



RMHC[®]
of the Southwest

April 2025

around the **HOUSE**

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



A GOOD FEELING

When Ben and Sarah got the call that they would be parents, they expected to stay in Lubbock for 1-3 nights while their adoption was finalized. When they arrived at the hospital, they saw the first pictures of their son, Benjamin, and learned he was in the NICU. Almost 400 miles away from home, Ben and Sarah soon found a home away from home at the Ronald McDonald House.

"You guys make sure all a family's needs are covered...having all those basic needs met, we could go be with the baby"- The Figueroa Family

Read more inside

From the Desk of the President & CEO



As I reflect on the work we do here at RMHC of the Southwest, I am reminded of how even the smallest acts can have a profound impact on the families we serve.

Last month, we had the task of replacing 30 queen mattresses at the Ronald McDonald House—no easy feat. I reached out to my CrossFit community at Flatland CrossFit to lend their hands and strength. Within just a couple of hours, we had all the mattresses moved. While moving mattresses may seem like a simple job, it's one that provides so much more than just a comfortable bed. These mattresses will offer comfort to exhausted mothers, fathers, siblings, and even our brave cancer warriors who come through our doors looking for a place to rest and heal.

What struck me in that moment was how this small, yet important task, was made possible by the incredible people in our community who rallied together to help. It reminded me of how much of our work, and the work of our volunteers, can seem insignificant. But, it's all essential to our mission. Whether it's preparing a meal, offering a listening ear, or lifting heavy mattresses, **these efforts make our House a place of comfort, refuge, and healing for families during their most challenging moments.**

I am deeply grateful to be part of such a supportive community. Whether it's through group volunteer efforts or individual acts of kindness, each contribution adds up to create a significant impact on the families who stay with us. **Together, we are providing not just a roof over families' heads, but a place where they can rest, recharge, and focus on what matters most: the well-being of their children.**

Thank you for being part of this journey and for your ongoing support. Your actions, big or small, make a lasting difference.

With gratitude,

A handwritten signature in blue ink that reads "Emmanuel Ramirez". The signature is fluid and cursive.

Emmanuel Ramirez
President & CEO



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Stay In Touch with Us!

Thank you for being a reader of our "Around the House" Newsletter! If you haven't yet, you can also stay up-to-date on all the happenings and good news at RMHC of the Southwest through our social media and our monthly e-newsletter.



Scan the QR code to sign up for our email list, find our social media pages, or visit our website. Thank you for being part of the RMHC Family!



80
families stayed in
the House



320
total guest count

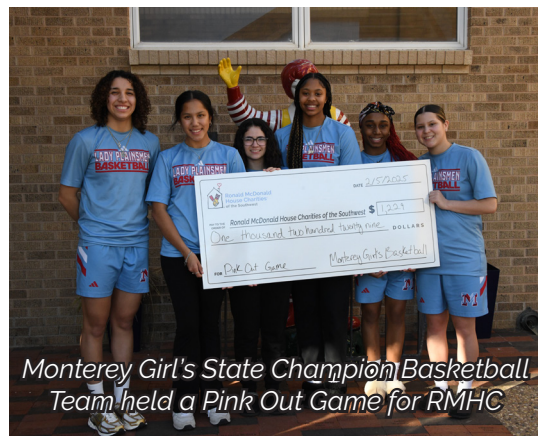


23
nights at the House per
family (average stay)



172
families served in the
Family Rooms

Let's Play Ball



Monterey Girl's State Champion Basketball Team held a Pink Out Game for RMHC

Last year, we shared the story of the June Family. The June Family spent 55 nights in a sleep room in our Ronald McDonald Family Room at Covenant Children's, never going far from their daughter Hayden. Hayden had a life-threatening illness that not only hospitalized her, but temporarily left her in a medically induced coma while her body healed.

A year later, Hayden is once again a strong, active pre-teen and doing one of the things she loves most—getting back out on the volleyball court with her twin sister, Cameron.

This year at the McDonald's All American Games, each team member played in honor of an RMHC Family. **Our very own, Lubbock-local, Aaliyah Chavez, played in honor of the June Family and wore their name on a shoe tag during the game.** What a beautiful way to connect two families who understand hard work, perseverance, and the power of team work.



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

Friday, July 25th
Frazier Alumni Pavilion

Our 25th year of partnering with Texas Tech Athletics encourages RMHC and Red Raider fans to **Support And Comfort Kids** (S.A.C.K.). Sponsorship opportunities available now and ticket sales coming soon!

Presented by United Supermarkets



Show Us Your Stripes Golf Tournament

Monday, September 15th
The Rawls Course

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

Presented by McDonald's

Vol nteer with RMHC



All we're 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:

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.

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.

Visit RMHCsouthwest.com/volunteer
Or call (806) 744-8877

RMHC Snapshots



Above: The Smith Family went home after 26 nights at the Ronald McDonald House.



Right: The Salinas Family went home after 11 nights at the Ronald McDonald House.



Our Ronald McDonald Family Room at Medical Center in Odessa celebrated it's 19th Anniversary.



Our staff saw the inspiring film "Audrey's Children" about Dr. Audrey Evans cofounder of the first Ronald McDonald House and renowned physician.



Local Walmart stores held a recycling challenge for RMHC.

The Figueroa Family



When the call came, Sarah and Ben were at work. Sarah put Ben on a three-way call with their adoption case manager. She asked him, **"Are you ready to be a dad?"**

"Absolutely."- Ben

Ben and Sarah Figueroa started the adoption process in October. In May, they received an email about a potential case. Ben and Sarah normally opened these emails together at home, but for this case, they were told they had to respond in an hour. There was very limited information about the baby, but Ben and Sarah had a good feeling and decided to submit their profile. That's when their case manager called them.

"All we knew was the baby was born in Lubbock and we had to get there ASAP." -Ben

Ben and Sarah live in Austin, Texas. They had prepared themselves for the potential



of staying in a different city or state for a few nights when they were finally matched. When they got to Lubbock, they saw a picture of Benjamin for the first time and were told he was in the NICU.

Benjamin was born at 32 weeks and weighed only 3 pounds and 11 ounces. He also had a skull fracture and a brain bleed from his birth. What might have only been a few nights turned into an undetermined stay in Lubbock. Thanks to the Ronald McDonald House, Ben and Sarah had a place to go.

"From the very beginning, it felt like home there." -Sarah

Sarah was thankful she was so close to the hospital as Benjamin grew. Every three hours, they had "touch time" when Benjamin was brought out of his bassinet so he could be held and changed and fed. It was important to have the time to bond with her son and make sure Benjamin knew his parents were there for him. With the House being so close, it also made it easy for them to go back to shower, do laundry, grab a snack, or rest between these touch times. Sarah knew she could always be back at the hospital in just a few minutes when Benjamin needed her.

Ben made trips back and forth from Austin to Lubbock, taking a 5 AM flight every Monday morning so he could get back to work. He was relieved to know his wife was safe and comfortable at the House while he was away. Ben was also glad that on the weekends, he didn't have to waste any precious time with traveling further and could

spend as much time as possible with Benjamin while in town.

Ben and Sarah stayed at the Ronald McDonald House for 31 nights until Benjamin was discharged from the NICU.

"We can't thank the Ronald McDonald House enough, and everyone who works there, volunteers, and donates." -Sarah



In celebration of Benjamin's 1st birthday, the family came back to Lubbock last summer to visit the House. They brought donations of snacks, clothes, and toys. Benjamin also got to see one of his favorite people—Ronald McDonald.

The Figueroa Family hope to be able to come back to Lubbock every year to visit for Benjamin's birthday. He'll be two this year.

"He's starting to say a new word almost every day. He's full of joy and energy. He's wonderful." -Sarah



Double Your Impact



“Benjamin would have been alone in the NICU without y’all” -Sarah Figueroa

Thanks to you, Benjamin had mom and dad right there by his side while he was in the NICU. For 31 nights, the Figueroa Family were able to support Benjamin as he grew big and strong because they had a home at the Ronald McDonald House in Lubbock.

You can join us in keeping families like the Figueroas together. **If you donate right now, you will double your impact.** RMHC of the Southwest currently has a grant that will match every dollar you donate, up to \$15,000. With your help, we can raise \$30,000 in support of families who have a child receiving medical care. **Now is the time to join us in making sure no child has to be alone in their fight, from our tiniest NICU babies to our cancer warriors.**

Matching Grant: Right Now Your Donation Doubles

\$25

Snacks for 1 week

becomes

\$50

Snacks for 2 weeks

\$50

1 night stay in a sleep room in one of our Ronald McDonald Family Rooms

becomes

\$100

2 night stay in a sleep room in one of our Ronald McDonald Family Rooms

\$100

1 night stay at the Ronald McDonald House

becomes

\$200

2 night stay at the Ronald McDonald House

\$500

Breakfast at the House for half a year

becomes

\$1,000

Breakfast at the House for a whole year

\$1,000

Partial stay at the Ronald McDonald House (10 nights)

becomes

\$2,000

Average stay at the Ronald McDonald House (20 nights)

How to Give

- Use the included envelope, making it free and easy for you to send in your donation today.
- Or, give securely online with your credit or debit card by scanning the QR code or visiting RMHCsouthwest.com. *Please note that your donation is for “Newsletter” in the purpose line so we know to double your donation.*

If you need any assistance or have any questions, please call (806)744-8877.

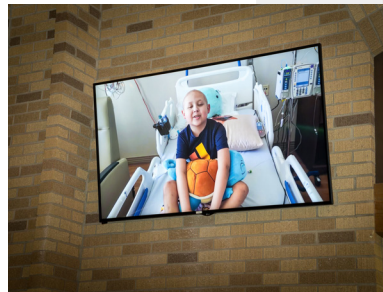
Red Shoe Gala: Bright Lights, Big Hearts



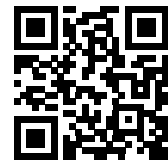
Thank you to everyone who made our 2025 Red Shoe Gala a success! The Frazier Alumni Pavilion was bathed in the bright lights of the Big City and it was like we were right in the middle of Times Square. Thanks to the big hearts of our supporters, we met our goal to support the families of children receiving medical care. We had a great time with music, a delicious dinner, drinks, a Hawaiian vacation raffle and exciting auctions.



We also got to the heart of RMHC when we heard the story of the Pickett Family, who have been at the Ronald McDonald House for over 300 nights while 11 year old Grayson fights cancer.



You can watch the Pickett Family's story here:



Thank You!

Presenting Sponsor: LBK Roofing

Ruby Sponsor: ABC Supply Co.

Gold Sponsors: Kathy Crockett & Co., Martin Brower, Parkhill, The Carpenters Hand, SRS Distribution, The Rushing Family Foundation, Community National Bank

Silent Auction Sponsor: McDonald's: Team Credle **Live Auction Sponsor:** LBK Dental

Raffle Sponsor: McDonald's: Team Robillard **Dessert Sponsor:** Lubbock Association of Realtors

Midnight Snack Sponsor: Tyler Technologies **Refreshment Sponsor:** McDonald's: Team Harmon

Floral Sponsor: House of Flowers **Tree Sponsor:** Tree World Nursery and Landscaping

Photo Backdrops and Marquee Letters: JD Harvey Designs **Marquee Letters:** Up Up & Away

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

Emcee: Terri Furman, KLBK **Featured Family Story:** The Pickett Family

The Owen Group | Clutch Productions | Mark Umstot Photography | Sherman Auctioneers

Red Shoe Gala Committee: co-chairs, Christi Felton & Sydney Witte; committee members, Blair Hayes, Marisa Kennedy, Ruth Robillard, Reagan Arp, JD Harvey, Kecia Jackson, Justin Hughes, Garrett Kennedy, Kathy Roquemore, & Briana Vela

8 Check out our entire Red Shoe Gala photo album at: bit.ly/RSG2025FacebookAlbum

Hometown Heroes: The Red Shoe Crew



We'd like to introduce our 2025 Red Shoe Crew! Their shoes may be a little smaller than previous years and they are no longer focused *sole-y* on our Gala. But, they still have the same heart for our mission and goal to help support our families.



Lynsey Flores- RSC Chair
Caprock Home Health Services



Christian Cedillo
First Texas National Bank



Wade Cypert
Amicis Wine Bar



Lori Dyess
Midland Memorial Hospital



Cathy Potter
Lubbock Chamber of Commerce



Alexis Romo
Vargas Management- McDonald's



Paulene Salamon
Kona Ice of South Lubbock



Peyton Sifrit
Community National Bank



Taylor Swift
Two Docs Brewing



It's a bird! It's a plane! It's a Red Shoe Crew member! You can catch our members soaring around the community this year advocating for RMHC. Learn more by scanning the QR code.

More Ways to Amplify Your Impact



This year, we've launched the GEM Club! You can join us in being a founding member of this exclusive club.

The Give Every Month (GEM) Club is exactly that—donors who contribute every month to bring comfort and support to families going through uncertainty.

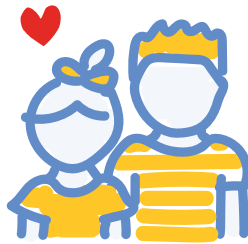
Monthly donors are dedicated, strategic, and make the greatest impact over time. And, it's easy to join. Simply use our online donation page to set up a monthly donation with your credit or debit card.

In recognition, GEM Club members will be recognized at all of our events, receive an invitation to our Christmas Open House, and receive a token of appreciation at the end of the year.

Donating at McDonald's



Donating to RMHC of the Southwest can be as easy as rounding up your total on your McDonald's order.



RMHC of the Southwest receives 1 penny for every Happy Meal served in our area.



Drop your change into the canisters located in the drive thru and at the inside counter of your favorite McDonald's restaurant.

A penny here, a quarter there, a little change can make a big difference when it comes to "Keeping Families Close". Join us this spring in amplifying your impact at McDonald's.

Memorial Bricks

Memorials and honorariums give tribute to your loved ones while supporting families who have a child receiving medical care. We are grateful to those who choose to show their love and respect for their family and friends through a gift to RMHC.

You can also honor your loved ones in a permanent way by donating for a memorial brick. These bricks are located in our front courtyard by our iconic Ronald McDonald Statue. Bricks are \$250 and allow for 3 lines with up to 20 characters on each line.

To make an enduring tribute to your loved one while supporting families with children receiving medical treatment, give us a call at (806) 744-8877.



Memorials & Honorariums

November 2024- March 2025

In memory of:

Barbara Jean Allen

*Jim Blaisdell
Alicia Christoffel
Al and Julie Coffern
George Dawson
Clydene and Donna Hay*

Sandy Baker

David and Julie Laughlin

Heather Batte

Caesar and Christina Wood

Roy Borden

Michael and Melissa Mapes

Gary Brashears

Rusty and Linda Andrews

Rickey Brock

Ed and Melinda Felton

Matthew Brian Cathey

Brian and Rene Cathey

Louis Clark

Dan and Linda Taylor

Mr. and Mrs. Raymond

Clevenger

Christy Clevenger

Aaron Coats

*Randall and Leigh Ann McAllister
with McAllister Construction*

Polly Coleman

Dan and Linda Taylor

Garett and Avery Contreras

Doyle and Cindy Buxkemper

Richard Cull

Barry and Diane Altman

Phyllis Cutshall

Barry and Diane Altman

Louie Drennan

*Lanny and Donna Burkett
Roberta Orum
Velda, Jacalyn and Keegan
Phipps
Brenda Wilson
Randi Harris with Woolam Gin*

Deborah Fink

Sybil Carby

Terri Gates

*Emily Ratcliff and Linda Gaither
with WestMark Realtors*

Andersen Gruhlkey

Anthony and Alexandria Kuehler

Harold and Bessie

Debra Rheuark

Haley Harvey

Heather Reneau Watson Packer

Martha Hightower

Sybil Carby

Terri Gates

Thomas and Gay Word

Jo Faith Howard

James and Sue Prater

Robert Lawless

Bob and Marcy Lawless

Martin McDonell

Weldon Gray

Wayne Mixon

Tommy and Nancy Thrash

Robert Munoz

Rusty and Linda Andrews

Brent Neal

*Jerry and Darlene Calvert
Tom and Carolyn Neal
Joann Neal*

Caden Nowlain

Jibber and Cindy Herridge

John Parker

Mike and Sue Dye

Kelley Pirkle

Barry and Diane Altman

Bryan Pope

Rusty and Linda Andrews

Penny Slingerland

Judy Rippetoe

Art Snipes

Carmen Snipes

Charles Spurlock

Tom and Linda Stone

Roy Don Stephenson

Roland and Renea Livesay

Anna Lea Tucker

Jeff and Leslie Lewellen

Graham Davis Webb

*Stephen and Carrie Blair
Billy and Traci Cheek
Margaret Conner
Jennifer Douglass
Laurie Martin
Lloyd and Suzanne Payne
Rebekah Rowland
Brian and Becky Stephens
Gerald and Susan Talkmitt
Steve and Patricia Verett
Ruth Walker
Rob and Keva Wilkinson
Sandra Witt*

Steven Wheatley

Rusty and Linda Andrews

Harold Wilder

John and Robyn Snowberger

Linda Wisdom

Jerry and Margaret Gleason

In honor of:

Alice Cearley

Sidney McKamie

Clara Helen Cearley

Sidney McKamie

Glenda Cole

Tommy and Michelle Reynolds

Mike and Jayne Field

Randy and Dana Neugebauer

Olivia and Eliza Graham

Todd Hardin

Justen Love

Lola Lamb

Carmen Madrid

Cindy Niederhaus

Rory McCrady

Scott Koehler

The Phillips family

Lana Archer

Rhett Pritchett

Logan and Daisy Pritchett

Peggy Skidmore

Tommy and Michelle Reynolds

Sarah Jane Wyrick

Julie Wyrick



Be Part of Doubling Your Impact!



High Five!

Your support of RMHC of the Southwest allows kids like Benjamin to have mom and dad by their sides when they are sick or injured. When you donate today with the enclosed envelope or online with the memo "Newsletter", your donation will double.

Double High Five!

Inside this newsletter, you'll learn all the ways you have been making a difference for families with children receiving medical care. You'll also learn about more ways you can join us on our mission to provide essential services that remove barriers, strengthen families and promote healing when children need healthcare. From volunteering to donating to attending an event, **YOU** are the reason our families get to stay together during the hardest times of their lives. Thank you!

Learn more on our website:
RMHCsouthwest.com