



RONALD MCDONALD HOUSE  
WINSTON-SALEM



419 S. Hawthorne Road -|- Winston-Salem, NC 27103 -|- (336) 723-0228 -|- [www.rmhws.org](http://www.rmhws.org)



# WHAT IS THE RONALD McDONALD HOUSE?

The first Ronald McDonald House was started in Philadelphia in 1974. A pediatric oncologist at The Children's Hospital of Philadelphia (CHOP), Dr. Audrey Evans had been noticing how frequently families would spend night after night in the hospital while their children were receiving medical treatment. She saw the toil and hardship this took on family members; eating out of vending machines and sleeping on hospital chairs.

Fred Hill, a player for the Philadelphia Eagles, was raising money for his daughter, Kim's treatment for leukemia. With the help and support of the team and the General Manager, Jim Murray, they approached St. Christopher's Hospital for Children with a donation. A doctor there referred the team to Dr. Evans at CHOP, who was in greater need of the contribution. Dr. Evans introduced her idea for a "home away from home" for families traveling for their children's medical treatment. Jim Murray then reached out to the local McDonald's with this idea and formed a partnership. The sales from the McDonald's Shamrock Shakes were contributed to the cause.

With this unusual partnership between the NFL, McDonald's, and CHOP the first Ronald McDonald House opened on October 15, 1974. Today there are over 300 Houses in 52 different countries.

## WHO WE ARE – RMH OF WINSTON-SALEM

In 1980, Dick and Penny Latham lost their three-year-old son, Alan, to cancer. To honor his memory, they convinced other parents with similar circumstances to work with them to establish a home for families of children from outside the community receiving treatment at local medical facilities. Through their efforts, the Rainbow House of Winston-Salem was incorporated in February 1981. The support from N.C. McDonald's franchisees led the project to be renamed the Ronald McDonald House just before opening. The House received its first guest family on September 14, 1984 with a capacity of 10 families per night. In 1997 the House expanded to 17 bedrooms and several common areas. An 18-bedroom addition was completed in 2010 and capacity is now up to 35 families each night. Two Ronald McDonald House Family Rooms are also operated by the House and they are located *inside* the Brenner Children's Hospital and Forsyth Medical Center. They provide the day services of the Ronald McDonald House.

- 35 bedrooms for families
- 3 living rooms, 2 playrooms, and an outside playground
- Home-cooked meals every night with a stocked kitchen
- Contact with other families in similar situations
- Support of the staff and volunteers of the Family Assistance Program

*All of this is provided to families for \$10 each night, and even this small fee can be waived if necessary.*



## WHAT WE DO?

Here at the Ronald McDonald House, we understand the many hardships that families face when their children are in need of serious medical treatment. Our first concern is always the child's health and well-being. Our families have traveled long distances for their children to receive the care that they need and we are here to help them while they stay so far from home. To lighten the financial burdens and hardships involved in having a child in need of treatment, our Ronald McDonald House provides:

- A comfortable place to stay
- A private bedroom and bathroom
- Laundry and cleaning services
- Nightly home-cooked meals
- Transportation to and from the nearby hospitals
- Play room and teen game room
- Computers with internet access
- Outdoor patios and play area
- Weekly activities, such as crafts, bingo and therapy dogs
- Support and understanding from staff, volunteers and other families

## WHY DO WE NEED YOUR HELP?

The Ronald McDonald House of Winston-Salem, we suggest that families donate \$10 per night's stay; however, no family is turned away if they are unable to pay. In fact fewer than 40 percent of the families are ever able to donate. The actual cost for us to house a family for one night, in one room is \$70. Even with an army of dedicated volunteers, there is a financial need to keep this House running each day.

This is where pop tabs come in! They are a way for us to simultaneously raise funds and involve the community in the mission of the Ronald McDonald House. Pop tabs are very easy to collect, store, and transport, especially compared to the entire can itself. The cost ranges as the price for aluminum fluctuates, from \$0.35 to \$0.75 per pound. We use all of the money raised through pop tabs to offset the cost that the families are able to contribute and the total operating costs.



# GETTING STARTED

Starting a pop tab collection for the Ronald McDonald House is simple and easy. Here is a step-by-step outline of what to do:

- Register your organization with the Ronald McDonald House of Winston-Salem. Registration is not mandatory to start collecting, but is strongly recommended. We would like to keep a record of all of the pop tabs and where they came from.
- Join the **Pop Tab Challenge!**
- Assign a committee or chairperson to communicate between your organization, RMH, and the community.
- Do not worry about what containers to use. Just be creative! The options are limitless, such as Mason Jars, cereal boxes, shoe boxes, milk jugs, juice bottles, and chip canisters etc.
- Display your pop tab containers in a visible place.
- Spread the word! Talk, network, make posters and flyers, and advertise through social media networks.
- Organize a big Kick-off Celebration to raise awareness, stir excitement, and start the fun!

## What not to worry about:

- Counting all of the tabs. One pound is approximately 1,000 tabs.
- When to deliver: You can drop off tabs from 8:00 a.m. to 8:00 p.m. Mondays – Fridays at the Ronald McDonald House.



# POP TAB CHALLENGE

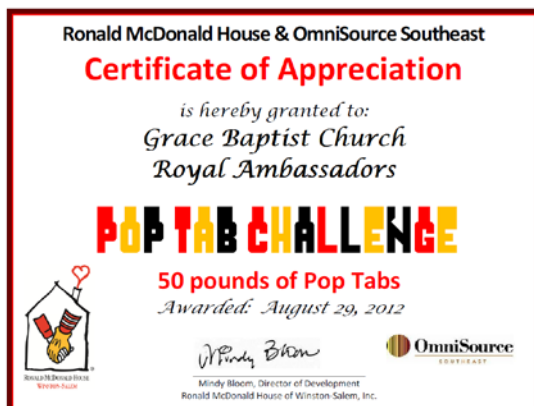
**TRY TO COLLECT 1,000,000 TABS AND ENJOY  
THE REWARDS ALONG THE WAY!**

*500 pounds ~ half way there!*

Receive a Certificate of Achievement and a visit from a Ronald McDonald House Speaker.

*1,000 pounds ~ you did it!*

All of the above plus... an award presented in honor of your school or group.





# Size Tips

## Weights

- 1 pound  $\approx$  1,000 tabs
- 1000 pounds  $\approx$  1 million tabs
- 1 ton  $\approx$  2 million tabs

## Measurements

- 1 inch = 1 tab
- 1 foot = 12 tabs
- 1 yard = 36 tabs
- 1 meter = 39 tabs
- 1 kilometer = 39,370 tabs
- 1 mile = 63,360 tabs
- 16 miles = 1 million tabs

## Common Containers

- 1 Pringles can = 1/3 lb.
- Gallon milk jug = 3 lbs.
- ½ gallon jug = 1.5 lbs.
- 2 liter bottle = 1.75 lbs.
- 1 copy paper box = 24 lbs.
- Large oatmeal container = 2 lbs.
- Sandwich sized Ziploc = .5 lbs.
- Gallon sized Ziploc = 2.5
- 32 gallon trash can = 80 lbs.

# IN CLASS ACTIVITIES

## Math

For younger students: Count and group tabs and guess how many tabs are in the container.  
For older students: Weigh or measure the tabs and keep track of your school's progress with charts and graphs.

## Science

What is aluminum and what are its properties?

## History

Research aluminum – including history and the current metal industry.

## Language Arts

Have students write paragraphs or essays on their own personal volunteer experiences, specifically with recycling.  
What impact does their tab collection have on the Ronald McDonald House and the community?

## Art

Be creative and create pictures, frames, jewelry, etc. with the pop tabs.





## FAQs

### How much money does the Ronald McDonald House get for the pop tabs?

We get the market price for aluminum which ranges from \$0.35 to \$0.75 per pound of tabs. Currently the prices are around \$0.50 per pound. Our recycling partner is OmniSource Southeast.

### Why do you ask for tabs instead of the entire can?

The tab's cost is the same for the recyclers as the can because it is all made of the same type of aluminum. Also, the tabs are clean and easy to store with no mess.

### Where can I bring the pop tabs?

You can drop off the tabs at the Ronald McDonald House of Winston-Salem, 419 S. Hawthorne Road, Winston-Salem, NC 27103 from 8:00 a.m. to 8:00 p.m. Mondays – Fridays.

### Can I donate other types of tabs?

We also accept tabs from soup cans, juice cans, dog foods etc. as long as they are aluminum.

