



RMHC[®]
of the Southwest

Keeping families close[®]

Partnerships

A Letter from the President & CEO



For over 36 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". The signature is written in a cursive, flowing style.

Emmanuel Ramirez
President & CEO

Board of Directors

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About RMHC of the Southwest



Our Mission

To provide essential services that remove barriers, strengthen families and promote healing when children need healthcare.

Our Vision

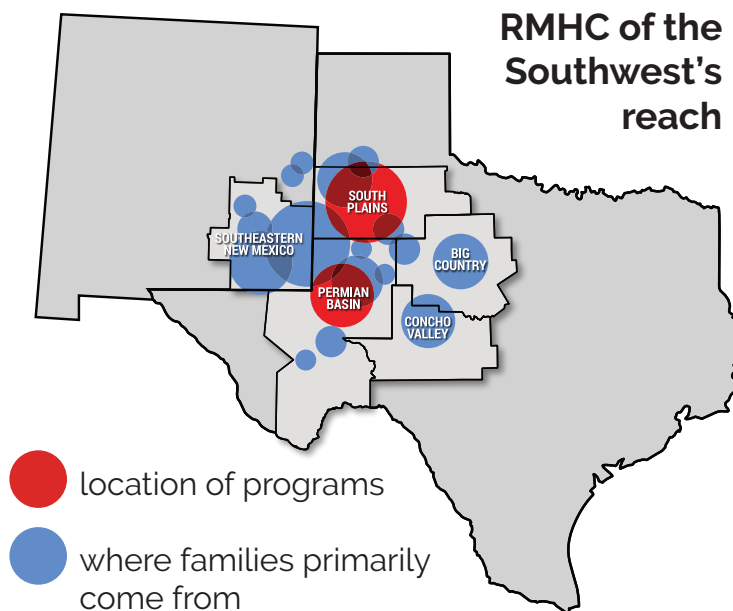
A world where every family has what they need to ensure the best health outcomes for their children.

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.



ADOPT A ROOM - \$3,500 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.

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 or (806) 416-6307.



The Pickett Family

The Pickett family have stayed at the Ronald McDonald House for almost a year while Grayson battles cancer. Between hospital appointments and treatments Grayson is a typical kid who likes video games, TikTok, and making people laugh. His favorite part of the Ronald McDonald House: "Bob the sucker fish." The House helps Grayson be a normal kid and keep his family close to him.

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 or (806) 416-6290.

The Difference You Make

2024 Impact:



227

Families Served
in the House



1049

Total Guests in
the House



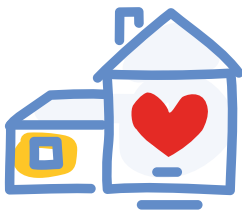
5035

Total Nights
Provided



441

Families Served in
the Family Rooms



20 Nights

Average Stay at
the House



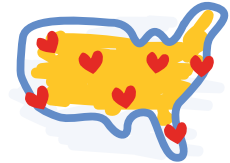
176 Miles

Average Distance
RMHC Families
Travel from Home for
Medical Care



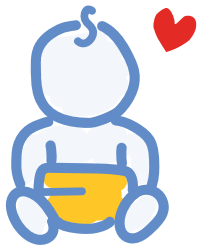
1 Mile

Average Distance from
the Ronald McDonald
House to Medical Care
Facilities



Top 5 Counties Served

1. Ector, TX
2. Lea, NM
3. Midland, TX
4. Eddy, NM
5. Gaines, TX



Top 5 Hospital Units Served

1. NICU
2. Critical Care
3. Oncology
4. General Pediatrics
5. Burn

Additional RMHC Services

- 100+ trips to patient's bedside with our Cart with a Heart
- 500 toys given out
- 12,000 meals served
- 1,500 loads of laundry cleaned

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 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

\$ _____

PAYMENT INFORMATION

- Enclosed check (make payable to RMHC of the Southwest)
- Please send an invoice
- Give securely online: 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: _____



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