



**RMHC**®  
of the Southwest

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Keeping families close®

# Partnerships

# A Letter from the President & CEO



For over 35 years, Ronald McDonald House Charities (RMHC) of the Southwest has taken care of families with children receiving medical care, 24 hours a day, 365 days a year. RMHC of the Southwest is responsible for serving 68 counties in Texas and Southeastern New Mexico, including the South Plains, Permian Basin, Big Country and the Concho Valley. We serve any family whose child is receiving medical care in our program areas, whether they are local, traveling through, transferred from smaller hospitals, or have a child attending school in our area.

We are best known for our Ronald McDonald House. The Ronald McDonald House, located in the heart of Lubbock's medical district, offers families of ill and injured children a home away from home for the duration of their child's treatment needs. This includes private guest rooms, use of kitchen facilities, home-cooked meals, laundry facilities, free Wi-Fi, play and entertainment spaces, transportation services, and more, at no cost to the family.

Additional programs offered through RMHC include: our four Ronald McDonald Family Room programs, located inside hospitals in Lubbock, Odessa, and Midland; our House to Home program, which provides essential items to help families during their transition from RMHC to their own homes; Cart with a Heart, which brings snacks, activities, and more directly to pediatric patient's rooms; and, scholarships, which focus on supporting students who have been affected by childhood illness or injury.

The support and generosity from our donors and community partners is greatly appreciated. Your support allows RMHC of the Southwest to continue operating as a debt-free and growing charity. We remain focused on serving families as we look ahead. This packet is intended to offer you insight into the heart of our mission and the many ways each of you can help as RMHC continues to keep families together and near the medical resources they need.

With sincere gratitude,

A handwritten signature in black ink that reads "Emmanuel Ramirez".

Emmanuel Ramirez  
President & CEO

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# About RMHC of the Southwest

*Katalella's Family  
spent 31 nights at the  
Ronald McDonald  
House in Lubbock*



## Our Mission

To create, find, and support programs that directly improve the health and well-being of children and their families.

## Our Vision

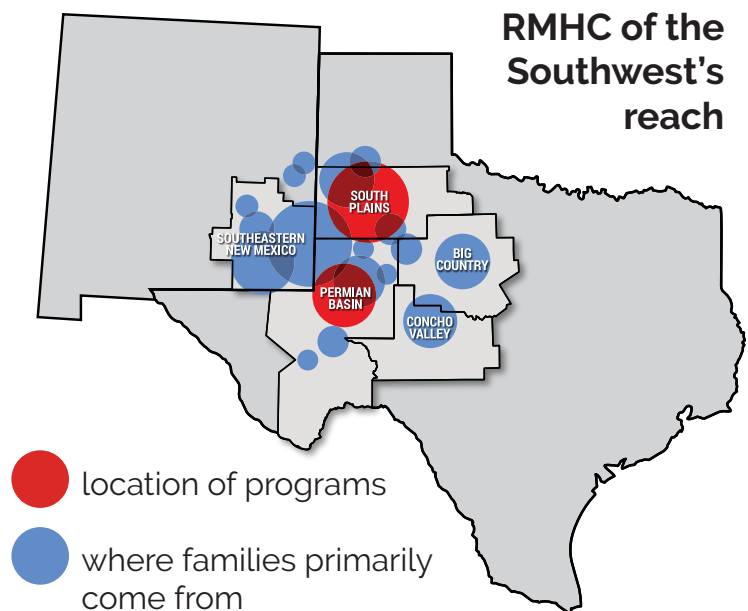
A world where all children have access to medical care, and their families are supported and actively involved in their children's care.

## Who we serve

RMHC of the Southwest supports families who have an ill or injured child, newborn through twenty-one years old. We serve any family whose child is receiving medical care in our program locations; our families primarily come from the South Plains, the Permian Basin, and Southeastern New Mexico.

## How we serve

RMHC of the Southwest provides families with the ability to stay close to their child when they are receiving medical care through our Ronald McDonald House in Lubbock, our four Ronald McDonald Family Rooms, and various additional support programs.





# Partnerships

## MISSION PARTNER: \$20,000+

The Mission Partner ensures that RMHC of the Southwest is able to grow and serve more families every year. This partnership allows RMHC to take care of the families who need our services when their child is in hospital care. The Ronald McDonald House becomes a safe haven for families dealing with the unimaginable heartache and stress of having a child in the hospital. We offer housing, food, support, and love, and, truly make a difference in their lives. YOU make a difference! Please consider partnering with us in this program.

As a Mission Partner, you will be recognized on our donor wall in the front lobby of RMHC. You will be included in our Thanks For Giving Celebration in November. Your partnership will be recognized throughout the year in our social media, on our website, and at our events. You will also receive either a table of eight at our Red Shoe Gala in the spring or a team in our Golf Tournament in the fall (RSVP required; we will confirm your choice after you return your partnership agreement form).

You can make this donation as a one-time gift or make payments throughout the calendar year.

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## VISION PARTNER: \$10,000+

The Vision Partner helps provide upkeep and maintenance on RMHC facilities, grounds, courtyards, and playground.

Vision Partners receive on-site markers in thanks and are recognized on our website, social media, and events. We invite our Vision Partners to be our guest at our Red Shoe Gala (4 tickets, must RSVP) or a discounted team at our Golf Tournament (\$400, normal price is \$750).

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## FAMILY ROOM PARTNER: \$5,000+

The upkeep and maintenance of each family room (UMC Lubbock, Covenant Lubbock, MCH Odessa, MMH Midland) is significant in the mission of RMHC. Each room is designated to give that "home away from home" feel. Laundry facilities, showers, kitchenettes, a comfortable living room area, snacks, meals, Wi-Fi, phone chargers, and friendly staff/volunteers are there to comfort and support any family with a child admitted to the hospital.



### The Schroeder Family

Big brothers, Will, Josh, and Drew, loved the pancake machine and the ball pit at the Ronald McDonald House. They also loved being close enough to visit their newest brother, Luke, in the hospital. The House allowed the family to stay together, have fun, and be involved in Luke's journey in the NICU. They also got to be close enough to celebrate going home together.

## **ADOPT A ROOM - \$3,000 YEARLY**

The Adopt a Room Sponsorship will fund the needs of one family's room at the Ronald McDonald House for an entire year. The sponsor's name will be acknowledged on a plaque outside of the room, as well as mentions on social media and in our newsletter.

This sponsorship provides shelter, privacy, and support for our families on an annual basis. It provides for the ongoing maintenance and upkeep of the rooms including cleaning, replacing bedding and towels as needed, stocking the rooms with personal hygiene items and any other comfort items a family may require during their stay with us.

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## **HOUSE TO HOME - \$2,000 MONTHLY**

Our House to Home program provides shelf stable food items, basic household necessities, and a gas/grocery gift card for families leaving the Ronald McDonald House. This program helps ease the transition from the Ronald McDonald House to a family's home. The House to Home sponsor will be acknowledged on a card that is placed inside the bag families receive, as well as mentions on social media and in our newsletter.

Many of our families drop everything to come to the hospital with their child. On average, families stay in the House for 12 nights, though some end up staying here for months. Our House to Home program sends a little love home with them as they recoup from their stay away from home.

If you would like to learn more and discuss your future partnership, please contact Director of Development, Traci Cheek, [traci@rmhcsouthwest.com](mailto:traci@rmhcsouthwest.com) or (806) 416-6307.



### **The Barbra Family**

Every week Tazzie visits the Ronald McDonald Family Room after his treatments for Duchenne Muscular Dystrophy are over. The Family Room allows Tazzie to have time to play, get a snack, and even make some art. Tazzie's mom and dad also get to decompress before their drive back home. The Family Room has become a place where they can celebrate their wins, big and small.

# Special Event Sponsorships

Fundraising events are a significant part of RMHC's annual budget. These events allow us to not only celebrate and have fun, but bring awareness of our mission to new people. For our sponsors, these events are a great opportunity to market your business, network with others, and have a great time.



The annual Red Shoe Gala is our largest fundraising event of the year with approximately 400 attendees. This celebration includes dinner, entertainment, auctions, and recognition for our donors. Sponsorships range from \$1,000-\$20,000.



Quarterback S.A.C.K. has been a partnership with Texas Tech Athletics for 20+ years to get Texas Tech and RMHC fans to Support And Comfort Kids (S.A.C.K). Fans pledge and donate based on the number of sacks the Red Raider football defense makes during the season. Sponsors are recognized at our Quarterback S.A.C.K. Kick Off Lunch featuring the head football coach and approximately 150 fans in attendance.



The newest of our events, Show Us Your Stripes Golf Tournament is your chance to get RMHC's signature striped socks. The 4 person scramble includes breakfast, a full morning flight, lunch, and awards. With 120+ players, you can use it as an opportunity to network with players, enjoy a game of golf, or both.

To learn more about our special event sponsorships, please contact Development Coordinator, Carley Patton, [cpatton@rmhcsouthwest.com](mailto:cpatton@rmhcsouthwest.com) or (806) 416-6290.

# The Difference You Make

## 2023 Impact:



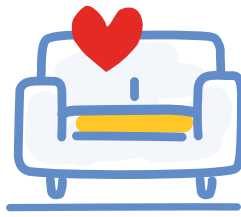
**311**

families stayed at the House



**158**

number of House to Home bags provided



**1,482**

visits to the Family Rooms



**250+**

items given out from Cart with a Heart



**809**

volunteers served RMHC of the Southwest



The McMahan Family



The De La Torre Family



The Calderon Family



The Ybarra Lopez Family



**1,185**

total guests in the House



**4,839**

total nights stay



**14,230+**

meals served



**4,000+**

loads of laundry



**124**

average miles families traveled

## Other Ways to Get Involved

Giving through your will, IRA giving, and stock giving.

Collect and donate aluminum cans & pop tabs.

Donate items from our wish list.

Raise awareness by sharing RMHC's mission with your family, friends, and coworkers.

Be a Guest Chef and cook for families in the House.

Follow and engage with our social media.

Attend one of our fundraising events.

Volunteer in one of our Family Rooms.

Give at McDonald's through rounding up your total, using the donation boxes, or purchasing a Happy Meal.

Host a fundraiser or donation drive.



# Partnership Agreement

Please complete this pledge form to officially designate your gift to RMHC of the Southwest.

## PARTNER INFORMATION

Company Name (as you wish to be acknowledged): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

## GIFT AMOUNT

☐ \$20,000

☐ \$10,000

☐ \$5,000

☐ \$3,000

☐ \$2,000

☐ Other \$ \_\_\_\_\_

## PAYMENT INFORMATION

☐ Enclosed check (make payable to RMHC of the Southwest)

☐ Please send an invoice

☐ Give securely online: [www.rmhcswsouthwest.com](http://www.rmhcswsouthwest.com)

☐ I/We would like to make \_\_\_\_\_ payments of \$\_\_\_\_\_ to be complete by \_\_\_\_\_.  
# of payments                      amount of payment                      final date to be received.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**Ronald McDonald  
House Charities®  
of the Southwest**

Please submit your agreement to:  
**RMHC of the Southwest**  
Director of Development, Traci Cheek  
3413 10th Street, Lubbock, TX 79415  
Phone: (806) 416-6307 | E-mail: [traci@rmhcswsouthwest.com](mailto:traci@rmhcswsouthwest.com)