Ronald McDonald House® Winston-Salem

Keeping families close®

Ronald McDonald House of Winston-Salem

COMMUNITY ENGAGEMENT

Guide

Community Engagement Guide

Ronald McDonald House® Winston-Salem

Keeping families close®

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- Cooking for Kids
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- Lunches with Love
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TALENT

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TREASURE

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

Meals from the Heart

Ronald McDonald House® Winston-Salem

Keeping families close®

The Ronald McDonald House of Winston-Salem provides a "home-away-from-home" in our House and Family Rooms for families with children receiving medical care in our community.

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 FAMILIES

Our House offers 35 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.

All food must be prepared at the House or a commercially licensed kitchen.

COOKING FOR KIDS

Our kitchen accommodates eight to ten volunteers and is equipped with basic cookware essentials.

50-60 guests per meal

3:00 P.M. Start dinner preparations.

5:30 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.

50-75 lunches

9:00 A.M. Start lunch preparations.

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

BAKING WITH LOVE

Provide treats such as cookies, brownies, muffins, and cakes.

Volunteers select their own recipes and provide the ingredients.

All volunteers under age 15 must be accompanied by an adult (no more than six children per adult.)

All volunteers must bring a valid photo ID.

For more information please contact Lara Wilson, *Volunteer Meal Coordinator*
Meals@rmhws.org or (336) 970-5665

Share 365

Ronald McDonald House® Winston-Salem

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The Ronald McDonald House of Winston-Salem provides a "home-away-from-home" in our House and Family Rooms for families with children receiving medical care in our community.

Families are asked to donate $10 per night's stay; however, no family is turned away if they are unable to pay.

The actual cost for us to welcome a family for a night is $70.

OUR FAMILIES

Our House offers 35 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

Our House provides programs and activities for our guests; but ultimately, we provide a place of rest and rejuvenation away from the hospital. Maintaining 35 bedrooms with a small staff means that we rely on an army of volunteers. We cannot do this all on our own, and 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 please contact Mindy Bloom, *Director of Development*
MindyB@rmhws.org or (336) 970-5658

Sport a Shirt, Share a Night

Ronald McDonald House® Winston-Salem

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The Ronald McDonald House of Winston-Salem 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 $70. 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 is April 26th

Showcase your logo on 30,000 tee shirts to benefit the Ronald McDonald Houses of North Carolina.

SPORT A SHIRT, SHARE A NIGHT 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 all Ronald McDonald House of North Carolina websites:
  - Winston-Salem: rmhws.org
  - Chapel Hill: rmh-chapelhill.org
  - Charlotte: rmhofcharlotte.org
  - Durham and Wake: rmhdurham.org
  - Eastern North Carolina: rmhenc.org

Deadline: December 30th

For more information please contact Mindy Bloom, *Director of Development*
MindyB@rmhws.org or (336) 970-5658

FRIENDS OF THE RONALD McDONALD HOUSE

10th Annual CHARACTER BREAKFAST

Ronald McDonald House® Winston-Salem

Keeping families close®

OCTOBER 26, 2019 | BRIDGER FIELD HOUSE

8:30 a.m. & 10:30 a.m.
$25 per person*
**no charge for children under the age of one.*

SPONSORSHIP OPPORTUNITIES:

2019 SUPERHERO SPONSOR: $5,000

- Sponsor level category exclusivity
- Logo identification on all promotional items, invitation, RMHWS website (with link), RMHWS newsletter, Save-the-Date postcard, and thank you card to guests
- Promotional slides on RMHWS Readerboard and Family Rooms at Brenner and Novant
- Special recognition on event welcome signs and tables as Presenting Sponsor
- VIP reception to visit with character(s)
- Promotional item in giveaway bag
- Opportunity to include your mascot in the Character Parade
- 10 reserved seats

2019 CHAMPION SPONSOR: $2,500

- Logo identification on RMHWS website, RMHWS newsletter, and thank you card to guests
- Promotional slides on RMHWS Readerboard and Family Rooms at Brenner and Novant
- Special recognition on event welcome signs
- Promotional item in giveaway bag
- Opportunity to include your mascot in the Character Parade
- 6 reserved seats

2019 HERO-IN-TRAINING SPONSOR: $1,000

- Identification on RMHWS website and RMHWS newsletter
- Promotional item in giveaway bag
- 4 reserved seats

2019 CHARACTER SPONSOR: $500

- Name recognition in sponsor listing
- 2 reserved seats

For more information please contact Sarah Thompson, *Development Manager*
SarahT@rmhws.org or (336) 970-5659

FRIENDS OF THE RONALD McDONALD HOUSE

Light a Luminary 2019

Ronald McDonald House® Winston-Salem

Keeping families close®

THE TRADITION

Ronald McDonald House Luminaries have been a Winston-Salem tradition for 31 years! Luminaries are lit the Sunday before Christmas.

This project has helped shine a light to serve countless families in need and over $2,200,000 has been raised to support the mission of the House.

LIGHT A LUMINARY TITLE SPONSOR
$10,000

- Your logo prominently identified on all promotional materials
- Prominent logo identification on 100 yard signs and 250 promotional posters
- Linkage to your website from RMHWS website
- Inclusion in all advertising across the Triad
- Three (3) dedicated posts on RMHWS social media channels
- Event sponsor
    - *Illuminate our House by lighting luminaries and sharing refreshments with RMHWS families*

FLAME SPONSOR
$5,000

- Identification on all promotional materials
- RMHWS Website
- One (1) post on RMHWS social media channels
- Sponsor identified on "Save the Date" promo distributed at Character Breakfast (Date: TBD)

SPARK SPONSOR
$2,500

- Identification on all promotional materials
- RMHWS Website

For more information please contact Mindy Bloom, *Director of Development*
MindyB@rmhws.org or (336) 970-5658

Family Holiday Sponsors

Ronald McDonald House® Winston-Salem

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The Ronald McDonald House of Winston-Salem provides a "home-away-from-home" in our House and Family Rooms for families with children receiving medical care in our community.

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.

The staff at the Ronald McDonald House carefully selects guest families who have stayed with us throughout the year for Family Holiday Sponsorships. RMHWS provides sponsors a family biography along with a list of detailed ideas for presents compiled by each family.

SPONSOR DETAILS

- Typical commitment to sponsor a family is $1,000-$1,500.
- Each Sponsor delivers 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 please contact Heather Rompel, RN, BSN, CPON
Family Support Services Manager
HeatherR@rmhws.org or (336) 970-5657

Santa's Workshop

Ronald McDonald House® Winston-Salem

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The Ronald McDonald House of Winston-Salem provides a "home-away-from-home" in our House and Family Rooms for families with children receiving medical care in our community.

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, our guests often are unable to celebrate family traditions and buy presents for their children and immediate family members. With your help, our families can stay close to their loved ones and celebrate the season together.

SANTA'S WORKSHOP

Santa's Workshop is available to any guest family staying with us during the weeks leading up to Christmas Day. Volunteers wrap the gifts and deliver the boxes to their families' rooms on Christmas Eve.

For more information please contact Heather Rompel, RN, BSN, CPON
Family Support Services Manager
HeatherR@rmhws.org or (336) 970-5657

2019 Holiday Wish List

Ronald McDonald House® Winston-Salem

Keeping families close®

The Ronald McDonald House serves families through the generous support of individuals, corporations, worship centers, and civic groups. The following items allow us to provide for our families during the holidays.

All gifts should be new, unopened, and unwrapped.

Gift Cards (most requested item)

Gas stations (BP and Shell)
Grocery stores (Food Lion and Harris Teeter)
Super stores (Wal-Mart and Target)
Chain restaurants

Gifts for Moms

Make-up and Jewelry
Blankets, purses, and tote bags
Craft supplies (painting, craft kits)
Clothing (tshirts, hoodies, sweaters, long sleeve shirts, pajamas, and slippers)
Bath and body items (lotions, soaps)
Blank baby books and photo albums
Housewares and home décor (candles, picture frames)

Gifts for Dads

Tool kits
Wallets
Clothing (tshirts, socks, sweatpants, long sleeve shirts, gloves, hoodies, and slippers)
Ball caps
Sports and hunting clothing
Insulated travel coffee mugs

Gifts for Babies

Diapers: preemie, newborn, size 1, and toddlers
Baby wipes
Laundry detergent (sensitive)
Rattles
Pacifiers and bottles
Infant toys and Fisher Price baby/toddler toys
New preemie onesies/outfits
"Baby's First Christmas" gifts

Gifts for Kids

Lego kits, cars, trucks, and trains
Barbie and Barbie accessories
Action figures and Disney Princess dolls/toys
Superhero toys and games
DVDs (G and PG only)
Video games (E only)
Playdough and craft kits
No coloring books, crayons, or puzzles, please

Gifts for Teens

Video games for current systems
Portable speakers and headphones/earbuds
Popular DVDs (G, PG, and PG-13 only)
Bath and body supplies
Jewelry
Makeup, nail polish, and hair items
Craft supplies (painting, craft kits)
NASCAR and sports clothing
Hoodies
Sports balls

Send Love
VALENTINE'S CHALLENGE 2019

Ronald McDonald House® Winston-Salem
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The Ronald McDonald House of Winston-Salem provides a "home-away-from-home" in our House and Family Rooms for families with children receiving medical care in our community.

WHAT IS SEND LOVE?

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 thousands of cards to hang around the halls of RMHWS.

1. MAKE CARDS

Make it a group project!

Gather your classroom, small group, family, friends, or even your co-workers 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. SEND IN

Mail or drop off at Ronald McDonald House by **February 1, 2019**:

419 S. Hawthorne Road
Winston-Salem, NC 27103
8:00 a.m. - 8:00 p.m. Mondays - Fridays

No appointment required to drop off cards but if you would like a tour of our House contact

Sarah Thompson
Development Manager
SarahT@rmhws.org or (336) 847-5659

4th Annual Dickie Britt Memorial Classic

PRESENTED BY BB&T

SEDGEFIELD COUNTRY CLUB

Monday, May 6, 2019

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

Reserve your sponsorship today!

DEADLINE: MARCH 1

Support the families staying at the Ronald McDonald House of Winston-Salem 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@rmhws.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 scoreboard
- Invitation for 16 playing spots

SOLD SOLD SOLD

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 8 playing spots

PUTTING GREEN SPONSOR - $10,000 *(1 available)*
- Individual signage on the Putting Green with your logo
- Logo recognition on sponsor banner, brochure, and website
- Invitation for 6 playing spots

DRIVING RANGE SPONSOR - $7,500 *(1 available)*
- Individual signage on the Driving Range with your logo
- Logo recognition on sponsor banner, brochure, and website
- Invitation for 4 playing spots

BREAKFAST SPONSOR - $5,000 *(1 available)*
- Individual signage at Breakfast with your logo
- Logo recognition on sponsor banner, brochure, and website
- Invitation for 4 playing spots

SOLD SOLD

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 4 playing spots

HOLE SPONSOR - $500 *(18 available)*
- Individual signage at a Hole with your logo

FOURSOME - $1,500 *(17 available)*
- Name recognition on brochure
- Invitation for 4 playing spots

SPONSOR LEVEL (check one)

☐ Presenting (16 spots) ☐ Lunch (8 spots) ☐ Putting Green (6 spots) ☐ Driving Range (4 spots)
☐ Breakfast (4 spots) ☐ Drinking Station (4 spots) ☐ Hole ☐ Foursome (4 spots)

SPONSOR INFORMATION

Company: _____ Company Contact: _____

Company Address: _____

Phone: _____ Email: _____

METHOD OF PAYMENT (check one)

☐ Check

☐ Please charge $_____ to my card: Card #: _____ Exp: _____ / _____ CVV: _____

Pop Tab Collection

Ronald McDonald House® Winston-Salem

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The Ronald McDonald House of Winston-Salem 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 are unable to pay. The actual cost for us to welcome a family for a night is $70. Even with an army of volunteers, there is a financial need to make sure that we are "keeping families close!"

HOW POP TABS HELP

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. COLLECTION

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

1 LB. = 1,000 POP TABS

**no full cans (for safety and storage reasons)*

2. STORAGE

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

3. DELIVERY

Drop off at Ronald McDonald House
419 S. Hawthorne Road
Winston-Salem, NC 27103
8:00 a.m. - 8:00 p.m. Mondays - Fridays

No appointment required to drop off pop tabs, but if you would like a tour of our House contact

Sarah Thompson
Development Manager

SarahT@rmhws.org or (336) 847-5659

TWH Teens with Heart

Ronald McDonald House® Winston-Salem

Keeping families close®

The Ronald McDonald House of Winston-Salem provides a "home-away-from-home" in our House and Family Rooms for families with children receiving medical care in our community.

Every summer six groups of High School students spend a week volunteering and learning at our House and Brenner Children's Hospital. A total of 72 students get a front row seat to the innerworkings of the Ronald McDonald House and the medical world.

BECOME A TEEN WITH HEART

1. BASIC REQUIREMENTS

-High school students (ages 15-18)
-Interest in the non-profit and medical fields
-Enjoy baking, cleaning and lending a helping hand

2. APPLY

-Applications are found at www.rmhws.org starting February 16th
-Deadline April 15th
-Applicants will be notified by May 20th

3. SERVE

-Attend orientation
-Volunteer for one week during the summer
    -Help around the House
    -Bake secret RMHWS family recipes
    -Tour and learn about the House and Brenner Children's Hospital

INTERESTED?

Contact Rob Lemons, *Director of Volunteer Services*
RobL@rmhws.org or (336) 970-5653

VW Volunteers with Heart

Ronald McDonald House® Winston-Salem

Keeping families close®

Requires a weekly, bi-weekly, or monthly commitment.

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

Great group opportunity.

1. WELCOME CENTER

Provide assistance at our Welcome Center:

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

Contact: Rob Lemons, Director of Volunteer Services, RobL@rmhws.org | (336) 970.5651

2. FAMILY SUPPORT

Interact with families and help with programming:

-B.I.N.G.O. Volunteer: 5:15 p.m. - 6:45 p.m. Monday night
-Holiday Volunteer: helping with wrapping gifts, bringing food, Luminary Project, etc.
-Must be at least 18 years old

Contact: Heather Rompel, Family Support Services Manager, HeatherR@rmhws.org | (336) 970.5657

3. FAMILY ROOM VOLUNTEERS

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

-Keep the kitchen stocked with food
-Must be at least 18 years old
-Greet guests
-Monitor check-ins

Contact: Jolyn Roberts, Family Room Manager, JolynR@rmhws.org | (336) 970.5655

4. AROUND THE HOUSE

Provide assistance with daily household chores:

-Sorting donations
-Must be at least 15 years old
-Light housekeeping
-Clerical work

Contact: Rob Lemons, Director of Volunteer Services, RobL@rmhws.org | (336) 970.5651

5. COOKING FOR KIDS

Prepare breakfast, lunch, or dinner for guest families (average of 75-90 people):

-Meals must be prepared at RMHWS or come from a commercially licensed kitchen.
-Must be at least 10 years old. *All under 15 must be accompanied by an adult; maximum of 10 cooks.*

Contact: Lara Wilson, Volunteer Meal Coordinator, Meals@rmhws.org | (336) 970.5665

6. BAKING WITH LOVE

Provide baked goods for families (no minimum amount to bake):

-Counted as two service hours. Please bring any forms at the time of volunteering.
-All items must be prepared at RMHWS kitchen.
-Must be at least 10 years old. *All under 15 must be accompanied by an adult; maximum of 10 cooks.*

Contact: Rob Lemons, Director of Volunteer Services, RobL@rmhws.org | (336) 970.5651

7. LUNCHES WITH LOVE

Provide lunches for families who visit our Family Rooms (average 50-75 lunches):

-All items must be prepared at RMHWS kitchen.
-Must be at least 10 years old. *All under 15 must be accompanied by an adult; maximum of 10 cooks.*

Contact: Rob Lemons, Director of Volunteer Services, RobL@rmhws.org | (336) 970.5651

Family Wish List

Ronald McDonald House® Winston-Salem

Keeping families close®

The Ronald McDonald House and Ronald McDonald Family Rooms 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.

HOUSEHOLD

- Single-serve snacks and treats
- Single-serve breakfast items
- Single-serve meals
- Single-serve fruits
- Milk and Creamer
- Paper towels
- Laundry detergent
- Microwaveable paper bowls and plates
- All-purpose Spray Cleaner/Clorox Wipes

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.
- $70 – sponsor a family for a night
- $2,450 – sponsor all 35 families for a night

THANK YOU FOR THINKING OF OUR FAMILIES!

The Ronald McDonald House of Winston-Salem, Inc. provides a "home-away-from-home" in our House and Family Rooms for families with children receiving medical care in our community.

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HOSPITALITY CART
Wish List

Ronald McDonald House® Winston-Salem
Keeping families close®

The Ronald McDonald Hospitality Cart serves moms who are being cared for in the antepartum unit of Novant Health Forsyth Medical Center.

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*

SNACKS
(travel-sized)
- Trail mix
- Individually packaged pickles
- Nuts & dried fruit
- Popcorn
- Baked chips
- Pretzels

ACTIVITIES
- Adult coloring books
- Colored pencils
- Puzzle books
- Card games

TOILETRIES
(travel-sized)
- Deodorant
- Q-tips
- Toothpaste
- Toothbrushes
- Body lotion
- Face wipes
- Shampoo & conditioner
- Body wash

COMFORT
(adult-sized)
- Slippers
- Socks