



Ronald McDonald
House Charities®
Piedmont Triad

Community Engagement Guide

2025



Volunteer Opportunities

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

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

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

3. SPECIAL EVENTS

- Light A Luminary: Bag sand, assemble luminary kits, become a street captain, and sell kits, assist with pickup days
- Christmas: Help decorate the House, assist with Santa's workshop set-up, host a toy and gift drive, wrap presents.

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

4. 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: Abbey Gajewski, Hospitality Services Manager | AbbeyG@rmhcpt.org | 336.970.5667

5. 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

6. 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



Requires a weekly, bi-weekly, or monthly commitment



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



Great group opportunity



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.

DINNER/ WEEKEND BRUNCH

Plan menu and provide ingredients. Our kitchen is equipped with basic cookware essentials.



40-50
individually
portioned
meals

2:30 P.M. Start dinner preparations

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

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.



50
lunches

9:30 A.M. Start lunch preparations.

11:30 A.M. Deliver to Family Room(s).

lunches will be delivered by RMHCPT staff

BAKING WITH LOVE

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



All volunteers under age 18 must be accompanied by an adult.
All volunteers must bring a valid driver's license.



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.

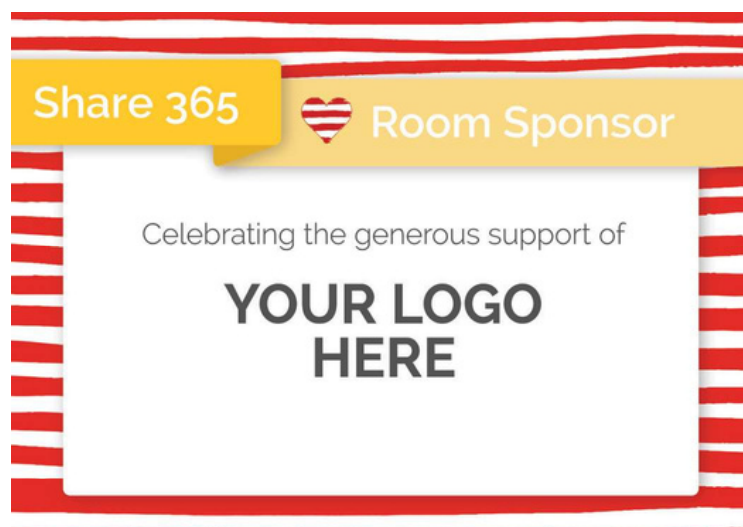
OUR HOUSE

The actual cost for us to welcome a family for a night is \$100. 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 Sponsor means that we can make sure no family is limited by their inability to pay.

\$3,650 = 365 NIGHT-STAYS



For more information contact:
Mindy Bloom, Chief Development Officer
MindyB@rmhcpt.org | 336.970.5658



2025 Sport a Shirt, Share a Night

The Ronald McDonald House Charities® 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 \$100. 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 - 4/11/25

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



2025 Design Coming Soon!

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:
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MindyB@rmhcpt.org | 336.970.5658

CHARACTER BREAKFAST

OCTOBER 25, 2025 | FORSYTH COUNTRY CLUB



Single seating at 9:30 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:

2025 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

2025 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

2025 HERO-IN-TRAINING SPONSOR: \$1,000

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

2025 CHARACTER 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 on Christmas Eve.

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

January 24 (we are unable to accept cards past this deadline)

Ronald McDonald House Charities® 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





Holiday Sponsorships

SPONSOR DETAILS

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

As a result, many are unable to celebrate family traditions and buy presents for their children and family members. Your help gives our families the assistance they need to make the holidays a little brighter.



- 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 they are delivered to 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 2 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 Sets and Sheet Sets
- Family Photo Frames
- Diffusers
- Luggage
- Kitchen Items
- Tool Kits
- Wallets
- Insulated Travel Mugs / Water Bottles
- Shave and Body Wash Kits
- Watches
- Car Wash Kits

GIFTS FOR KIDS *No coloring books, crayons, or puzzles, please*

- Lego Kits, Cars, Trucks, and Trains
- Action Figures & Disney Princess Dolls/Toys
- Superhero / Transformer Toys & Games
- Craft Kits
- Sleeping Bags
- Musical Toys / Instruments

GIFTS FOR BABIES

- Diapers and Wipes (preemie, newborn)
- Baby Bath Seats
- Play Mats
- Laundry Detergent (sensitive)
- Rattles, Pacifiers, and Bottles
- Infant toys and Fisher Price baby / toddler toys
- Sound Machines
- Humidifiers
- Preemie and newborn onesies/outfits
- Diaper Bags / Backpacks
- Baby Grooming Kits

GIFTS FOR TEENS

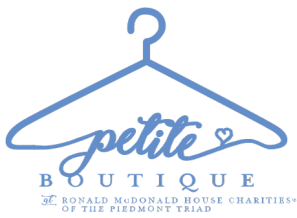
- Portable Speakers and Headphones/Earbuds
- Fidget Toys / Pens
- Winter Hats / Athletic Caps
- Bath & Body Items
- Make-up, Nail Polish, and Hair Care items
- Craft Kits
- Coloring Books for Adults
- Hoodies
- LED String Lights
- Sports Balls & Sports Bags



For more information contact:
Kathi Grenough, Chief Operations Officer
KathiG@rmhcpt.org | 336.970.5653

amazon





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® 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, Novant Health Forsyth Pediatrics - Westgate, and the Tim & Carolynn 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



For more information contact:
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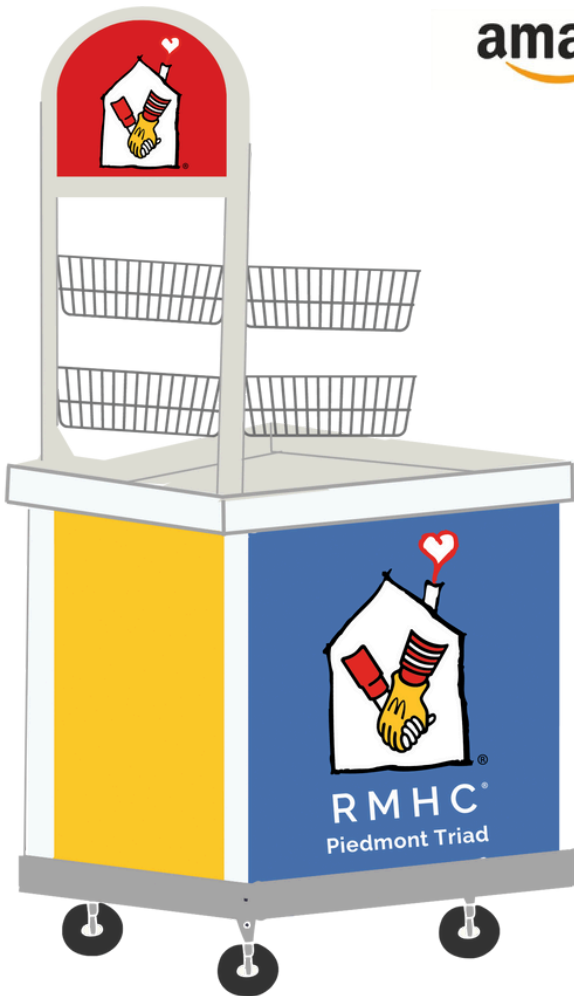
Hospitality Cart Wish List

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 and Family Room 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](https://www.amazon.com) | bit.ly/RMHCPTwishlist

HOUSEHOLD



- **Single-serve snacks, treats, and breakfast items**
- **Paper towels**
- **Toilet paper**
- **Ziplock bags**
- Single-serve meals
- Creamer and sugar
- Single-serve apple / orange juice
- 13-gallon trash bags
- Towel sets

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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