



May 2024

around the HOUSE

3413 10th Street • Lubbock, TX 79415 • 806.744.8877
RMHCsouthwest.com



MORE THAN A HOUSE

"It's been amazing. The kids have been having fun. They're excited to come back here. It's like a home away from home," Michael Schroeder told us while his oldest boys were playing in the basement of the Ronald McDonald House. The Schroeder Family—dad, Michael, mom, Melissa, and sons, Will, Josh, Drew, and Luke—found themselves at the Ronald McDonald House in Lubbock after baby Luke got sick at just a couple weeks old.

"Things just did not seem right," Michael said. Luke was fussy

and seemed tense. He also had a fever that lasted over 24 hours. Michael, a member of the Air Force, is stationed at Cannon Air Force Base in Clovis, New Mexico. Michael and Melissa brought Luke to the Clovis emergency room. Luke's age and the severity of his symptoms meant that he needed more care than Clovis could offer. Melissa was able to go with Luke as he was airlifted to Lubbock. Michael headed back home to get the older boys situated and pack bags for both himself and Melissa.

Friends were able to step in and help the family watch the

older boys and Michael drove to Lubbock late that night.

The boys stayed with family friends in what they called an endless slumber party while Melissa and Michael stayed in the hospital with Luke. After about a week though, Melissa, who stayed with Luke full-time while she was nursing, missed her other children and wanted to see them.

"At that point, Melissa hadn't seen the kiddos in over a week. We were trying to get the kids back to Lubbock, but we just hadn't figured out the logistics yet. So, having the opportunity for the Ronald McDonald House to open up was huge," Michael said.

(continued inside)



From the Desk of the President & CEO



Dear Friends,

As I reflect on our mission here at Ronald McDonald House Charities of the Southwest, I am reminded of the profound impact we have on the lives of children and families every single day. **Our organization is more than just a house**; it is a beacon of hope, a sanctuary of support, and a hub of essential services that cater to the unique needs of those we serve.

At Ronald McDonald House Charities of the Southwest, we understand that families facing medical crises require more than just a place to stay. They need a network of care, compassion, and resources, to navigate the challenging journey ahead. That is why we are committed to providing comprehensive services that go beyond simply offering shelter.

From transportation assistance to meal programs, from educational resources to emotional support, we strive to meet the diverse needs of our families with unwavering dedication. Our goal is not only to ease the burdens of their circumstances but also to empower them to focus on what truly matters: the well-being of their children.

I am immensely proud of the tireless efforts of our staff, volunteers, and supporters who make our mission possible. **With your help, we are making a tangible difference in the lives of children and families in need, one day at a time.**

Thank you for your continued support of Ronald McDonald House Charities of the Southwest. Together, we are more than a house; we are a lifeline for those who need it most.

Warm regards,

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

Emmanuel Ramirez
President & CEO

P.S. When we say your support makes a tangible difference, we mean it! **Check out our impact report from January through March of 2024 on the bottom right side of the next page.**

\$100 supports a family for 1 night at the Ronald McDonald House. Can you join us in providing a home away from home for families when their child needs medical care? Any amount makes a difference. Thank you! -E.R.

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Schroeder Family Story Continued

The House's proximity to the hospital was a huge help for the family. The drive was too long for Michael and the boys to be able to drive in just for a visit. Being able to stay a couple miles away at the House made everything easier, and everyone happier.

Even though the boys were going through an uncertain time, their parents, family friends, and the support of RMHC of the Southwest helped them feel safe and cared for.

"Y'all were super helpful and welcoming. They could pile in with their stuffed animals and blankets and pillows and all the fun."

The boys were quick to treat the Ronald McDonald House like their home. They could be typical young boys, silly and sweet with a lot



of energy. They came down most mornings still in their pajamas to eat pancakes from our pancake machine (*which is generously sponsored by Roof Master*) and have bowls of cereal.

The boys also loved playing in the ball pit. The ball pit is a gift from the Salinas Family who stayed in the House when they were children and now have kids of their own. And, just like clothes and toys are passed down in a family, the

ball pit was passed down to RMHC when the Salinas Family kids outgrew it.

Thankfully, the Schroeder Family's stay was relatively short. The hospital was able to help Luke get over his infection and he was released to go back home. The whole family was excited to be back together again. Michael and Melissa were glad to be able to bring all their children home. And, Will, Josh, and Drew were ready to return to their "big brother" responsibilities.



Provide a Home

Your donation gives families a home away from home where kids (and adults) can be themselves. Thank you for your support!

Donate today by using the enclosed envelope or visiting RMHCsouthwest.com.

How Your Gift Makes a Difference: January-March Impact



79
families stayed in
the House



361
total guest count



18
nights at the
House per family
(average stay)



1,215
total number of
nights provided



114
families served
in the Family
Rooms

RMHC of the Southwest is...



Our Ronald McDonald House in Lubbock is where it all started. For 36 years, it has housed countless families when they have had a child receiving medical treatment. It is at the heart of what we do. While the House is important, we are so much more than a just a house.

A Home

When we asked the Browne Family, from Seminole, if they would come back to the House to share their story on video, they excitedly said yes. While mom and dad, Sara and Dayne, shared about their time staying at the House, the kids, under grandma's supervision, rushed back to one of their favorite places: the playroom. They played in the ball pit, checked out the new toys, and said "hi" to the fish in the nearby tank. Sara said the kids always want to visit the House to go play when they come into Lubbock. Part of what makes the House a home is that even our littlest guests feel comfortable to be themselves... and know they are always welcome to come back.



A Family

Kim, a new volunteer at the Ronald McDonald House, has mostly been helping out in our kitchen, organizing, restocking, and cleaning. Kim is also warm and kind to every family member who enters the kitchen and eager to help them. Part of Kim's passion for RMHC comes from the fact that both of her daughters stayed at the Ronald McDonald House when they had a child in the hospital. Kim knows how important it is to have a "surrogate" family nearby when going through a crisis. At RMHC of the Southwest, that family comes in the form of fellow guest families, staff, and volunteers, just like Kim.



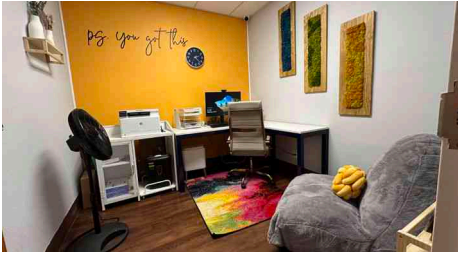
A Community

RMHC of the Southwest covers 68 counties in Texas and southeastern New Mexico. We could not do the work without the support of our community. Our community in Lubbock recently hosted an Easter Eggstravaganza (*pictures to the right*) for our families. With a population of less than 1,000, our Coahoma community recently stepped up to support "Keeping families close". The 4th and 5th graders raised \$2,472 for RMHC. Many of our former guest families also become advocates for RMHC when they return home. We are grateful for all the different ways people are helping build a community of support and care across



Texas, New Mexico, and beyond.

What's New



New Business Center

The Ronald McDonald House has a new business center! The business center will allow families to access a computer with internet connection and a printer, anytime they need it. We hope this addition will make it easier for families to work, go to school, and access any information they might need for their child's healthcare. Thank you to Community Foundation of West Texas, Betenbough Homes, and Whiting & Turner for making this possible.



New Shuttle Bus

We are so excited about our new shuttle bus! The bus is funded by a collaboration of twelve local Lions Clubs (District 2T2), Lions Club International Foundation, and Texas Lions Club Foundation. The shuttle bus features seating for 13 passengers and 2 wheelchair users, and features a fully automatic wheelchair lift. We look forward to the ease of transportation it will offer to the families staying at the Ronald McDonald House.



Promotion for Michelle Briggs
Congratulations to Michelle Briggs, who has been promoted to second in command and Chief Financial Officer at RMHC of the Southwest. Michelle has been with RMHC of the Southwest for 3 years as Director of Finance. This promotion is not only based on Michelle's strategic thinking, sound judgment, and ability to navigate complex situations, but also her heart for our mission.

Easter Eggstravaganza



We are grateful for a community who help us provide fun and normalcy to our families. Thank you to LBK Roofing, Minis and Friends South Plains, and Bigfoot Bouncers for helping with our Easter celebration.

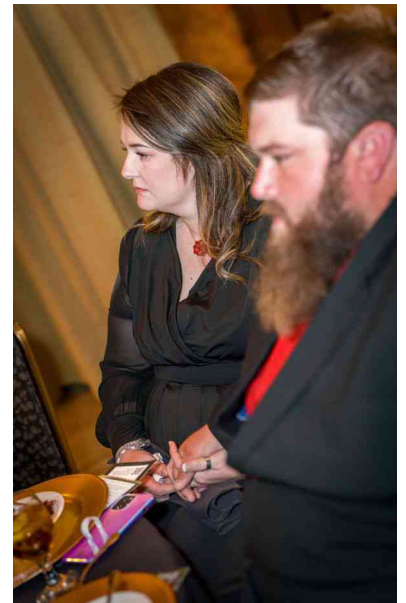
Red Shoe Gala Wrap-Up



Thank you to everyone who supported our 2024 Red Shoe Gala and made it a success. We had fun with everything from a caricature artist, an exciting auction, a delicious dinner, live music, and late-night snack. We also spent time hearing about the work RMHC of the Southwest does for families from a former guest family, the Brownes. Most importantly, we exceeded our fundraising goal! Thank you!

OVER \$200,000 RAISED

We look forward to our 2025 Gala and raising even more to support families with children receiving medical treatment. See you there!



Special Thanks:

Presenting Sponsor: LBK Roofing

Gold Sponsor: Kathy Crockett & Co.

Silent Auction Sponsor: Betenbough Homes | **Live Auction Sponsor:** LBK Dental

Dessert Sponsor: Lubbock Association of Realtors | **Drink Sponsor:** SRS Building Products

Bar Sponsors: Southern Glazer's Wine & Spirits, Constellation Brands, Amicis Wine Bar, & Standard Sales

Floral Sponsor: House of Flowers | **Emcee:** Terri Furman, KLBB

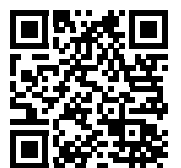
Featured Family Story: The Browne Family | **Family Story Video Production:** The Owen Group

Clutch Productions | Mark Umstot Photography | Sherman Auctioneers

Red Shoe Gala Committee: co-chairs, Christi Felton & Sydney Witte; members, Destiny Adams, Blair Hayes, Storm Huckabee, Justin Hughes, Garrett Kennedy, Kathy Roquemore, Ty Stolp, & Briana Vela



Check out our entire Red Shoe Gala photo album at:
bit.ly/RSG2024FacebookAlbum



Memorials

January-March 2024

In memory of:

Curtis Coy Chapman
LaDelle Watson

Dirk Christensen
Anna Brown

Dan and Cindy Guthrie
*Amy Grigsby
Rusty and Christi Morris*

Trevor Hedrick
*Emily Ratcliff and Linda Gaither
with WestMark Realtors*

Ron Plumlee
Jane Jones

Doug Reagor
Ron and Frana Bartley

Vidalin
*Lidia Chaparro with Lily
Bookkeeping LLC*



Create a Lasting Legacy

Did you know that RMHC of the Southwest offers our friends and supporters the ability to make a will for free? All it takes is about 20 minutes to write your legally valid will with FreeWill. **Why do you need a will?**

Protect What Matters

Ensure the safety and care of the people, pets, and communities you cherish.

Ease for Loved Ones

Offer your family clarity and reduce complications by detailing how your estate should be managed.

Legacy with RMHC of the Southwest

Leave a mark with RMHC of the Southwest and support keeping families close.



Scan the QR code
or visit:
bit.ly/RMHCFreeWill

Save the Date: There's More Fun to Be Had



Quarterback S.A.C.K. Kick-Off Lunch

Thursday, July 25th
Museum of Texas Tech University

Our 24th year of partnering with Texas Tech Athletics encourages RMHC and Red Raider fans to **Support And Comfort Kids** (S.A.C.K.). Sponsorship opportunities and ticket sales coming soon!

Presented by United Supermarkets



Show Us Your Stripes Golf Tournament

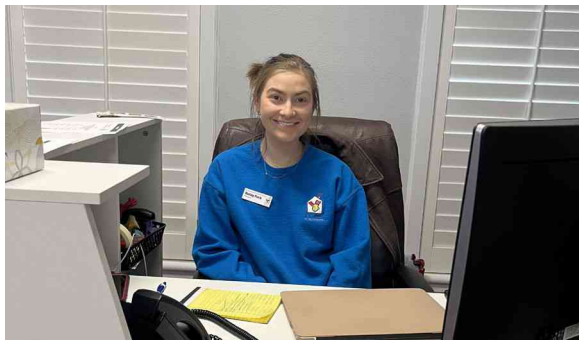
Monday, September 9th
LakeRidge Country Club

Put on your red and white striped socks and **swing FORE the House**. This tournament sold out quickly last year so keep an eye out for team registration and sponsorship opportunities in June.

Presented by McDonald's

Vol nteer: All that's missing is "U"!

Summers can be a hard time for RMHC of the Southwest as our volunteers go on vacation and college kids head back home. **That's why we need YOU!** Becoming a volunteer not only helps us keep our programs running like normal, but gives you a rewarding experience. The two biggest areas where we need volunteers are:



Family Room Volunteers

Volunteers in our Family Rooms in Lubbock, Odessa, and Midland, act as hosts. They help families use the amenities in the room and act as a warm, welcoming presence.



Guest Chefs

Guest Chefs provide the families in the House with a home cooked meal. Whether you sign up for a special occasion or make it a monthly commitment, you can make a difference.

Sign up to volunteer online at: [RMHCSouthwest.com/volunteer](https://rmhcsouthwest.com/volunteer)
Or, call: (806) 744-8877