



Ronald McDonald
House Charities®
Greater Washington, DC



2024 CORPORATE *Champions* for Children

WHY *Partner?*

As an RMHCDC Corporate Champion, you will have access to employee engagement opportunities and community-based philanthropy in the D.C., Maryland, and Virginia area.

• STAND FOR SOMETHING

- Improve employee retention and recruitment through commitment to your community.
- Provide payroll deduction opportunities and offer matching gifts to show your commitment to the causes your employees care about most.
- Stand behind your Diversity, Equity, Inclusion, and Accessibility framework by supporting health equity.
- Share your impact with employees, clients, and other networks through photos, testimonials, and social media posts that will warm hearts in a time when people are seeking positive messaging.

• CREATE SHARED MEMORIES

- Your corporate team crosses the finish line at our Annual Red Shoe 5k along with families served by our programs... this is a company culture of which your team can be proud.
- Show employee recognition by making a donation in their name.
- Provide Time, Talent, or Treasure to support a special project at the House.
- Give your employees opportunities to get involved in a fulfilling volunteer activity with tangible community impact.



Together, we can support your team building, brand awareness, and community impact while reducing the financial burden on families with a sick or injured child.

GLOBAL & LOCAL *Impact*



Countries and regions served by
690+ RMHC programs

248,000+ *nights of rest*

Since 1980, **RMHCDC** has proudly provided more than 248,189 nights for families at our Ronald McDonald House programs.



90%

of top children's hospitals around the world are home to at least one **RMHC** core program

16 *Medical Partners*

including:



2.2

million

More than 2 million overnight stays for children and their families served worldwide every year through **RMHC** programs.

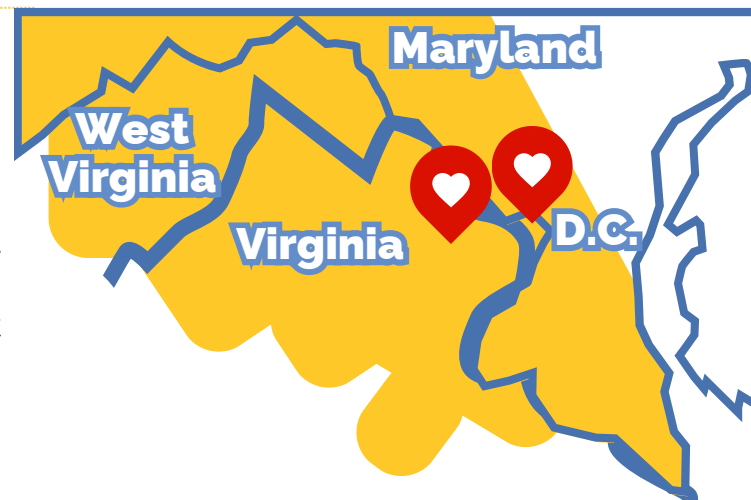
26
average length of a family's stay



451
longest stay by one family

68%

of families served are local to the greater Washington, DC area



RMHCDC *Programs*

We believe that when a child is sick, the entire family needs comfort and support.

RMHC helps families cope better and focus on the needs of their sick child because they have support from family members, program staff, volunteers, and shared experiences with other families.



Ronald McDonald House®

Ronald McDonald House® of Washington, D.C. provides temporary housing for families of critically ill or injured children so they can stay near each other and the medical care their child needs.

The House provides more than a place to stay, it provides comfort, support, and resources for families with an ill or injured child just minutes from the hospital.

Caring for a diverse population, we serve families whose children are facing a full range of acute and chronic pediatric illnesses, including cancer, prematurity, heart conditions, trauma, organ and tissue transplants, and other serious conditions.



Cart with a Heart

Through our Ronald McDonald Hospitality Cart, "Cart with a Heart," operating at Children's National Medical Center, we provide bedside amenities (snacks, toiletries, toys, activities, etc.) and comfort to parents and other caregivers while they remain with their hospitalized child.



Scan here to watch and share our program overview video!

BECOME AN *Annual Partner*

Together, we will craft a tailored corporate plan to target your company's community engagement goals and support RMHCDC.

Example Personalized Corporate Engagement Plan



OPPORTUNITIES:

Make a Recognition Gift:

Show your appreciation by giving a donation in a client or employee's name. This is a powerful way to create awareness and good will for your organization with external audiences.

Corporate Matching and Payroll Deduction:

Show your employees that their cause matters to you. Share information about how employees can have their donation matched. It's tax-deductible, increases employee satisfaction, and makes a difference to children and families in need.

Red Shoe 5k:

Scan the QR code to learn about our Red Shoe 5k impact and participation opportunities.



Donate Vehicles:

Your company and employees have the opportunity to donate vehicles to benefit RMHCDC and support the families we serve. Free towing is available and it is tax-deductible. Visit CarsHelp.org or call 855-Cars-Help (227-7435) for more information..

CORPORATE *Champions*

BENEFITS & IMPACT	CARING PARTNER \$15,000	CHANGE MAKER \$10,000	ADVOCATE \$5,000	INFLUENCER \$2,500
Employee Engagement				
Team building opportunities	✓	✓	✓	✓
Senior leadership meet & greet	✓	✓	✓	✓
Red Shoe 5k registrations	50	40	20	10
Custom employee engagement campaign	✓	✓	✓	✓
Branding & Exposure				
Social media brand recognition	✓	✓	✓	
Sponsor family impact programs	✓	✓	✓	✓
Marketing package	Platinum	Gold	Silver	Bronze
B2B Networking				
Invitation to all special events	✓			
Invitation to participate in RMHCDC Host Committee	✓	✓	✓	

CORPORATE CHAMPION

Leadership Tier

BENEFITS & IMPACT	VISIONARY PARTNER \$100,000	FOOD IS LOVE PARTNER \$75,000	KEY PARTNER \$50,000	IMPACT PARTNER \$25,000
Employee Engagement				
Annual Program Adoption	1 Kitchen Dedication & 1 Guest Suite	1 Kitchen Dedication & 1 Cart with a Heart	1 Guest Suite	1 Guest Suite
Feed The House volunteer opportunities	4	12	4	4
Red Shoe 5k registrations	50	40	20	10
Personalized tour with President & CEO	✓	✓	✓	✓
Branding & Exposure				
Featured blog post and social media spotlight	✓	✓	✓	✓
Branded Family Program/Giving Day opportunities	Giving Tuesday Matching Sponsor & Logo on all Welcome Bags	Do More 24 Matching Sponsor	4 Birthday Celebrations	2 Smile Breaks
Spotlight on Red Shoe 5k Jumbotron	✓	✓	✓	✓
Special recognition on our website	✓	✓	✓	✓
B2B Networking				
VIP Access to RMHCDC Annual Special Events	✓	✓	✓	✓
Invitation to one Annual Board Meeting	✓			

Leadership Tier gifts will receive Corporate Champion benefits, as well as the above.

CORPORATE *Council*



CORPORATE COUNCIL SEAL

Display the seal to share
your impact.

The RMHCDC Corporate Council is composed of a select group of 25 leading companies inspired by and committed to helping ease the hardship of children's illness on families.

Through connections, volunteerism and charitable giving, council members are partners with RMHCDC in community impact and philanthropy.

The Role of the Council:

Corporate Council members are engaged, compassionate and altruistic volunteer leaders who serve as ambassadors for RMHCDC within their firms and industries.

Major Activities:

- Annual Meeting
- Business-to-Business Opportunities
- Employee engagements at RMHCDC House programs
- Opportunity to join 1 annual RMHCDC Board of Directors meeting
- Exclusive tailored impact opportunities
- Exclusive Red Shoe 5k team with custom t-shirt
- Striped sock campaign

Member Benefits:

Corporate Council membership is by invitation only. Members gain access to a wide variety of benefits for their company including:

- Exclusive RMHCDC Corporate Council Seal for website and promotion
- Complimentary participation in Corporate Council Member meetings
- Networking opportunities
- Use of RMHCDC marks and logos
- Featured on the RMHCDC website as the Founding Corporate Council
- Blog Spotlight and Social media highlight
- Lunch with RMHCDC Leadership
- Marketing visibility at all events
- "Lovingly Provide" a guest suite at the Ronald McDonald House with a plaque

CHLOE'S *Story*

Chloe and her mom, Zondria, have been with us for 360 days and counting.

Just one of 22 people know to have a rare disease, Chloe is receiving critical care at Children's National Medical Center.

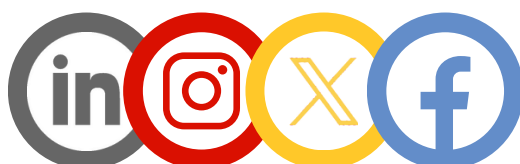
She has recovered from chemotherapy, radiation, and 2 bone marrow transplants that required 5 months of isolation.

But now that she can have her brothers and sisters with her, it makes the treatment easier. Her mom says Chloe feels stronger with them close by.



[Watch](#)
[Chloe's](#)
[story.](#)

**CONNECT
WITH US:**



Instagram, X, LinkedIn: @rmhcdc
Facebook: @RMHCofDC
United Way: #9050; CFC: #15005
www.rmhcdc.org

CORPORATE *Champions*

COMMITMENT FORM

Benefits will begin as soon as your completed pledge form and first or full payment have been received. Send your logo for promotion to Rachel@rmhcdc.org.

Organization Name (to appear in RMHCDC promotions)

Contact Name

Contact Email

Contact Phone

Organization Website

Organization Address

City

State

Zip Code

Committed Amount

\$ _____

Payment Information

☐ Please send invoice

☐ Pay by Check

☐ Scan to pay by
Credit Card

Please make payable to RMHCDC and include "Corporate Champions" in the Reference line. Send to RMHCDC, 3312 Gallows Road, Falls Church, VA 22042

☐ Check here if you plan on fundraising and/or matching employee donations.

