



Ronald McDonald
House Charities®
Greater Washington, DC

CORPORATE PARTNERSHIP OPPORTUNITIES



PROUD MEMBER OF
United Way of the
National Capital Area



Platinum
Transparency
2022
Candid.



OUR PARTNERSHIP

Our Caring Partners Program allows companies throughout the greater DMV to play an integral role in supporting families with sick children during some of the most difficult times in their lives.

Whether through a financial contribution to sponsor a room for a family in need, or providing a hot meal for families that have just returned from a day at the hospital, we are committed to providing unique engagement experiences for all Caring Partners.

With your support, the families we serve will have access to the best health care for their sick child and receive comfort and stability at a very uncertain time.

*"Every year the Tysons Office of Holland & Knight holds a day of service with RMHCDC. Teams of attorneys and staff clean, make improvements to the House, and cook meals for the families. One of those days, a parent staying at the House thanked us and shared how important the House is to her family. **Knowing that we helped make a difference in these parents' lives in a small way is a gift.**"*

-David Schneider,
Partner at Holland & Knight

How You Help

\$197 actual cost per night

\$15 suggested donation

58% families unable to contribute

It costs RMHCDC over \$197 a night per room to run the facilities; however, we only ask each family to donate \$15 a night, if they are able. 58% of our families cannot afford to contribute to their stay at the house. **No one is ever turned away for their inability to pay.**

Your partnership directly eases this financial burden to the families we serve.

Partnering with RMHCDC comes with other perks, too! You will receive positive community exposure for your company, as well as opportunities to meaningfully engage employees and customers in your philanthropic efforts such as:

- Team building and individual volunteer opportunities in our programs.
- Visiting our programs for a tour to see your company's contribution at work.
- Recognition at our annual Red Shoe 5K - a unique opportunity to promote the talent, value, and philanthropic outlook of your organization at our signature event.

And much more!





CORE PROGRAMS

Ronald McDonald House®: *Keeping Families Close*

Our two Ronald McDonald House programs provide a home for families so they can stay close by their hospitalized child at little or no cost. Built on the simple idea that nothing else should matter when a family is focused on the health of their child - our Ronald McDonald House programs provide much more than a place to stay; they provide comfort, support and resources for families with sick children just steps from the hospital.

We expanded! To serve the growing number of families coming to our area for specialized pediatric care, last year we renovated our Ronald McDonald House programs to add 22 more guest suites, to offer a total of 56 rooms that will serve 33% more families in need.

Ronald McDonald Care Mobile®: *Giving Children Access to Health Care*

We operate two Ronald McDonald Care Mobile programs in association with MedStar Georgetown University Hospital. The KIDS Mobile Medical Clinic/Ronald McDonald Care Mobile delivers free, high quality, family-centered medical care to children from birth to 21 within their communities. Children who often have poor access to comprehensive pediatric medical services, receive this care regardless of financial means.

Ronald McDonald Hospitality a la Carte: *Extending Care to a Child's Hospital Bedside*

Our Ronald McDonald Hospitality a la Carte program provides bedside amenities and comfort to parents and other caregivers while they remain with their hospitalized child. Serving Inova Children's Hospital and Children's National Medical Center, RMHCDC staff and volunteers make rounds several times a day with a hospitality cart. We provide complimentary snacks, toiletries, activities, toys and other comforts for patients and their family.

Our Impact

10K nights served



Each year, we provide approximately 10,000 nights of comfort for families with children being treated in local hospitals. The average length of stay is 20 nights.

4K patients & at-risk youth

More than 4,000 patients and at-risk youth are served annually through our Ronald McDonald Care Mobile programs, in partnership with Georgetown University Hospital.



\$0 cost to children & families

For over 40 years, we have worked to ease the burden of childhood illness in the Greater Washington, DC community, at no cost to the children and families we serve. We currently serve close to 11,000 children a year.

FAR FROM HOME DURING A PANDEMIC

Friends like you helped Caleb's family stay close and stay strong.

The future looked so bright ... and then, the whole world came crashing down. That's how Caleb's family felt when they found out their baby was critically sick.

Caleb was born with multiple life-threatening conditions. He needed surgery, intensive care, and the love only his mom, dad, and siblings could provide.

Caleb's family vowed to stay by his side. They braced themselves for a difficult journey. Then came the COVID-19 pandemic – a health crisis impacting people around the world and right here in our community. As travel to and from the hospital became more difficult, the fight for Caleb's life became even harder.



Strength in Numbers

After Caleb was born, he was rushed to the hospital's neonatal intensive care unit (NICU). The fragile newborn had a whole team rooting for him: his parents, Ashley and Ryan, and his siblings Skylar, age 10, Autumn, 7, and Cooper, 4.

Caleb's family lived too far away to travel back and forth to the hospital every day. When a social worker told them that they could stay nearby at a Ronald McDonald House, Ashley called it "a blessing." Thanks to you and your generous donations, she didn't have to worry about where her family would eat, sleep, or do laundry for the next 113 days.

"Ronald McDonald House enabled us to be with our son so much more than we would have been able to otherwise," Ryan says. "That ended up being critical to his survival."

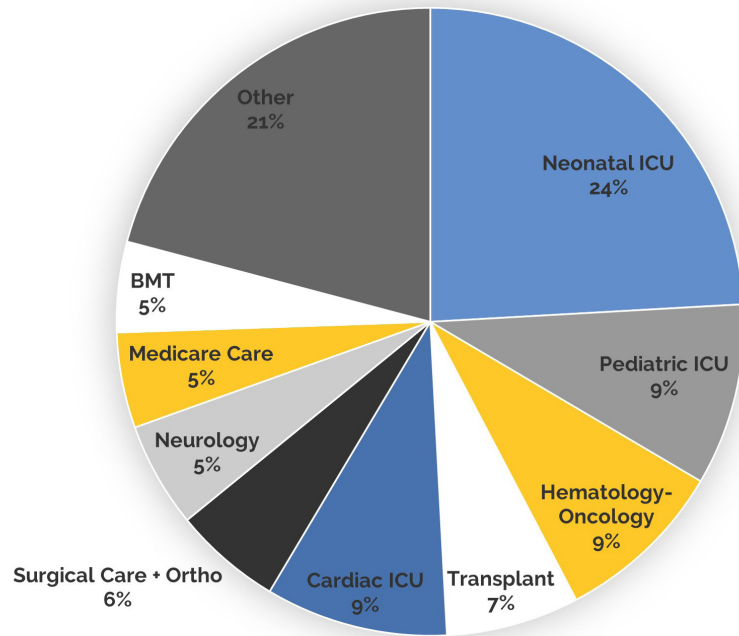
Then, just as COVID-19 began to sweep across the U.S., little Autumn became sick with cold symptoms. She and her brothers were tested for COVID-19, and until the results came back, the family went into isolation. In a time of nearly paralyzing fear, the family found comfort and support inside their private suite at our Ronald McDonald House.

Thankfully, the test results came back negative. And today, Caleb and his family are happy, healthy, and home! Whenever Caleb needs treatment, they come back to stay with us, knowing they will find a safe and comfortable home-away-from-home for their entire family.

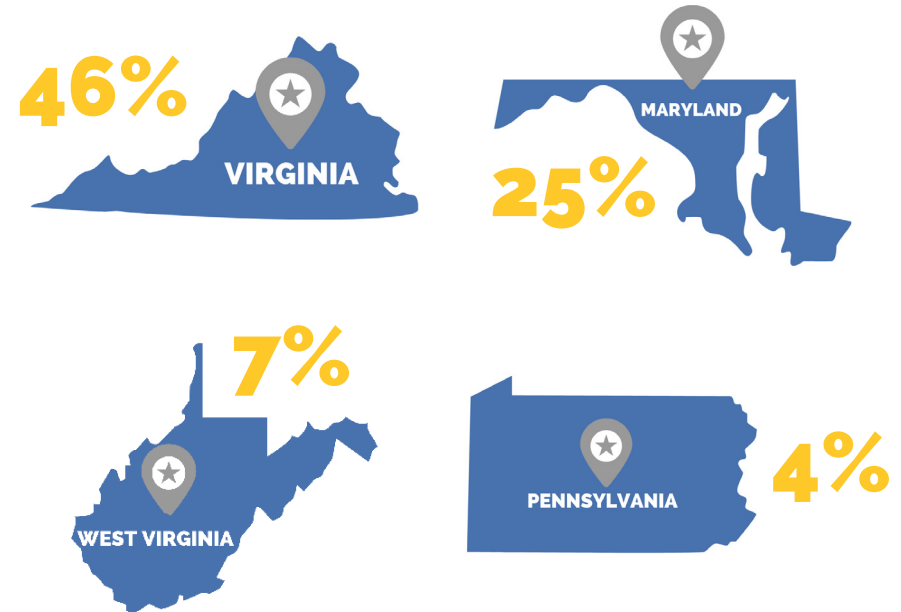
Thanks to support from our donors and Caring Partners, families like Caleb's have the care and support they need at a challenging time.

OUR REACH

Who We Serve: *Patient Diagnoses*



Where Our Families Are From



The remaining 18% of families come from across the world.

OUR AUDIENCE

Social media total audience:

6.3K followers on social media

542k impressions
31k overall engagements.

Email audience:

10K active subscribers

Open rate: 19%; Industry average: -3%
Click through rate: 4%; Industry average: 2%

Web traffic:

6K page views per month

80k views a year

Connect With Us: **WEB:** www.rmhcddc.org

INSTAGRAM: @rmhcddc

TWITTER: @RMHCDCC

FB: @RMHCofDC

CORPORATE GIVING BENEFITS	PREMIER PARTNER \$500,000	CHAMPION PARTNER \$250,000	LEADING PARTNER \$100,000	FEATURED PARTNER \$50,000	MISSION PARTNER \$20,000	SUSTAINING PARTNER \$10,000	MAINSTAY SUPPLIER \$5,500
Recognition							
Press Release announcing partnership	✓						
Industry Category Exclusivity	✓						
Priority inclusion in multimedia opportunities, including traditional and social media	✓	✓					
Naming opportunities available in both RMHCDC House programs	✓	✓	✓	✓			
Meaningful access to RMHCDC audiences	✓	✓	✓	✓	✓		
Ability to use RMHCDC logo and market partnership to media outlets as pre-approved by RMHCDC	✓	✓	✓	✓	✓	✓	✓
Caring Partner recognition on our website, in various marketing materials and emails, in social media, and on electronic Donor Walls	✓	✓	✓	✓	✓	✓	✓
Quote from RMHCDC leadership to market the partnership	✓	✓	✓	✓	✓	✓	✓
"Lovingly Provide a Room" Plaque: Your organization's name displayed on a plaque outside a guest suite	1 Year in both House programs & a plaque for your office	1 Year in both House programs	1 Year	1 Year	6 Months	6 Months	6 Months
Events							
Miracle Sponsor recognition at Red Shoe 5k	✓						
Recognition at additional special events as appropriate	✓	✓	✓				
Courage Sponsor recognition at Red Shoe 5k		✓	✓				
Corollary recognition at other special events as available				✓	✓	✓	
Employee Engagement							
Virtual and in-person guided RMHCDC House Tours	250 Employees	100 Employees	75 Employees	50 Employees	25 Employees	15 Employees	10 Employees
Exclusive presentation at your office on work and mission of RMHCDC	✓	✓	✓	✓	✓	✓	✓
Custom-tailored & meaningful volunteer opportunities	Monthly	8	8	6	4	2	1
Annual end of year Impact Report	✓	✓	✓	✓	✓	✓	✓
Leadership							
Opportunity for a corporate representative to join an RMHCDC Leadership Group	✓	✓	✓				
Networking reception with our Board	✓	✓	✓	✓	✓	✓	