



Ronald McDonald
House Charities®
Piedmont Triad

Community Engagement Guide

2024



Volunteer Opportunities



Ronald McDonald
House Charities®
Piedmont Triad

1. WELCOME CENTER



Provide assistance at our Welcome Center:

- Assist families and visitors with any questions
- Answer the phone and door
- Receive and process donations
- Administrative work
- Must be at least 18 years old

Contact: Caleb Gossett, Volunteer Services Manager
calebg@rmhcpt.org | 336.970.5651



Requires a weekly, bi-weekly, or monthly commitment



Requires a volunteer application (including criminal background check and two references)



Great group opportunity

2. FAMILY SUPPORT SERVICES



Interact with families and help with programming:

- BINGO Volunteer: 5:15 pm - 6:45 pm Monday nights, (must be at least 18 years old)
- Craft activities
- Holiday Volunteer: Character Breakfast, Gift Wrapping, Luminary Project, etc.

Contact: Caleb Gossett, Volunteer Services Manager | calebg@rmhcpt.org | 336.970.5651

3. HOSPITALITY SERVICES



Extend the services offered at the House to all families with hospitalized children:

- Manage the Family Room (greet guests, monitor check-ins, keep kitchen stocked with food)
- Bring the Hospitality Cart to approved areas within hospitals or medical centers to provide snacks, toiletries, and games to families in their rooms or waiting rooms
- Must be 18 years old

Contact: Jolyn Roberts, Chief Hospitality Services Officer | jolynr@rmhcpt.org | 336.970.5655

4. CLEAN UP CREW



Provide assistance with daily household chores and cleaning:

- Sorting donations
- Indoor and outdoor cleaning activities

Contact: Caleb Gossett, Volunteer Services Manager | calebg@rmhcpt.org | 336.970.5651

5. MEALS FROM THE HEART



Dinner or Weekend Brunch, Lunches With Love, or Baking With Love:

- Meals must be prepared at RMHCPT or come from a commercially licensed kitchen
- Maximum of 10 volunteers

Contact: Caleb Gossett, Volunteer Services Manager | calebg@rmhcpt.org | 336.970.5651



Families spend long days at the hospital and often have little time, energy, or resources to prepare a meal. The gift of a hot, balanced meal is always enjoyed and gives our families a feeling of normalcy when they are away from home.

Our House offers 36 bedrooms and we are able to welcome 1,400 families each year! Giving these families the gift of a home-cooked meal - or one purchased with love - allows them to focus on the care of their child.

Current COVID protocols limit group to 10 volunteers and everyone must be masked and complete a temperature check and health screening upon arrival

DINNER/ WEEKEND BRUNCH

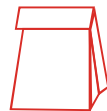
Our kitchen is equipped with basic cookware essentials.



30-40
guests per
meal

LUNCHES WITH LOVE

Provide items for a basic bag lunch: a sandwich, bag of chips, fruit, dessert, and water or juice box. Volunteers provide the ingredients, the necessary paper bag, plastic sandwich bags, and condiments.



60
lunches

BAKING WITH LOVE

Provide treats such as cookies. Volunteers select their own recipes and provide the ingredients.



2:30 P.M. Start dinner preparations

5:00 P.M. Dinner is ready to serve.

9:00 A.M. Start lunch preparations.

12:00 P.M. Deliver to Family Room(s).

lunches will be delivered by RMHCPT staff

All volunteers under age 15 must be accompanied by an adult.
All volunteers must bring a valid photo ID.



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



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

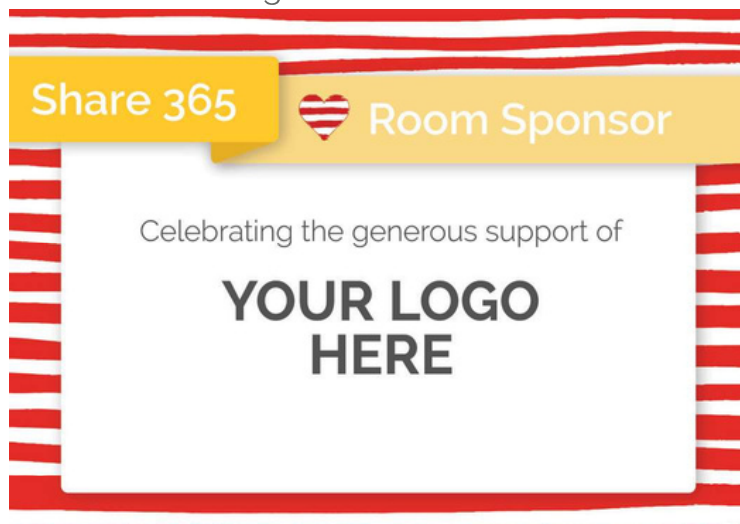
The actual cost for us to welcome a family for a night is \$88. Families are asked to pay \$10 per night's stay; however no family is turned away if they are unable to pay.

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



2024 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 - 4/12/24

Showcase your logo on 20,000 tee shirts to benefit the Ronald McDonald House Charities® throughout North Carolina.



Exclusive 2024
design honoring
RMHCPT's 40th
year!

SPONSORSHIPS

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

INVESTMENT LEVEL

\$15,000

\$10,000

\$7,500

\$5,000

\$2,500

SPONSOR BENEFITS

- Sponsors receive statewide logo recognition on 20,000 tee shirts.
- Promotions through North Carolina Ronald McDonald House® programs.



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

CHARACTER BREAKFAST

OCTOBER 26, 2024 | FORSYTH COUNTRY CLUB



Single seating at 10:30 a.m.

\$30 per person*

*no charge for children under the age of one.

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



SPONSORSHIP OPPORTUNITIES:

2024 SUPERHERO SPONSOR: **\$5,000**

- Logo identification on all promotional items: invitation, RMHCPT website (with link), newsletter, Save-The-Date postcard
- Promotional slides on RMHCPT Readerboard (lobby display)
- Special recognition on event welcome signs and tables as Presenting Sponsor
- Promotional item in giveaway bag
- Opportunity to include your mascot
- 8 reserved seats

2024 CHAMPION SPONSOR: **\$2,500**

- Logo identification on RMHCPT website and newsletter
- Promotional slides on RMHCPT Readerboard (lobby display)
- Promotional item in giveaway bag
- Opportunity to include your mascot
- 6 reserved seats

2024 HERO-IN-TRAINING SPONSOR: **\$1,000**

- Logo identification on RMHCPT website and newsletter
- Promotional item in giveaway bag
- 4 reserved seats

2024 CHAMPION SPONSOR: **\$500**

- Name recognition in sponsor listing
- 2 reserved seats



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





Light a Luminary

THE TRADITION



Ronald McDonald House Luminaries have been a Winston-Salem tradition since 1987! 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 as 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



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





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, 2024 (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



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





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 to \$1,500 (depending on family size)
- 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:
Kathi Grenough, Chief Operations Officer
KathiG@rmhcpt.org | (336) 970-5653



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.

Please plan to deliver all donations before December 4 to give Santa plenty of time for delivery!

All gifts should be new, unopened, and unwrapped.

GIFT CARDS *(most requested item)*

- Gas Stations, Grocery Stores, Superstores

GIFTS FOR ADULTS

- Make-up and Jewelry
- Blankets, Purses, and Tote bags
- Craft Kits
- Clothing (shirts, sweats, socks, pajamas)
- Bath & Body items
- Gloves, Toboggans, and ball caps
- Towel and sheet sets
- Home Décor
- Kitchen items
- Tool Kits
- Wallets
- Insulated Travel Coffee Mugs / Water Bottles
- Shave and Body Wash Kits
- Watches
- Car Wash

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.

GIFTS FOR BABIES

- Diapers (preemie, newborn)
- Baby wipes
- Laundry detergent (sensitive)
- Rattles, pacifiers, and bottles
- Infant toys and Fisher Price baby/toddler toys
- Preemie and newborn onesies/outfits
- Diaper Bags/ Backpacks

GIFTS FOR KIDS

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

No coloring books, crayons, or puzzles, please

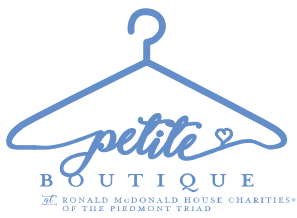
GIFTS FOR TEENS

- Portable Speakers and Headphones/Earbuds
- Bath & Body Items
- Make-up, Nail Polish, and Hair Care items
- Craft Kits
- Coloring Books for Adults
- Hoodies
- Sports Balls & Gym/Sports Bags



For more information contact:
Kathi Grenough, Chief Operations Officer
KathiG@rmhcpt.org | (336) 970-5653

amazon bit.ly/RMHspecialneeds



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.
- Readerboard (lobby screen) rotation at the Ronald McDonald House® Welcome Center.



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



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, at RMHCPT.org/make-a-difference/pop-tabs

3. DELIVER

Ronald McDonald House Charities® of the Piedmont Triad

419 S. Hawthorne Road
Winston-Salem, NC 27103

9:00 a.m. - 5:00 p.m. Mondays - Fridays



For more information contact:
info@rmhcpt.org | (336) 723-0228



Hospitality Cart

The Ronald McDonald Hospitality Carts serve as an extension of the Family Rooms - with snacks, beverages, activities, and comfort items free of charge to families of children seeking medical care at RMHCPT partner hospitals and medical centers. The hospitality carts roll 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, Downtown Health Plaza, Waughtown Pediatrics, Thomasville Medical Center, and the Tim & Carolyn Rice Center for Child and Adolescent 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



40
YEARS
1984-2024



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



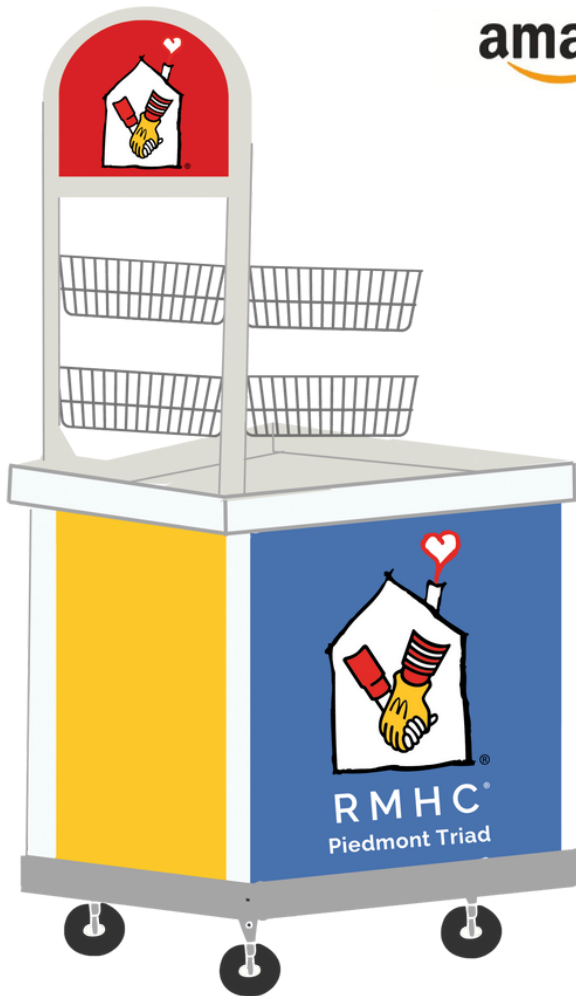
Hospitality Cart Wish List

The Ronald McDonald Hospitality Carts serve as an extension of the Family Rooms to meet families where they are in the hospital or medical center. The carts offer a variety of snacks, beverages, activities, and comfort items free of charge to families of children seeking medical care in the community.

The following items* allow us to stock our cart and extend the hospitality of our House into hospitals and medical centers across the Triad.

**all items must be new and unused*

amazon 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

VOLUNTEER

Become a Hospitality Cart volunteer!

TOILETRIES

(travel-sized)

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

ACTIVITIES

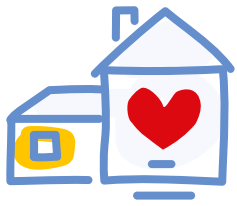
- Adult coloring books
- Colored pencils
- Puzzle books
- Card games
- Kids toys
- Kids coloring



For more information contact:

Jolyn Roberts, Chief Hospitality Services Officer

JolynR@rmhcpt.org | (336) 970-5655



House Wish List

The Ronald McDonald House® and Ronald McDonald Family Room® programs serve families through the generous support of individuals, corporations, churches, 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
- **Paper towels**
- **Toilet paper**
- **Disinfectant wipes**
- Single-serve meals
- Single-serve fruits
- Creamer and sugar
- Mini hand sanitizer
- 13-gallon trash bags

FAMILY ITEMS



- Preemie and newborn diapers, onesies and outfits
- Baby/toddler small toys and rattles
- Sudoku and word search books
- Teen and Adult BINGO prizes/gifts:
 - playing cards, older child craft projects, older child/adult travel games, travel mugs
- Bath and body items

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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KathiG@rmhcpt.org | (336) 970-5653