



August 2025

around the HOUSE

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



SUMMER VACATION AT THE HOUSE

Most kids and families look forward to summer vacation at the beach or at an amusement park. But for families like the Quintanars, the best summer destination is anywhere that they can be together. "Lubbock has been a perfect place to land," Alberto Quintanar said, while the family focuses on Emma's cancer treatments and enjoying the summer together. *Read more inside*

DON'T MISS OUT!

Right now you can double your impact on families going through medical treatment by donating today. *Read more inside*

From the Desk of the President & CEO



I want to share a story that truly reflects the impact of your support on the families we serve at Ronald McDonald House Charities of the Southwest.

Not long ago, I had the privilege of spending time with one of our cancer warrior families. I was walking by the playground when I saw a young girl, Sara, and her dad enjoying a rare moment of joy together on the swing set. They invited me to join them and, as I tossed a ball with Sara, I chatted with her dad. **Her dad told me how grateful he was for everything RMHC**

had provided—how, in the midst of Sara’s difficult treatment, we had given them a place to rest, to breathe, and to experience a sense of normalcy. It’s moments like these that remind me why we do what we do: offering more than just a roof, but a safe, caring space where families can focus on what matters most.

This year, we have an extraordinary opportunity to double the impact of your donation. **Thanks to a generous matching grant, every dollar you give will be matched, up to \$15,000.** That means your gift—whether large or small—will have twice the impact. Your support will help provide cancer warrior families like the one I met on the playground with a place to stay, meals to share, and the support they need to get through the toughest times.

We can’t do this without you. Your donation is vital to ensuring we can continue offering these essential services to families who need it most. Every dollar you give will go twice as far, allowing us to reach our goal and continue to provide a home-away-from-home to those who need it most. **Please help us make the most of this matching grant.** Together, we can make a tremendous difference in the lives of the families who rely on our services.

Thank you for your generosity and for being a vital part of our mission.

With heartfelt gratitude,

Emmanuel Ramirez

Emmanuel Ramirez
President & CEO



Board of Directors

Brian Payne, MD, *Board Chair*
Christi Felton, *Board Secretary*
Paul Dannevik, *Board Treasurer*
Todd Hardin, *Past Board Chair*

Reagan Arp
Shannon Bates
Bill Cohen
Lori Dyess
Blair Hayes
Amber Hook
Garrett Kennedy

Kim Koontz
Christopher Snowberger
Russell Tippin
Briana Vela
Camie Wade
Sydney Witte

Who You Have Impacted...and how to double it



Sara who enjoyed swinging on the playground with her mom and dad.



The Davila Cuba Family who got to go home together after 20 nights.



Grayson who celebrated his 12th birthday with his family at the House.

Right Now You Can Double Your Impact

\$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

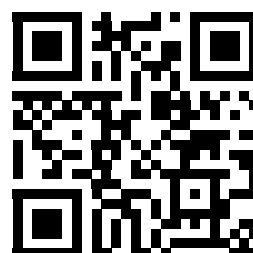
\$2,000

Average stay at the Ronald McDonald House (20 nights)

Make a Difference Today

Thanks to a generous matching grant, every dollar you give will be matched, up to \$15,000. **You can be the difference when families need you most.**

- Use the included envelope to make your donation today.
- Or, give securely online 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.

The Quintanar Family



"She's just a kid."

Alberto Quintanar told us while watching Emma play on the playground at the Ronald McDonald House

Emma, 9, and her sister Alexis, 17, have had a difficult past year. In April of 2024, they lost their mom. She had asked her friends, Alberto and Juanita, to watch her girls when she went into the hospital. After she passed, Alberto and Juanita knew they had to keep their promise to their friend to protect and care for her daughters.

"We weren't letting go."

-Alberto



Over Thanksgiving break, Juanita didn't think much of how Emma was acting. She thought it was grief from spending her first holiday without her mom. But, before too long, Juanita and Alberto knew something was seriously wrong. The family is from Marfa, Texas, and with limited health care options nearby, they were eventually transferred to Lubbock. Emma was diagnosed with leukemia and heart issues.

It felt impossible to Juanita and Alberto, that their happy, playful Emma, who loves dancing folklorico, could be that sick.

After all the hardships in the past year, summer has been a special time for the family. They have been able to be together at the Ronald McDonald House while Emma undergoes cancer treatments.

"Right now it's good. Because it's summer and we're all together."

-Juanita

Emma and Alexis have been visiting all the different parks the city has to offer. They also attempted to fly kites for the first time on one of the rare windless days in Lubbock. Emma loves coloring and playing in the House's basement and Alexis has been working on multiple puzzles in the living room. Juanita and Alberto don't have to worry about what to eat for dinner or being far from the hospital if Emma has a negative reaction to her treatments. While the road ahead for Emma and the Quintanar Family is long, things are better when they're together.

"We want to thank everyone for helping us on this journey. We have met so many beautiful people, especially here at the Ronald McDonald House. They opened the doors and made us feel right at home as soon as we walked in."

-Alberto



Emma has been surrounded by the love of her family and allowed to be a normal kid, thanks to your support.

No kid should be alone when they are fighting the hardest battle of their life. We need your help to make sure that kids like Emma have their families by their side through the good times of finding a new park to play at and the hard times of cancer treatment. Please donate today.

The enclosed envelope makes it easy and free for you to send in your donation today. And, right now a matching grant will double your impact.

Congratulations, Graduates!



JJ has big plans for his future. The first one: beat cancer.

JJ de la Fuentes is a 2025 graduate of Lamesa High School. He and his family stayed at the Ronald McDonald House in Lubbock while he was undergoing cancer treatment and finishing up his senior year of high school. Through it all, JJ took his diagnosis in stride with humor, positivity, and faith. We're incredibly proud of this young man. Our hearts are with JJ and his family as they continue to fight his cancer and look towards a bright future.



Peace out NICU! Creed is going home to live with his parents!

Baby Creed is a 2025 graduate of the NICU. His family stayed in the sleep rooms in our Ronald McDonald Family Room at Covenant Children's. They were able to stay just a few floors away from their son as he got big and strong. After a long 107 night stay, Creed was finally able to leave the NICU and go home with his very happy family.

2025 RMHC Scholars



Addisyn Harrell

Janice Flemmons Scholarship

Addisyn Harrell plans to attend Lubbock Christian University. She wants to become a NICU nurse so she can be like the medical staff that took care of her when she was in the NICU as a preemie.



Addisen Campbell

Dina Jeffries Leadership Scholarship

Addisen Campbell plans to attend Abilene Christian University and become a nurse anesthetist. She's seen how nurses have provided comfort and healing to her family members and wants to do the same.

Your Impact: April-July



77

families stayed in
the House



330

total guest count



26

nights at the House per
family (average stay)



781

families served in the
Family Rooms

Be Part of Team RMHC



Be Like Bobbye! Meet Bobbye, a volunteer in one of our Ronald McDonald Family Rooms. She has been volunteering with us for about a year and is always ready with a smile and a kind word for the families we serve. As a volunteer, she is a source of joy and assurance for families who need it most when their child is in the hospital.

If you want to help give comfort to families, join our team of volunteers. We have Family Rooms at Covenant Children's and UMC Children's in Lubbock, Medical Center Hospital in Odessa, and Midland Memorial Hospital in Midland.

Learn more at RMHCsouthwest.com/volunteer.



GET IN THE GAME to Support And Comfort Kids

Thank you to everyone who attended our Quarterback S.A.C.K. Kick-Off Lunch on July 25th and has already made a pledge or donation to Support And Comfort Kids (S.A.C.K.). If you still want to get in the game, there is time! Quarterback S.A.C.K. lets you turn every sack into a victory for families.

Step 1: You Pledge. Make a pledge for every sack the Texas Tech Defense gets on the opposing team's quarterback or make a one-time donation. **Step 2: Tech Sacks.** With every sack, you'll be directly supporting RMHC and cheering on our defense. **Step 3: Kids Win.** At the end of the football season, we'll tally up the sacks. Your donation provides support for the kids and families of RMHC.

Presenting Sponsor

United
supermarkets

Follow this QR code
to pledge, donate,
and learn more
about Quarterback
S.A.C.K.



Follow this QR
code to watch the
Figueroa family's
story, pictured
above with Coach
McGuire.



Memorials & Honorariums

April-July 2025

In memory of:

Dorsey Baker

Jim and Jean Curtsinger

Jennifer Benavides

Alma Silvas

Juanita Bernal

Leonardo and Eva Bernal

Justin Booth

*Tanner and Jessica McLarty
with SouthWest Contracting &
Construction*

Jaylee Brand

Tom and Linda Stone

Danny Collins

Roland and Renea Livesay

Laverne Ewing

*Rodney and Kay Moore with
Tow Bro Co LTD*

Clydene Hay

Kim Allen

Gerald King

Jan Heckaman

Cora Kitchens

Cassandra Kitchen

Margaret Ann Maricle

Janet Harvey

Miquela Martinez

Estaban Sena

Brent Neal

Mike and Patty Horridge

Jimmie May Renfro

Morris Arnold

Dean Rotan

Todd and Marlo Holbrooks

Jay Strawn

Donny and Donna Stelzer

Timothy Trujillo

Robert Kazee

Gabriel Valdez

Anita Valdez

Graham Davis Webb

Lee Ann Evans

Scott and Elise Marshall

Royce and Judy Moore

Nathan and Julie Swindle

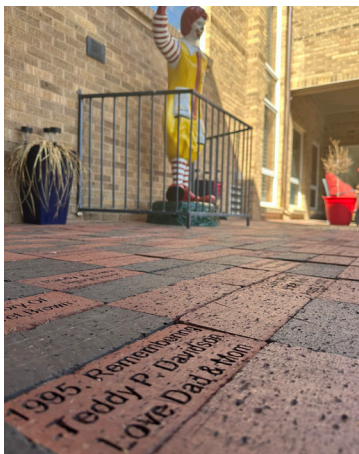
In honor of:

Stacy Silvas

Alma Silvas

Mama

Susan Smith



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 with a memorial brick at the RMHC of the Southwest, give us a call at (806) 744-8877.

A Home Away From Home

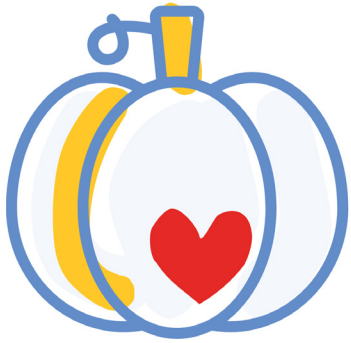
The 17 guest rooms in the House provided over **5,000 nights of sleep for families in 2024!** The guest rooms at the Ronald McDonald House not only provide a good night sleep, but provide families with: a place to refresh with en suite bathrooms; time to relax with an in-room TV and mini-fridge; and, convenience with provided toiletries such as shampoo, toothbrushes, and more.

Thank you to our Adopt-A-Room sponsors for the support of our rooms' upkeep so that every family can have a comfortable night of rest in our home away from home.

- Steve & Kathy Crockett in memory of Jan Crockett
- HEB
- Kiwanis Club of Lubbock
- RMHC Board of Directors
- South Plains Lions Club
- UMC Foundation



Save the Date: Community Events



Trunk or Treat October 25th

Join us as we bring Halloween fun right to the House! Everyone is invited to this free event. If you are interested in having a Trunk in our line up, give us a call at (806)744-8877.



Thanks for Giving November 11

We'll be saying "thank you" to all the amazing donors and volunteers who make our mission possible. Honorees will be announced and invitations will be sent out in October.



Holiday Open House December 9th

Take a tour of the House, celebrate the opening of our Santa's Village, and chat with other friends of the House. It's a great time to celebrate the heart of our mission.

Want to be the first to know what's happening at RMHC of the Southwest?

Follow us on social media by searching for "RMHC of the Southwest".

And, sign up for our monthly e-newsletter at [RMHCSouthwest.com/newsletters](https://rmhcsouthwest.com/newsletters).