

Our Ronald  
McDonald  
Houses have  
served more than  
**199,315 nights**  
since opening  
our doors in June  
1980.



**RMHC**

Greater Washington, DC

Keeping families close®



**MISSION:** RMHCDC eases the hardship of children's illness on families through programs that directly improve the health and wellbeing of children.

**VISION:** RMHCDC is the catalyst to create a world where children have access to quality health care and their families are able to better comfort and support them while actively participating in their care.

**PUTTING IT INTO ACTION:** Our programs provide a safe haven and help strengthen families during their most difficult and challenging times. Moreover, to address the unique needs of the communities we serve, we continue to improve and expand our core programs by developing new initiatives that help children reach their full potential. We make an immediate, positive impact on children's lives through three core programs:

- **Ronald McDonald House®:** Many families travel far from home and often spend weeks or months away to get the best treatment for their seriously ill or injured children. This is a long time to be away or to divide a family. Our two Ronald McDonald Houses provide a home for families so they can stay nearby their hospitalized child at little or no cost. Our Houses are built on the simple idea that nothing else should matter when a family is focused on the health of their child - not where they can afford to stay or where they will get their next meal. Staying at our Houses improves adherence to needed treatment plans and allows better communication with the child's medical team.
- **Ronald McDonald Family Room®:** For more than 20 years, the RMFR at Children's National Medical Center, located on the Hematology/Oncology unit, has provided supportive programs that make it possible for parents to actively participate in their child's treatment plan. Two RMFRs at Inova Fairfax Children's Hospital offer warm and welcoming spaces located in the Pediatric Intensive Care/Cardiac Care Unit (PICU) and the Hematology/Oncology Unit. In addition, Family Room volunteers make regularly scheduled rounds on the units with a Hospitality a la Carte stocked with items that help make a hospital stay a little easier for both children and their families.
- **Ronald McDonald Care Mobile®:** The KIDS Mobile Medical Clinic/Ronald McDonald Care Mobile (KMMC/RMCM), in partnership with MedStar Georgetown University Hospital, provides free health care services to underserved children and adolescents in D.C. Wards 4 - 8. Since 1994, this "doctor's office on wheels" has provided improved access to quality health care where children need it most - in their community. The Ronald McDonald Care Mobile, home of the FITNESS Program, is a new initiative of RMHCDC and MedStar Georgetown. Partnering with local schools in DC, MD and VA, this second mobile unit delivers a curriculum focusing on healthy eating and the importance of physical activity to students in grades K-8.

## CARING PARTNERS: Overview

RMHC® brand equity and reach is unrivaled among non-profits and we are committed to being strong stewards of our brand and resources.



### Ronald McDonald House Charities® of Greater Washington, DC (RMHCDC) CARING PARTNERS:

RMHCDC's corporate partners are a vital part in keeping families together at some of the most difficult times in their lives. Through partnerships with the community, everyone benefits. Our families gain access to the best health care, comfort and stability at a very uncertain time, and companies gain positive community exposure for their involvement, as well as opportunities to engage employees and customers in their efforts.

<b>Mission Partner</b>	<b>\$20,000</b>
<b>Signature Partner</b>	<b>\$15,000</b>
<b>Sustaining Partner</b>	<b>\$10,000</b>
<b>Supporting Partner</b>	<b>\$7,500</b>
<b>Mainstay Supplier</b>	<b>\$5,500</b>

**BECOME A CARING PARTNER** of RMHCDC with a commitment of financial support and goods & services. Your organization will "Lovingly Provide a Room" for families for one year. In addition, RMHCDC will provide community and website recognition for our partnership, team building and individual development opportunities through volunteering, and participation and recognition at special events. For more information on these and other benefits, please see the following page: [Benefits for Our Corporate Partners](#).



**CORNERSTONE SOCIETY MEMBER:** If a partner has supported the charity at any of the Caring Partnership levels for five years or longer, it becomes a member of the Cornerstone Society. We will highlight these members on our website with this logo, denoting them as a member of our Cornerstone Society in addition to special recognition in our Ronald McDonald House.

### **WE ARE A CHARITY YOU CAN TOUCH AND FEEL.**

The importance of family in healing sick loved ones is understood universally. Your employees and customers will immediately understand the cause you are supporting and will rally to support your efforts. Often, corporate donors have employees that were helped by an RMHCDC program, and they can help share the impact of your support. *Everyone can relate to our cause.*

## BENEFITS FOR OUR CORPORATE PARTNERS

- **“Lovingly Provide a Room” for Families:** Your organization’s name will be displayed on a plaque outside one of our guest suites for one year, as you provide support which helps us cover the nightly fees. It costs RMHCDC over \$197 per night for each room to run the facilities; however, we only ask each family to donate \$15 a night if they are able. Your partnership directly eases this financial burden to the families at one of their most trying times.
- **Volunteer Opportunities:** RMHCDC provides a number of group team building and individual opportunities in the RM Houses and the RM Family Room. We also value the participation of our Caring Partners on our Committees which report to the Board.
- **RMHCDC Partnership Publicity:** Your organization will be listed on the RMHCDC website as a Caring Partner of the Charity with a link to your website, if provided. We will also promote your organization as our partner to the community through our eNewsletter, emails, Inova Children’s Hospital Family Rooms and Hospitality a la Carte, and in our social media channels. As an added benefit, companies that offer services or products for sale online can be prominently listed on our [www.HelpTheHouse.org](http://www.HelpTheHouse.org) shopping site.
- **Event Recognition:** RMHCDC hosts special events inviting the public to show support for our mission and become involved with the charity and our important partners. Your organization will be recognized as a partner and supporter of our families at the Recognition Tier associated with your partnership.

### ADDITIONAL BENEFITS BY TIER:

**TIER 1: Mission Partner:** *Event recognition* - Red Shoe 5k: logo on race shirt, logo on start/finish line banner, course sign with logo, logo on event website, name or logo on promotional materials (flyer/e-blasts/social media), option to set up promotional booth at finish line, option to add promotional items to race packet, 10 registrations; Corollary recognition at any other special events that become available; *Hospitality a la Carte recognition:* 6 week sponsorship. Logo displayed on Hospitality a la Carte care and in both Family Rooms in Inova Children’s Hospital.

**TIER 2: Signature Partner:** *Event recognition* - Red Shoe 5k: logo on race shirt, course sign with logo, logo on event website, name or logo on promotional materials (flyer/e-blasts/social media), option to set up promotional booth at finish line, option to add promotional items to race packet, 7 registrations; Corollary recognition at any other special events that become available; *Hospitality a la Carte recognition:* 4 week sponsorship. Logo displayed on Hospitality a la Carte care and in both Family Rooms in Inova Children’s Hospital.

**TIER 3: Sustaining Partner:** *Event recognition* - Red Shoe 5k: logo on race shirt, course sign with logo, logo on event website, name or logo on promotional materials (flyer/e-blasts/social media), option to set up promotional booth at finish line, option to add promotional items to race packet, 5 registrations; Corollary recognition at any other special events that become available; *Hospitality a la Carte recognition:* 3 week sponsorship. Logo displayed on Hospitality a la Carte care and in both Family Rooms in Inova Children’s Hospital.

**TIER 4: Supporting Partner:** *Event recognition* - Red Shoe 5k: logo on race shirt, course sign with logo, logo on event website, name or logo on promotional materials (flyer/e-blasts/social media), opportunity to set up promotional booth at finish line, opportunity to add promotional items to race packet, 2 registrations; Corollary recognition at any other special events that become available; *Hospitality a la Carte recognition:* 2 week sponsorship. Logo displayed on Hospitality a la Carte care and in one Family Room in Inova Children’s Hospital.

**TIER 5: Mainstay Supplier:** *Event recognition* - Red Shoe 5k: logo on race shirt, course sign with logo, logo on event websites, 2 registrations; Corollary recognition at any other special events that become available; *Hospitality a la Carte recognition:* 1 week sponsorship. Logo displayed on Hospitality a la Carte care and in one Family Room in Inova Children’s Hospital.