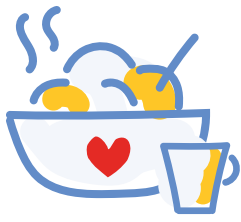




Ronald McDonald
House Charities®
Piedmont Triad

Community Engagement Guide 2022

Keeping families close®



Meals from the Heart

For the health and safety of our families, we have suspended all volunteer programming, including our volunteer meal program, until further notice. In order to continue supporting our families and providing daily meals, we need your help!

HOW YOU CAN HELP:



DONATE MONEY

www.rmhcpt.org

- \$300 to cover the cost of a meal

DONATE GIFT CARDS

www.rmhcpt.org/covid-meals

- For local restaurants
- For local grocery stores

DONATE FOOD

www.rmhcpt.org/covid-meals

- Individually packaged meals from a local restaurant



All food must be prepared in a commercially licensed kitchen.



For more information contact:
Caleb Gossett, *Volunteer Services Manager*
CalebG@rmhcpt.org | (336) 970-5651

419 S. Hawthorne Road Winston-Salem, NC 27103 | (336) 723-0228 | www.RMHCPT.org



Share 365

Our House offers 36 bedrooms and we are able to welcome 1,400 families each year! Helping all of these families, both in our House and Family Rooms takes enormous resources. This is where Share 365 comes in to help our families when they need it most.

OUR HOUSE

The actual cost for us to welcome a family for a night is \$88. Families are asked to pay \$10 per night's stay; however no family is turned away if they are unable to pay.

Our House provides programs and activities for our guests; but ultimately, we provide a place of rest and rejuvenation away from the hospital.

Your support as a Share 365 Sponsors means that we can make sure no family is limited by their inability to pay.

\$3,650 = 365 NIGHT-STAYS

Includes recognition on our Readerboard:



For more information contact:
Mindy Bloom, *Chief Development Officer*
MindyB@rmhcpt.org | (336) 970-5658

419 S. Hawthorne Road Winston-Salem, NC 27103 | (336) 723-0228 | www.RMHCPT.org



2022 Sport a Shirt, Share a Night

The Ronald McDonald House Charities® of the Piedmont Triad provides a “home away from home” in our House and Family Rooms for families with children receiving medical care in our community.

We ask that families donate \$10 per night's stay; however, no family is turned away if they cannot afford it. The actual cost for us to welcome a family for a night is \$88. Even with an army of volunteers, there is a financial need to keep our House running each day. With your help, we can make sure that we are always “keeping families close!”

SPORT A SHIRT, SHARE A NIGHT DAY - 4/22/22

Showcase your logo on 30,000 tee shirts to benefit the Ronald McDonald House Charities® throughout North Carolina.



SPONSORSHIPS

Your logo will appear on the back of each shirt and it will be sized in proportion to sponsorship level.

INVESTMENT LEVELS:

\$15,000

\$10,000

\$7,500

\$5,000

\$2,500

SPONSOR BENEFITS

- Sponsors receive statewide logo recognition on 30,000 tee shirts.
- Promotion on the website of Ronald McDonald House® programs across North Carolina.



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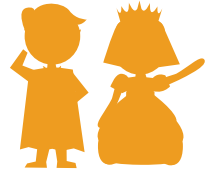
CHARACTER FEST

OCTOBER 29, 2022 | McCREARY TOWER



9:00 AM - NOON
\$35 PER CAR

Join us for a magical morning and meet your favorite superheroes, princesses, and storybook characters!



SPONSORSHIP OPPORTUNITIES:

2022 SUPERHERO SPONSOR: \$5,000

- Logo identification on all promotional items, invitation, RMHCPT website (with link), newsletter Save-the-Date postcard, and thank you card to guests
- Promotional slides on RMHCPT Readerboard
- Special recognition on event welcome signs and tables as Presenting Sponsor
- Promotional item in giveaway bag
- Opportunity to include your mascot
- Event passes for 5 car loads

2022 CHAMPION SPONSOR: \$2,500

- Logo identification on RMHCPT website, newsletter, and thank you card to guests
- Promotional slides on RMHCPT Readerboard
- Promotional item in giveaway bag
- Opportunity to include your mascot
- Event passes for 2 carloads

2022 HERO-IN-TRAINING SPONSOR: \$1,000

- Identification on RMHCPT website and newsletter
- Promotional item in giveaway bag

2022 CHARACTER SPONSOR: \$500

- Name recognition in sponsor listing



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MindyB@rmhcpt.org | (336) 970-5658



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Light a Luminary

THE TRADITION



Ronald McDonald House® Luminaries have been a Winston-Salem tradition for 34 years! Luminaries are lit the Sunday before Christmas.

This project has helped shine a light to serve countless families in need and over \$2,000,000 has been raised to support the mission of the House.



TITLE SPONSOR

\$10,000

- Your logo prominently identified on all promotional materials
- Prominent logo identification on yard signs and promotional posters
- Linkage to your website from RMHCPT website
- Inclusion in all advertising across the Triad
- Three (3) dedicated posts on RMHCPT social media channels
- Event sponsor
 - Illuminate our House by lighting luminaries at our House!



FLAME SPONSOR

\$5,000

- Identification on all promotional materials and RMHCPT website
- One (1) post on RMHCPT social media channels
- Sponsor identification on "Save the Date" promo distributed at Character Breakfast



SPARK SPONSOR

\$2,500

- Identification on all promotional materials and RMHCPT website



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MindyB@rmhcpt.org | (336) 970-5658



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7th Annual Dickie Britt Memorial Classic



SEDFIELD COUNTRY CLUB

Monday, October 17, 2022

9:00 a.m. Shotgun Start
Captain's Choice

RESERVE YOUR SPONSORSHIP TODAY!

Support the families staying at the

Ronald McDonald House Charities® of the Piedmont Triad while promoting your company. Don't miss this opportunity to market your products and services to our tournament participants while playing this exclusive course.

COMPLETE THIS FORM AND RETURN:

Ronald McDonald House
Attn: Mindy Bloom
419 S. Hawthorne Road
Winston-Salem, NC 27103

or

MindyB@rmhcpt.org
(336) 970-5658

SPONSORSHIP OPPORTUNITIES:

PRESENTING SPONSOR - \$25,000 (1 available)

- Primary name recognition and positioning
- Mention in all media and publicity materials
- Logo recognition on brochure and website
- Logo recognition on sponsor banner
- Recognition on scorecard
- Invitation for 3 teams

LUNCH SPONSOR - \$15,000 (1 available)

- Individual signage at Lunch with your logo on each table
- Logo recognition on sponsor banner, brochure, and website
- Invitation for 2 teams

PUTTING GREEN SPONSOR - \$10,000 (1 available)

- Individual signage on Putting Green with your logo
- Logo recognition on sponsor banner, brochure, and website
- Invitation for 1 team

DRIVING RANGE SPONSOR - \$7,500 (1 available)

- Individual signage on Driving Range with your logo
- Logo recognition on sponsor banner, brochure, and website
- Invitation for 1 team

BREAKFAST SPONSOR - \$5,000 (1 available)

- Individual signage at Breakfast with your logo
- Logo recognition on sponsor banner, brochure, and website
- Invitation for 1 team

DRINKING STATION SPONSOR - \$4,000 (4 available)

- Individual signage at a Drink Station with your logo
- Logo recognition on sponsor banner, brochure, and website
- Invitation for 1 team

HOLE SPONSOR - \$500 (18 available)

- Individual signage at a Hole with your logo

FOURSOME - \$1,500 (20 available)

- Name recognition on brochure
- Invitation for 1 team

SPONSOR LEVEL (check one)

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> Presenting (12 golfers) | <input type="checkbox"/> Lunch (8 golfers) | <input type="checkbox"/> Putting Green (4 golfers) | <input type="checkbox"/> Driving Range (4 golfers) |
| <input type="checkbox"/> Breakfast (4 golfers) | <input type="checkbox"/> Drinking Station (4 golfers) | <input type="checkbox"/> Hole | <input type="checkbox"/> Foursome (4 golfers) |

SPONSOR INFORMATION

Company: _____ Company Contact: _____

Company Address: _____

Phone: _____ Email: _____

METHOD OF PAYMENT (check one)

- ☐ Check
- ☐ Please charge \$_____ to my card: Card #: _____ Exp: ____/____ CVV: _____



Send Love VALENTINE'S CHALLENGE

Send Love is an opportunity for our community to reach out to our families by sending in personalized, encouraging Valentine's Day cards. During the weeks leading up to February 14 we will collect cards to hang in our three Ronald McDonald Family Room® locations.

1. CREATE

Hand-make or purchase cards with love! Get creative and engage your classroom, small group, family, and friends to see how many cards you can make!

GUIDELINES:

- General Valentine's message of love and support *(no religious messages, please)*
- Jokes, artwork, and creativity encouraged!

2. DELIVER

Mail or drop off by **February 1, 2022** *(we are unable to accept cards past this deadline)*

Ronald McDonald House Charities® of the Piedmont Triad

419 S. Hawthorne Road
Winston-Salem, NC 27103

9:00 a.m. - 6:00 p.m. Mondays - Fridays



RMHC
Piedmont Triad

For more information contact:
Jolyn Roberts, *Hospitality Services Director*
JolynR@rmhcpt.org | (336) 970-5655

419 S. Hawthorne Road Winston-Salem, NC 27103 | (336) 723-0228 | www.RMHCPT.org



Holidays Sponsorships

SPONSOR DETAILS

Many of our families suffer severe financial difficulties due to medical bills, loss of income, and other debts incurred while their children are hospitalized.

As a result, many of our families are unable to celebrate family traditions and buy presents for their children and immediate family members. With your help, our families can celebrate the season together.



- Typical commitment to sponsor a family is \$1,000-\$1,500.
- Each sponsor delivers wrapped and labeled gifts to the Ronald McDonald House® in early December.
- Gifts are distributed to each sponsored family in a manner that respects their privacy.

**ON BEHALF OF OUR FAMILIES, WE THANK YOU FOR
MAKING THEIR HOLIDAYS SPECIAL!**



For more information contact:

Heather Rompel, RN, BSN, CPON, *Family Support Services Manager*
HeatherR@rmhcpt.org | (336) 970-5657

419 S. Hawthorne Road Winston-Salem, NC 27103 | (336) 723-0228 | www.RMHCPT.org



Holidays at the House

Santa's Workshop is available to any guest family staying with us during the weeks leading up to Christmas Day. The workshop is stocked through the generous support of individuals, community groups, and corporate organizations. Volunteers wrap the gifts and deliver the boxes to their families' rooms on Christmas Eve.

The following items allow us to provide for families during the holidays.

All gifts should be new, unopened, & unwrapped.

GIFT CARDS (*most requested item*)

- Gas Stations, Grocery Stores, Superstores

GIFTS FOR MOMS

- Make-up & Jewelry
- Blankets, Purses, & Tote bags
- Craft Supplies
- Clothing (*shirts, sweats, slippers, pajamas*)
- Bath & Body items
- Blank Baby Books & Photo Albums
- Housewares & Home Décor

GIFTS FOR DADS

- Tool Kits
- Wallets
- Insulated Travel Coffee Mugs
- Shave & Body Wash Kits
- Clothing (*shirts, sweats, socks, slippers, etc.*)

GIFTS FOR KIDS WITH SPECIAL NEEDS

Many kids who were preemies have low vision and muscle tone and require toys they can see any pick up more easily.



bit.ly/RMHspecialneeds

GIFTS FOR BABIES

- Diapers (*preemie, newborn, size 1, & toddlers*)
- Baby wipes
- Laundry detergent (*sensitive*)
- Rattles, pacifiers, & bottles
- Infant toys & Fisher Price baby/toddler toys
- Preemie onesies/outfits
- "Baby's First Christmas" gifts

GIFTS FOR KIDS

- Lego Kits, Cars, Trucks, & Trains
- Barbie & Barbie Accessories
- Action Figures & Disney Princess Dolls/Toys
- Superhero Toys & Games
- Playdough & Craft Kits

No coloring books, crayons, or puzzles, please

GIFTS FOR TEENS

- Video Games for Current Systems (*E only*)
- Portable Speakers & Headphones/Earbuds
- Bath & Body Items
- Jewelry
- Craft Supplies (*painting, craft kits*)
- NASCAR & Sports Clothing
- Hoodies
- Sports Balls & Gym/Sports Bags



RMHC
Piedmont Triad

For more information contact:

Heather Rompel, RN, BSN, CPON, *Family Support Services Manager*

HeatherR@rmhcpt.org | (336) 970-5657

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Petite Boutique

Families of premature babies in the NICU are our longest staying guests. Preemie babies are often hooked up to monitors and machines and this limits their wardrobes to everything except a diaper.

The Petite Boutique offers a selection of tiny hand-knitted shawls and booties designed to fit our more “petite” babies without obstructing their vital medical equipment.



The Petite Boutique is available to any preemie guest family and to families of preemies inside the hospital. Nurses wheel the mobile unit throughout the NICU and families get to select their items.

HOLIDAY SPONSORSHIP

Investment is \$1,000 per holiday season – Halloween, Christmas, and Easter.

- Logo identification on all promotional materials.
- Social media posts featuring the sponsorship.
- Reader board rotation at the Ronald McDonald House® Welcome Center.



For more information contact:
Mindy Bloom, *Chief Development Officer*
MindyB@rmhcpt.org | (336) 970-5658

419 S. Hawthorne Road Winston-Salem, NC 27103 | (336) 723-0228 | www.RMHCPT.org



Pop Tab Collection

Pop Tabs are a simple way to raise funds and involve the community in the mission of our House. We take the collected pop tabs and recycle them – receiving the market price for aluminum which ranges from \$0.60 to \$0.80 per pound. The money raised helps operate the House for our families.

1. COLLECT **no full cans (for safety and storage reasons)*

Pop the tab off of soda cans, soup cans, dog food etc. - as long as they are aluminum!

1 LB. = 1,000 POP TABS

2. STORE

Any container can be used! We have a wrapper that you can use on your container.
www.RMHCPT.org/make-a-difference/pop-tabs

3. DELIVER

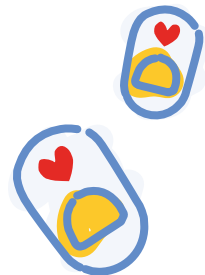
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419 S. Hawthorne Road
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9:00 a.m. - 5:00 p.m. Mondays - Fridays



RMHC
Piedmont Triad



For more information contact:
Info@rmhcpt.org | 336-723-0228

419 S. Hawthorne Road Winston-Salem, NC 27103 | (336) 723-0228 | www.RMHCPT.org



Hospitality Cart

The Ronald McDonald Hospitality Cart serves as an extension of the Family Room to meet families where they are in the hospital. The cart offers a variety of snacks, beverages, activities, and comfort items free of charge to families of children seeking medical care at RMHCPT partner hospitals.

The hospitality cart rolls out up to 10 times per week.

SPONSORSHIP OPPORTUNITY:

\$2,500

Sponsor one hospitality cart for the month of your choice. Your investment covers the operational costs of one hospitality cart at a partner hospital.

Opportunities located at Atrium Health Wake Forest Baptist Brenner Children's Hospital, Novant Health Forsyth Medical Center, Cone Health Women's & Children's Center at Moses Cone, and Randolph Health.

- Logo identification on lunch bags - offered weekly
- Logo identification on hospitality bags - offered daily
- Framed logo identification on the cart throughout the month of your choice
- Small logoed promotional item can be given out on the cart



For more information contact:
Mindy Bloom, *Chief Development Officer*
MindyB@rmhcpt.org | (336) 970-5658



Hospitality Cart Wish List

The Ronald McDonald Hospitality Cart serves as an extension of the Family Room to meet families where they are in the hospital. The cart offers a variety of snacks, beverages, activities, and comfort items free of charge to families of children seeking medical care at RMHCPT partner hospitals.

The following items* allow us to stock our cart and extend the hospitality of our House into the hospital.

**all items must be new and unused*

amazon.com | bit.ly/RMHCPTcart



SNACKS

(travel-sized)

- Trail mix/nuts
- Chips
- Pretzels
- Fruit snacks
- Granola bars
- Rice Krispies
- Cookies
- Mini water bottles
- CapriSun/Kool Aid

COMFORT

(adult-sized)

- Slippers
- Socks
- Nail kits

TOILETRIES

(travel-sized)

- Deodorant
- Q-tips
- Toothbrushes & toothpaste
- Body lotion
- Face wipes
- Shampoo & conditioner
- Body wash

ACTIVITIES

- Adult coloring books
- Colored pencils
- Puzzle books
- Card games
- Kids toys
- Kids coloring

VOLUNTEER

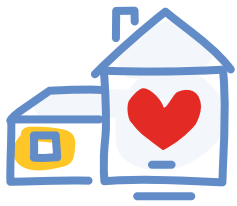
Become a Hospitality Cart volunteer!



RMHC
Piedmont Triad

For more information contact:
Jolyn Roberts, *Hospitality Services Director*
JolynR@rmhcpt.org | (336) 970-5655

419 S. Hawthorne Road Winston-Salem, NC 27103 | (336) 723-0228 | www.RMHCPT.org



House Wish List

The Ronald McDonald House® and Ronald McDonald Family Room® programs serve families through the generous support of individuals, corporations, church, and civic groups.

The following items allow us to meet the needs of our guests.

**most needed items appear in bold*

amazon.com | bit.ly/RMHCPTwishlist



HOUSEHOLD

- **Single-serve snacks and treats**
- **Single-serve breakfast items**
- Single-serve meals
- Single-serve fruits
- Creamer and sugar
- Paper towels
- **13-gallon trash bags**



FAMILY ITEMS

- Preemie and newborn diapers, onesies and outfits
- Baby/toddler small toys and rattles
- Sudoku and word search books
- Craft project kits (individual or large)
- Teen and Adult BINGO prizes/gifts:
 - *DVDs, playing cards, sports trivia books, older child craft projects, older child/adult puzzles or travel games*



FINANCIAL

- Gift Cards:
 - *Groceries, gas, restaurants, super stores, etc.*
- \$88 – sponsor a family for a night
- \$3,168 – sponsor all 36 families for a night



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