2023. I have been looking back at the hundreds of names of people who have given time, support and services throughout the years and it is remarkable. If you have been part of this amazing mission, I invite you to drop us a note and share your memories. One thing is sure, technology today has advanced since 1988, and it would be wonderful to add your story to the RMHC

timeline. With that note, the House needs many updates, additions, and some expansion.

With the many advancements in medical research and technology, more children are receiving the lifesaving treatments they need. In 2023, a major motion picture is set to be released called Audrey's Children that we featured in this issue. I was amazed and humbled at how this one doctor has impacted and saved so many lives. The concept of seeing how treating the entire family during a medical crisis seems relatively easy, until someone must do it. RMHC of the Southwest does just that. I am excited to see this film and honored to be part of helping families. As always, we appreciate all of you who are available to support this worthy cause. If you have not been by to see us in a while, I'd like to invite you to come by and be part of the mission of "Keeping Families Close".

Emmanuel Ramirez

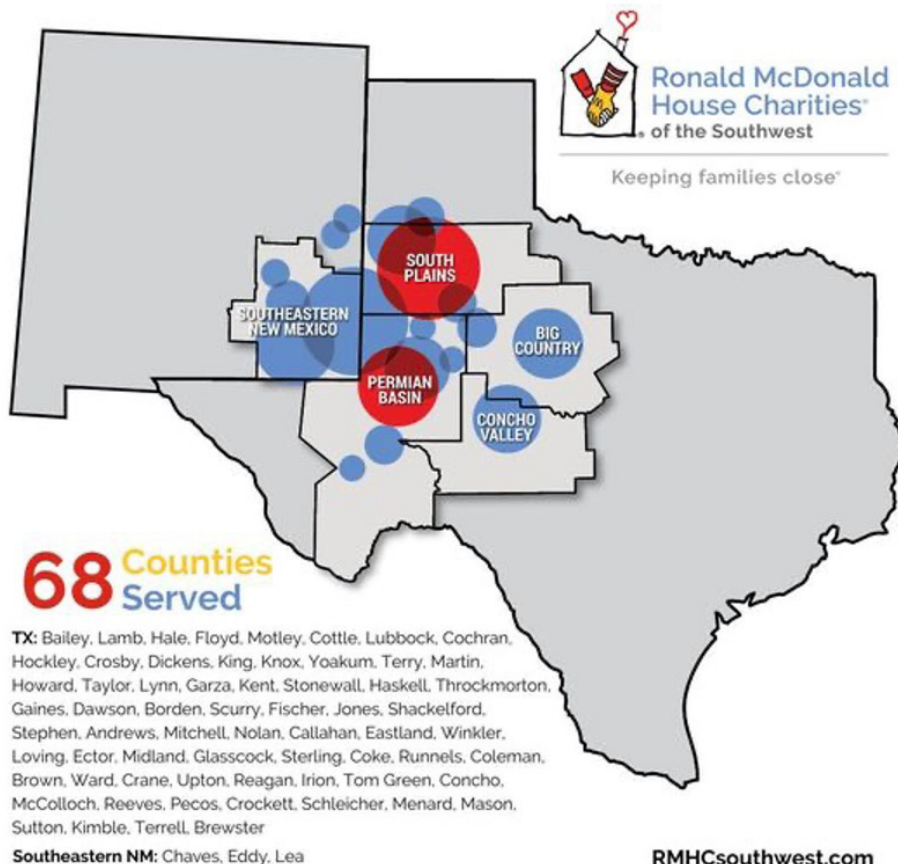
Emmanuel Ramirez -
President & CEO



Miles and Miles of Texas!

The People of the Southwest are Amazing!

RMHC of the Southwest covers 26% of Texas and a portion of New Mexico. The generosity of people from these communities is remarkable. When families from these areas are in need of medical treatment for children - birth to age 21 - they are taken care of for as long as they need because of people like you. No family is ever charged for their stay nor turned away for financial reasons. Every possible need is met. RMHC helps families from every walk of life. Funding comes from generous donors with 100% of each donation remaining local. RMHC is a beacon of hope for people going through a scary and tragic time. Join the hundreds of individuals, businesses and organizations who give to RMHC of the Southwest.



Audrey's Children (continued)

into surgery for appendicitis. Farbman felt the calm from Evans and following the surgery recalls asking for a McDonald's Cheeseburger.

"To the millions of people whose lives she has changed, *Audrey's Children* is dedicated to you. In your lowest moments or in your biggest struggles, I hope you find comfort and inspiration in knowing that Dr. Audrey Evans dedicated her entire life to bettering yours." said Farbman.

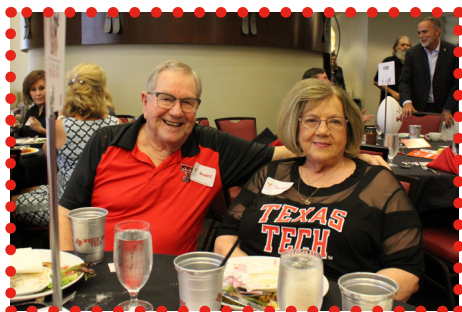
Ami Canaan Mann is directing and co-producing the film. She is well known for many

projects. Filming has started and is expected to premier in 2023. "It is such an honor to help tell the story of this incredible pioneer, a legend and personification of the truism that tenacity, good will and grace can move mountains, if we let it," said Mann. "Thousands of children continue to benefit from the advancements Audrey fought for in children's oncology. Our team feels great privilege in the opportunity to shine a light on the life of the woman behind that work." Said Mann. "Timing is everything, and now is the time to tell Dr. Evans'

story," says Philadelphia Region RMHC CEO Susan Campbell. "This is an individual who truly changed the world—one who was not only committed to the care of children but also understood that a sick child is a sick family."

Today Evans is still helping children at age 97. She retired at age 84. "I can't wait to see this movie," says Evans, who never had any children of her own. "It's taken work—like my life has."

Read about the film and the amazing life of Dr. Audrey Evans at audreyschildren.com





RONALD MCDONALD HOUSE CHARITIES® OF THE SOUTHWEST

For 21 years, Texas Tech University Athletics has partnered with RMHC of the Southwest in many ways. Quarterback S.A.C.K. (Supporting And Comforting Kids) is a fun tradition for fans to celebrate anytime a RED RAIDER takes down (SACKS) an opposing team's quarterback! Fans pledge \$s per sack, or one-time donation, and then CHEER LOUD and PROUD and know they are helping Keep families close.

Make your pledge today for Quarterback S.A.C.K. On game day, cheer on the Red Raiders! Each time the Red Raider Defense sacks an opposing quarterback, your pledges help sick or injured children and their families. It's a fun way to make your donations count. Remember, every S.A.C.K. helps to Support And Comfort Kids!

Sign up to pledge at:
rmhcsouthwest.com/quarterback-sack



New to the RMHC Team



Maria Martinez

Family Room Coordinator, Midland

Maria is a former guest of Ronald McDonald House Fort Worth where she stayed for 52 days in 2019 while her daughter was in the NICU at Cook Children's Medical Center. Maria said, "Now having the opportunity to work for

RMHC and help families I can relate to makes it even more rewarding. I am blessed to have the opportunity to help people every day at work and I can honestly say I love my job."



Lauren Orta

Director of Operations

Lauren came to RMHC after 8.5 years at Covenant Health. Lauren shares "Having worked with families experiencing tough situations on the hospital side, I know the unbelievable

importance of the service offered at RMHC. I am so excited to be able to continue to serve patients and families from a different viewpoint and look forward to continuing to grow RMHCs programs to better serve its mission of 'Keeping Families Close'."



Bill Wilson

Facilities Maintenance Technician

You know Bill is in the House when you hear "That's so great!". Bill is always ready to help and have fun. "I love fixing things and I love being around people. It's so much fun. It excites me to be part of different people's stories."



Thank you...

...to these partners!

United supermarkets®

L A  B O Y®

Snag some S.A.C.K.S Salsa

S.A.C.K.S. Salsa is a great addition to your tailgating spread. Purchase a jar at your favorite United Supermarket and scan the top to find ways to help families!



What is the Red Shoe Crew?

The Red Shoe Crew is a group of caring, civic minded individuals asking for your donations to support families that are facing the nightmare of having a critically sick or injured child. They are dedicated to the programs and mission of Ronald McDonald House Charities® of the southwest.

\$1 = 1 VOTE! The Red Shoe Crew Member that raises the most money will be crowned as the King or Queen at the Red Shoe Shindig. Each Red Shoe Crew Member will also be eligible to win for helping spread the word about RMHC.

The Heart & Sole Award will be given to the Red shoe Crew member, or team, who made the biggest positive impact on the community during the campaign. Using outreach, events, education and friend-raising, this new addition to the Red Shoe Shindig is a reflection of appreciation for Keeping Families Close by creative means.

Visit rmhcsouthwest.com for an introduction to our Red Shoe Crew for 2022 (coming soon)!



Create a legacy for Ronald McDonald House Charities of the Southwest

A gift in your will can go a long way for the families we keep close. Get started today at FreeWill.com/RMHCSouthwest

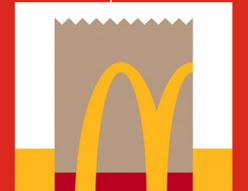
FREEWILL



3 Ways to donate through McDonald's



Round Up for RMHC



Donation Boxes

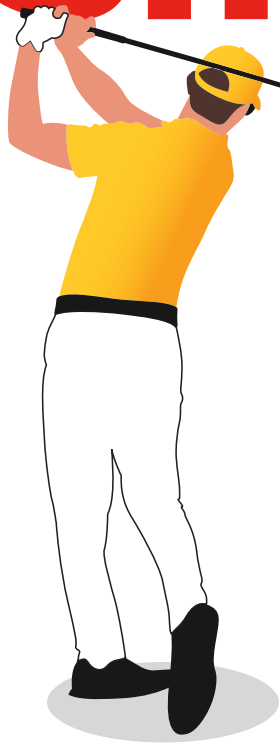


Every Penny Counts



Show Us Your

Congratulations to the golf tournament winners!



1st Place - Danny Robles Team



2nd Place - Seth Moore Team



3rd Place - Powell, Payne, Truitt Team



Red Ball - Matthew Wade



Stripes!

Thanks to the teams and sponsors!





See the **DIFFERENCE** your support makes!

In an average year, donations to RMHC make all this possible

Community partners, donors, and volunteers provide:

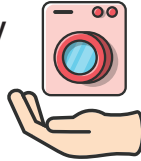


26,500+ Meals Served

Snacks and quick meal items are readily available around the clock & home-cooked meals are served daily for the families in the house.

2,500+ Loads of Laundry

Families have access to a fully stocked laundry facility with in the House for their convenience.



730+ Transports

Transportation is available to assist families getting to and from hospitals, local businesses, and other necessities to "Keep families close" to their hospitalized children.



18,000+ Hours of Volunteer Support

Helping with everything from picking up donations to assembling mail-outs, to feeding the families, our volunteers are committed to doing whatever they can.



8,000+ Families Supported

With a child on a medical journey, families have many things weighting on them. Staying close to their child should not be one of them.



Ways to help RMHC provide these services:

Donate individually wrapped snack and quick meal items or become a Guest chef and cook a family meal in the RMHC kitchen.



Donate (High Efficiency) laundry detergent to help maintain the supply needed for the families.

RMHC is in need of a new vehicle for transporting families. Donation of a vehicle for the fleet would meet this critical need.



Submit your volunteer application through the RMHC of the Southwest App and start helping your own way TODAY!

There are so many ways to support! Gift cards for online orders, grocery stores, etc. Of course cash donations are always helpful to Keep families close!



Other ways to get involved

Planned Giving

A simple bequest in your will is a great way to make a gift that you might not otherwise be able to give. Establishing a charitable trust will often allow you to utilize assets that are currently producing less personal income than desired, while also avoiding capital gains taxes.

Annual gifts are also an easy way to establish a giving pattern. These can be set up by credit card, bank draft, or email reminders. This is an excellent way to receive a tax credit!

Vehicle Donation

Donate your car, truck, boat, or RV to RMHC of the Southwest "Where Cars Help Kids!" If you think that old car in the driveway isn't worth much, we would like to turn that thinking around. By donating your

car, truck, boat, or RV to us, you can help families of seriously ill children in our area. And on top of that you can claim a tax deduction for your charitable donation.

Wish List

Watch for social media and website posts with updated current needs in the House.

Pop Tabs & Cans

You'll not only assist those in need, you will also help the environment! Please donate your aluminum cans and pop tabs to RMHC or drop them off at Jarvis Metals Recycling at 7825 Olive Avenue. Let them know you are donating on behalf of RMHC of the Southwest.

Raise Awareness

Follow RMHC on social media. Like, comment and share! It's as simple

as that! Spread our mission to your social circle one post at a time!

Amazon Smile

Shop smile.amazon.com and select RMHC of the Southwest as your charity of choice as a simple and automatic way to support RMHC at no cost to you.

Round-Up

When ordering at McDonald's, ask your cashier to Round Up for RMHC. Every penny from Round- Up comes directly to RMHC.

Donation Boxes

A dime here. A quarter there. It might not seem like much, but your "small change" makes a big difference! Just drop your change in to the donation box below the McDonald's drive thru window or on the counter and help *Keep families close!*