

Keeping  
families close<sup>®</sup>



Ronald McDonald  
House Charities<sup>®</sup>  
Southwest Virginia



**2023**

partnership opportunities





When a child becomes sick or injured, finding treatment is the most important thing to a parent. They gather all of their energy and resources together in order to have the best care for their child. What they often don't think about until they arrive at the hospital is where they will stay and how they will take care of themselves. Many parents expect to stay by the child's bedside, only to realize that this will be uncomfortable, and in some cases, impossible if the child is being treated in intensive care. Some of the treatments can often last for weeks or even months. That is why supporting the Ronald McDonald House Charities is so important.

**Ronald McDonald House Charities of Southwest Virginia** (RMHC-SWVA) is an organization that gives families with sick kids the gift of togetherness, and keeps them near the care and resources they need to thrive.

RMHC-SWVA offers many ways to get involved and support children and families in need. We encourage you to look through this partnership opportunities booklet and consider the options that appeal to you and your organization the most. We can also work with you individually to customize a full package with multiple areas of support to give you a more comprehensive role in helping the families of hospitalized children. **Thank you!**

# TABLE OF CONTENTS

- 5** 2023 Calendar of RMHC Special Events
- 6** Special Event Sponsorship Pages
- 11** Naming Opportunities
- 13** A Family Story - Keeping families close
- 14** Additional Ways to Get Involved
- 16** Meals from the Heart
- 17** Volunteer Info
- 18** Hands of Hope Partner
- 19** Agreement



*keeping families together*





**Ronald McDonald  
House Charities®**  
Southwest Virginia

Keeping families close®

The mission of **Ronald McDonald House Charities of Southwest Virginia** is to provide an environment of love, community, and hope to families of seriously ill children.

*giving is rewarding*

## SPONSORS LIKE YOU

help us serve



**over 1,200  
families**

each year by providing over  
3,600 individual nights in our House  
and over 6,500 visits to our Family Room



*families need each other*

***"The lodging and food that you provide weary families is a comfort that only those who have been there can truly understand."***

- Ellie Miller - Grandmother, 2 week stay

***"Thanks for everything y'all do to help families like mine. There is no way I could of stayed here with my baby if it was not for the Ronald McDonald House and the people who donate. Bless you."***

- The Coburns

***"I am overwhelmed by the generosity that has been shown to me and my family. Before I was given the blessing of this room I tried sleeping in my car & in waiting rooms because I could not afford a hotel. I am beyond blessed to have such a wonderful place to stay out of the heat and to have a soft bed and place to get cleaned up. I was too heart-broken to leave my child to find a cheaper place to stay. Now, I can be close to my baby. This organization will be in my prayers forevermore."***

- Rhonda

There are lots of ways to get involved.

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# COMMUNITY ENGAGEMENT GUIDE

## TIME



Tab Top Collection  
Wish List Drive  
Meals from the Heart  
Volunteer

Hearts of Hope  
Rock A Tee  
Host a FUNdraiser

## TALENT



Meals from the Heart  
Volunteer  
Host a FUNdraiser  
Be an Ambassador

## TREASURE



Meals from the Heart  
Naming Opportunities  
Handbag Hullabaloo  
Tab Top Extravaganza  
Annual Golf Tournaments  
Birthday Campaign

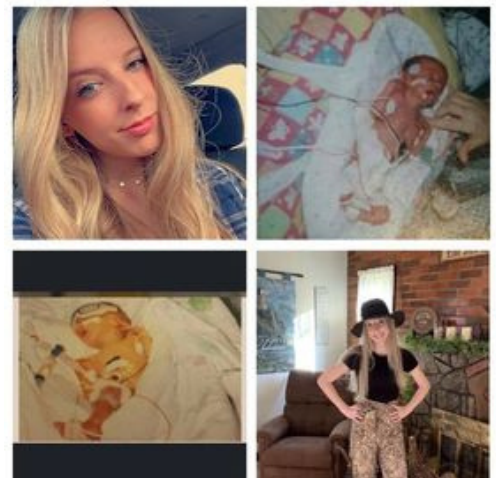
Rock A Tee  
Wish List Drive  
Keys of Hope  
Specialty Funds  
Host a FUNdraiser

*so many reasons to give*

Kaitlyn's mom, Stacie, was diagnosed with HELLP Syndrome at 25 weeks and was sent to Roanoke. Kaitlyn was born 4 days later at almost 26 weeks weighing 1lb and 12oz, her lowest weight at one point was 1lb 8oz. After a 3 month stay in the NICU, Kaitlyn came home a perfectly healthy baby girl.

"The Ronald McDonald House was amazing to my family it gave us somewhere to stay the entire time so we could be close to our daughter and not have to worry about anything as we live 2 hours away. We met amazing people along with staff. We will forever be grateful for the Ronald McDonald House," stated Stacie.

Kaitlyn is now 16 years old, honor student, and athlete in both Basketball and Volleyball.





# 2023 schedule of SPECIAL EVENTS

Event dates, details, locations, and format are tentative and subject to change or cancellation

## Hearts of Hope

Local Businesses

February 2023

## Tournament of Hope

Waterfront Country Club, Moneta

Thursday, August 24, 2023

Average number of attendees: **100**

## Rock-A-Tee

Everywhere

Friday, April 14, 2023

Average number of participants: **2,500**

## RMHC-SWVA Classic Golf Tournament

Roanoke Country Club

Monday, September 25, 2023

Average number of attendees: **150**

## Tab Top Extravaganza

Ronald McDonald House in Roanoke

Saturday, May 6, 2023

Average number of attendees: **1,000**

## Handbag HULLABALOO!™

Vinton War Memorial

Thursday, October 19, 2023

Average number of attendees: **225**

*so many ways to give*

## MATCH SPONSOR

Consider supporting Ronald McDonald House Charities of Southwest Virginia as a **MATCH SPONSOR**. When you join as a match sponsor you double the impact you are making in the lives of families with seriously ill children.

**MATCH SPONSORS** can support any of the following fundraisers:

- **Hearts of Hope** - 5,700 social media followers & 3,600 e-mail recipients
- **39th Birthday Campaign** - 5,700 social media followers & 5,500 direct mail recipients
- **Handbag Hullabaloo** - 225 attendees



### Benefits of being a MATCH SPONSOR include:

- special recognition opportunities at event and/or on social media
- create positive brand recognition among a large audience
- tax deductible contribution





# Hearts of Hope

## HEARTS OF HOPE

During the month of February, you can help support RMHC-SWVA by decorating your business with love through our Hearts of Hope program.

Your patrons can share their love for a special person in their life while also helping the RMHC-SWVA keep families together when they need it the most!

Throughout the month of February, schools, restaurants, businesses, and organizations can participate by selling hearts for Ronald McDonald House Charities of SW VA. We supply the hearts. Folks purchase a heart for \$1 donation, they write a note to their sweetheart, and then you use the hearts to decorate your halls, walls, and windows with love.

All you have to do is ASK your patrons if they would like to donate and dedicate their Heart of Hope to someone special. They will be making a difference in our local community as 100% of these donations stay local!



## Tab Top Extravaganza

BACK for 2023! This family-friendly event is a great way to show the benefits of both recycling and giving back to the community. Donations are weighed and then poured into a large commercial dumpster; allowing attendees to see firsthand the remarkable things that can happen when a community "pulls" together. The day will consist of **tab top recycling competition, House tours, bounce houses, facepainting, arts and crafts, bake sale, food trucks and MORE family fun!**



### Saturday, May 6, 2023

11:00 - 3:00pm at Ronald McDonald House

### sponsorship opportunities

#### Presenting Sponsor - \$3,000 (1 available)

- exclusive naming rights on Tab Top Extravaganza
- corporate banner displayed at event (to be provided by sponsor)
- corporate logo featured with event advertising\*
- corporate logo featured on all marketing pieces\*
- plus all additional benefits of supporting sponsor

#### Supporting Sponsor - \$750

- complimentary exhibit/booth space at event
- corporate logo on all event marketing pieces\*
- corporate logo recognized on event website & event facebook page

\*based on sponsorship commitment date & production date

### BACK FOR 2023!

**Prizes are awarded to the top collectors in the following categories:**

- Individual
- Community Group
- Business
- School
- College/College Group

For more information contact Jeanne Lawrence, Development Director  
jlawrence@rmhouse.net or (540) 857-0770

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# Rock-A-Tee

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

We ask that families donate \$15 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 \$120. 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 together!

## Rock-A-Tee Day is Friday, April 14, 2023 plus First Friday Wear Days May-December 2023

Showcase your logo on 2,500 tee shirts to benefit the Ronald McDonald House of Southwest Virginia

Each Rock-A-Tee is a **\$12 donation** to RMHC-SWVA.  
Our Rock-A-Tee participants are **businesses, schools, families, community groups, etc.**

### sponsorship opportunities

#### Presenting Sponsor - \$5,000 (1 available)

- exclusive naming rights on Rock-A-Tee
- corporate logo featured as presenting sponsor size on the back of the Rock-A-Tee t-shirt
- corporate logo featured on Rock-A-Tee marketing pieces\*
- thirty (30) Rock-A-Tee t-shirts to be used at sponsors discretion and to be worn on official 2023 Rock-A-Tee Days

#### Major Sponsor - \$2,000 (2 available)

- corporate logo featured as major sponsor size on the back of the Rock-A-Tee t-shirt
- corporate logo included on Rock-A-Tee marketing pieces\*
- twenty (20) Rock-A-Tee t-shirts to be used at sponsors discretion and to be worn on official 2023 Rock-A-Tee Days

#### Supporting Sponsor - \$1,000

- corporate logo featured as supporting sponsor size on the back of the Rock-A-Tee t-shirt
- corporate logo included on Rock-A-Tee marketing pieces\*
- ten (10) Rock-A-Tee t-shirts to be used at sponsors discretion and to be worn on official 2023 Rock-A-Tee Days

#### Friend Sponsor - \$500

- corporate logo featured as friend sponsor size on the back of the Rock-A-Tee t-shirt
- five (5) Rock-A-Tee t-shirts to be used at sponsors discretion and to be worn on official 2023 Rock-A-Tee Days

#### All sponsorship levels include:

- corporate logo recognized on event website & event facebook page
- corporate recognition during First Friday Wear Days
- company listing in 2023 annual report

\*based on sponsorship commitment date & printing date



2022 Rock-A-Tee



For more information contact Jeanne Lawrence, Development Director  
jlawrence@rmhouse.net or (540) 857-0770

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# Golf Tournaments

Looking for a great excuse to play a round of golf? Each Fall, we have a fantastic Golf Tournament at a beautiful golf course. This year, we are excited to add the Tournament of Hope to our already wonderful Classic Golf Tournament. Register as an individual golfer or bring your own team. You'll be treated to a delicious meal, as well as fantastic prizes, raffles, and exclusive gifts!



*new for 2023*

**Thursday, August 24, 2023**  
at Waterfront Country Club

**Monday, September 25, 2023**  
at Roanoke Country Club



Ronald McDonald House Charities of SW VA  
**classic  
golf  
tournament**

## sponsorship opportunities at both tournaments

### Presenting Sponsor - \$8,500 (1 available)

- exclusive naming rights on both tournaments: Tournament of Hope & RMHC-SWVA Classic Golf Tournament
- one (1) foursome which includes 18 holes of golf with cart and lunch at Tournament of Hope
- one (1) foursome which includes 18 holes of golf with cart, lunch and dinner at RMHC-SWVA Classic Golf Tournament
- corporate logo prominently placed on all event promotional materials\*
- corporate banner (provided by sponsor) displayed at the tournament
- hole sponsorship with signage display at both tournaments
- corporate logo on event websites with sponsor recognition
- special recognition at events
- opportunity to provide player gifts bearing company logo and/or coupons/flyers for players
- one (1) free raffle ticket for each team player

### Platinum Sponsor - \$5,000

- one (1) foursome which includes 18 holes of golf with cart and lunch at Tournament of Hope
- one (1) foursome which includes 18 holes of golf with cart, lunch and dinner at RMHC-SWVA Classic Golf Tournament
- corporate logo placement on all event promotional materials\*
- corporate banner (provided by sponsor) displayed at the tournament
- hole sponsorship with signage display at both tournaments
- corporate logo on event websites with sponsor recognition
- special recognition at events
- opportunity to provide player gifts bearing company logo and/or coupons/flyers for players
- one (1) free raffle ticket for each team player

\*based on sponsorship commitment date & printing date



**SHOTGUN  
START 1:00 pm**

- Exclusive Player Gift
- Lunch and/or Dinner
- Beverages & Snacks
- Door Prizes & Raffles
- Closest to the Pin & Longest Drive Contests

For more information contact Jeanne Lawrence, Development Director  
jlawrence@rmhouse.net or (540) 857-0770

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These opportunities are available for both our  
Tournament of Hope & RMHC-SWVA Golf Classic  
Tournament

## sponsorship opportunities

\*pick which tournament

### Gold Sponsor - \$2,000

- one (1) foursome which includes 18 holes of golf with cart and lunch and/or dinner
- company logo on event signage & event website
- recognition at event
- opportunity to provide player gifts bearing company logo and/or coupons/flyers for players
- one (1) free raffle ticket for each team player

### Lunch Sponsor - \$1,000 (2 per tournament)

- highly visible corporate signage seen by all golfers
- opportunity to set-up a banner and/or info table at lunch pick-up area
- lunch for two (2) company representatives
- corporate logo on event website
- recognition at event
- Opportunity to provide player gifts bearing company logo and/or coupons/flyers for players

### Snack & Beverage Sponsor - \$1,000 (2 per tournament)

- highly visible corporate signage at snack & beverage stations
- lunch for two (2) company representatives
- corporate logo on event website
- recognition at event
- opportunity to provide player gifts bearing company logo and/or coupons/flyers for players

### Golf Cart Sponsor - \$1,000 (1 per tournament)

- corporate signage on all golf carts (approx. 44-56 carts; 1 flight)
- lunch for two (2) company representatives
- corporate logo on event website
- recognition at event
- opportunity to provide player gifts bearing company logo and/or coupons/flyers for players

### Hole Sponsor - \$300

- highly visible tee box sign with company logo at one (1) hole
- lunch for two (2) company representatives
- corporate logo on event website
- Opportunity to provide player gifts bearing company logo and/or coupons/flyers for players

***"It is such a huge weight lifted from your shoulders when you have a sick child and don't have to worry about where you are going to sleep, shower, and eat."***

*-Guest Survey, 2 week stay*



Join us for our first  
Tournament of Hope at  
Waterfront Country Club in  
Moneta. A great opportunity to venture  
out to the oldest course SML has to offer!

## exclusive opportunities

### Team Sponsor - \$600

- one (1) foursome which includes 18 holes of golf with two (2) carts
- lunch for each golfer
- two (2) beverage tickets for each golfer
- exclusive tournament gift for each golfer
- one (1) door prize ticket for each golfer

We are so excited for our 31st annual  
classic golf tournament  
returning to the Roanoke  
Country Club in 2023!



## exclusive opportunities

### Dinner Sponsor - \$1,500 (2 available)

- highly visible corporate signage seen by all golfers at buffet line and on dinner tables
- hole sponsor signage
- opportunity to set-up a banner and/or info table during dinner time
- dinner for two (2) company representatives
- corporate logo on event website
- recognition at event
- opportunity to provide player gifts bearing company logo and/or coupons/flyers for players and on dinner tables

### Team Sponsor - \$660

- one (1) foursome which includes 18 holes of golf with two (2) carts
- lunch & dinner for each golfer
- two (2) beverage tickets for each golfer
- exclusive tournament gift for each golfer
- one (1) door prize ticket for each golfer



# Handbag HULLABALOO!™



NEW Event for 2023! This event brings individuals together for an evening of fun. At this exclusive event, guests will be given the opportunity to win over **20 authentic designer handbags** simply by participating in our raffle style game. The objective of the game is to color in your game booklet when your words are called. Once your booklet is filled out, you yell "**HULLABALOO!**" and you win a handbag. The evening consists of a **Ronald McDonald House family guest speaker, heavy appetizers, a cash bar, a silent auction, raffle, and surprise games.**

*new for 2023*

## Fall 2023

Event demographics: predominantly young professionals or female leaders who are interested in winning a designer handbag  
Approximate attendance: 200 participants

### sponsorship opportunities

#### Presenting Sponsor - \$8,000 (1 available)

- exclusive naming rights to Handbag HULLABALOO!™ event
- reserved seating for sixteen (16) at two separate tables
- one (1) social media mention on event day (FB, Twitter, Instagram)
- company logo on RMHC website and on Facebook Event
- company logo on event signage and in event program
- company featured on all marketing materials related to event\*
- company name on RMHC annual report

#### Buzzer Bag Sponsor - \$5,000 (1 available)

- exclusive name rights to the buzzer bags (10 bags)
- opportunity to play company jingle as the buzzer (12 plays)
- reserved seating for ten (10)
- company logo on RMHC website and on Facebook Event
- company logo on event signage and in event program
- company featured on all marketing materials related to event\*
- company name in RMHC annual report

#### Silent Auction Sponsor - \$4,000 (1 available)

- reserved seating for ten (10)
- company logo on all auction signage
- company logo featured on auction website
- company mentioned on all marketing promoting auction items, including frequent mentions the week of the auction
- company logo on RMHC website and on Facebook event
- company logo in event program
- company name in RMHC annual report

#### Crayon Sponsor - \$2,500 (1 available)

- company logo on crayon bundles for each guest
- tickets for six (6) attendees
- company logo on event signage and in event program
- company name in RMHC annual report

#### Consolation Case Sponsor - \$2,500 (1 available)

- exclusive naming rights to the consolation case (20-28 mentions)
- tickets for six (6) attendees
- company logo on event signage and in event program
- company name in RMHC annual report

\*based on sponsorship commitment date & printing date

**Tickets** can only be purchased through sponsorship packages until they go on sale to the general public. Individual \$95

(each ticket includes heavy appetizers, two (2) drink tickets, game booklet plus attendee gift)

#### Round 3 & 6 Sponsor - \$2,000 (2 available)

- naming rights to one of our "play-thru" rounds (either 3 or 6)
- company logo on display screen for round
- tickets for six (6) attendees
- company logo on RMHC website
- company logo on event signage and in event program
- company name in RMHC annual report

#### Round 4 & 5 Sponsor - \$1,000 (2 available)

- naming rights to one round (either 4 or 5)
- company logo on display screen for round
- tickets for four (4) attendees
- company logo on RMHC website
- company logo on event signage and in event program
- company name in RMHC annual report

#### Round 1 & 2 Sponsor - \$500 (2 available)

- naming rights to one round (either 1 or 2)
- company logo on display screen for round
- tickets for two (2) attendees
- company logo on RMHC website
- company logo on event signage and in event program
- company name in RMHC annual report

#### Handbag Sponsor - \$250 (16 available)

- company logo on tag attached to sponsored bag
- company logo on screen during giveaway round
- company logo on event signage and in event program
- company name in RMHC annual report

#### Table Sponsor - \$760

- reserved seating for (8)
- company logo on table sign
- company name in RMHC annual report

For more information contact Jeanne Lawrence, Development Director  
jlawrence@rmhouse.net or (540) 857-0770

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# Name Opportunities

Without the Ronald McDonald House, it would cost a family hundreds of dollars a day to be near their child. Families staying at the Ronald McDonald House are asked for a \$15 donation, but no one is ever turned away for their inability to pay. Our House serves all socioeconomic levels. The truth is most families can't afford a hotel for weeks or months - especially under the stress of mounting medical bills.

By supporting our room sponsorships, you can help ensure that families still have a place to call home that includes a comfortable room to rest, home-cooked meals, private bathrooms, financial relief, all while being within close proximity of their child.

The families staying in your room know you are thinking of them and supporting them during their greatest hours of need. This is a special gift of strength to them, and they feel it every time they see your plaque outside their door.

over **700 FAMILIES** each year by providing over **4,356 individual nights**



Before



## Permanent Naming Rights

\$35,000

Adopt-a-Room permanent sponsorship completely renovates dated rooms to ensure the modern comforts of home for our guests.

## Adopt-a-Room

### RECOGNITION

As a renovation sponsor, your name will become a permanent fixture to your adopted room engraved on the custom piece of artwork PLUS:

- RMHC website recognition
- rights to use our logo on your website plus your company may also choose to publicize your gift (branding guidelines apply)
- exclusive Adopt-a-Room reception and tour to see firsthand the impact of your generosity
- recognition in our newsletters and annual report
- special thank you notes three times a year from the families that stay in the room you made possible



After

## Annual Naming Rights for a Guest Room

\$3,000

a 3-5 year commitment is preferred

Our House sees over 700 families a year, which translates to a lot of traffic and general wear and tear on each of our rooms. The donation helps ensuring our rooms remain comfortable and beautiful from one family to the next.

## Love-a-Room

### RECOGNITION

As a room sponsor, your name will be visibly placed adjoining the artwork PLUS

- RMHC website recognition
- rights to use our logo on your website plus your company may also choose to publicize your gift (branding guidelines apply)
- invitation to yearly reception at the House
- recognition in our newsletters and annual report
- special thank you notes three times a year from the families that stay in the room you made possible

For complete details on naming sponsorship opportunities visit [www.rmhc-swva.org/ways-to-help/naming-opportunities](http://www.rmhc-swva.org/ways-to-help/naming-opportunities)

For more information contact Jeanne Lawrence, Development Director  
[jlawrence@rmhouse.net](mailto:jlawrence@rmhouse.net) or (540) 857-0770

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# Naming Opportunities Specialty Funds

When you support a specialty fund of the Ronald McDonald House Charities of Southwest Virginia you are providing the necessities to meet the many needs of our programs. Your direct impact makes a difference in the lives of our families.

## RECOGNITION

As a specialty fund sponsor, your name will be visibly placed in association with your specialty fund PLUS

- RMHC website recognition
- rights to use our logo on your website plus your company may also choose to publicize your gift (branding guidelines apply)
- invitation to yearly reception at the House
- recognition in our newsletters and annual report
- special thank you notes three times a year from our families



## FAMILY ROOM FUND

By supporting the Family Room Fund, you will help us provide a years' worth of support to our families via our Family Room located at Carilion Children's. We are able to offer families a respite area with snacks & beverages not far from their child's bedside.

\$28,000



## COMFORTS OF HOME FUND

When you support the Comforts of Home Fund you help us provide so many families with care packages filled with snacks, toiletry items, and much more while they are spending time at the hospital.

\$2,400

## PLAYROOM FUND

Like any playroom, typical wear and tear happens as children have fun and play. By supporting this fund, you will help us replace and upkeep our playroom for children spending time at our House.



\$1,500



# A Family Story

Written by: David Stanley, Kaylee's Father  
December 2021

I had always heard of the Ronald McDonald House, but never really knew what it was. I had given change at McDonald's restaurants. We had saved soft drink tabs and donated through school. Sometimes you don't understand something until you have to understand it. When you're forced to understand it. That's what happened to our family.

Our daughter Kaylee was in a horrific car accident on December 6, 2019. Her car flipped multiple times off the road, across a creek, and into the woods. This was on a rural, back road with very little traffic. As grace would have it, a woman saw something as she drove by, so she backed her car up and saw Kaylee's car deep in the woods. The Wake Forest Baptist Health AirCare helicopter was dispatched to fly her to the hospital, and they flew her to Roanoke, since it was closer to the accident scene. When she arrived at Carilion, she was immediately evaluated and sent for CT scans and other tests. She had broken her jaw in half, fractured her cheek bone, had multiple skull fractures, bilateral dissected carotid arteries, and brain swelling and bleeding. They had to remove one side of her skull to operate on it and give room for the swelling. Later that evening, they found a hemorrhage on the other side and had to remove that side of her skull too. She was then sent to the Trauma Intensive Care Unit.

They did not expect Kaylee to survive, but they told us that if anyone could, it would be a young, healthy person. Kaylee was one week away from her 19th birthday. She had multiple surgeries and she had multiple setbacks, but she kept fighting. She started responding and showing progress. After two weeks in the Trauma ICU, she was able to be moved to the Progressive Care Unit and out of ICU. We celebrated Christmas in the hospital. It was a very different Christmas, but we could celebrate that she was still alive. My wife and I rarely left the hospital that December. We slept in her room and in the waiting room.

When she was discharged on January 2nd, 2020, and sent to inpatient rehab, we finally reached out to the Ronald McDonald House about staying there. The doctors had been asking us to get a room there, but we just could not leave the hospital. Our families had been up to help us, and we needed a place to rest, the family and us, and to take showers. Initially that is all we thought the Ronald McDonald House would be. Part of the family went to tour the house and meet the staff and we were blown away. Every one of us cried as we met the staff and saw everything the house offers families.

The rooms were beautiful and accommodating. But above that, the staff was so loving and compassionate. They remembered us, remembered Kaylee's name even though they hadn't met her. To watch the community, make meals and serve the families dinner was so heartwarming. My wife stayed at Community Hospital in Inpatient Rehab with Kaylee while we toured the house. When I called her, I couldn't even talk through my tears. I was overwhelmed.

We stayed at the house for the entire month of January. When Kaylee was scheduled for a follow up surgery on February 5, we made plans to check out of the house the next morning. Kaylee did well with the surgery, and we went home on the 6th. That night though, she fainted, and she was rushed back to Roanoke where she was admitted to the ICU again.

She was then admitted back to inpatient rehab to recover from that surgery, the procedure really set her back in a lot of areas. We reached out to the Ronald McDonald House again and got another room and stayed for the month of February. In April, they could finally do the surgeries to put Kaylee's skull back on. She did really well with these, especially considering the magnitude of them.

After being in Roanoke for six months, we finally got to go back home at the end of May 2020. During this six-month period, my wife never left Roanoke and I only drove home three times to get things and bring them back. When we were at the Ronald McDonald House, I moved my office from our house and worked from the Ronald McDonald House. It became our home, and it became my office for two months.

Kaylee processes information differently than before, but she does so good. She manages her time and organizes her work. She is a miracle and is doing amazingly well. Going from thinking she would not survive, to wondering if she would be able to do anything for herself, to watching her make meals and take classes and do so much. She is doing so many things that we all take for granted. Things she couldn't do for much of 2020. And she keeps on progressing. She will still have a long road ahead of her, but she has come so far already.

Our time at The Ronald McDonald House was so incredibly important to our family. It is far more than just a house. It is a community where people band together to help their neighbor. Even their neighbors that they have never met and possibly will never meet. The human experience is wrapped around family and friends. And sometimes, those friends are people you have never met. People helping people. In their greatest moments of need. We can never thank the Ronald McDonald House Charities of Southwest Virginia enough. Nor the people who volunteer their time and love and prepare meals for all the families. The staff is wonderful and caring and they made us feel at home. We need to do more to help them out and Kaylee cannot wait until she can visit and volunteer. Thank you all so much and we love y'all.



Kaylee visiting House in March 2021  
dropping off a donation



# Keys of Hope

Through our Keys of Hope program, any participating real estate team or car dealership donates a portion of each home or car sale to RMHC-SWVA. 100% of these proceeds will stay local to help keep families close to their children as they receive medical treatment in the area. As these customers get settled into their new home or cruise around in their new car, they can be proud to know that they are also helping provide love, community, and hope to families staying with us. Each customer will receive an exclusive Keys of Hope RMHC-SWVA Key Chain.



## Keys of Hope

### Thank You package for home/car owners



Through this program, your company will always be able to remember that they helped 'unlock the power of togetherness'- whether through the sale of a new car or a new home.

The company will designate the parameters:

- percentage or flat dollar amount
- time frame - 45 days, 3 months, 6 months, a year, etc.

examples:

- XYZ will donate 10% for each home they sell for 12 months starting Jan. 1 - Dec. 31, 2023,
- XYZ will donate \$50 for each car sold for 6 months (April 2023 - Sept. 2023).

### Quick-Reference for Agents



A customized marketing toolkit will be provided for all Keys of Hope Partners.



# Host a FUNdraiser



Our House is honored to be the beneficiary of community events organized by individuals, churches, civic groups, schools, and businesses. When you host a fundraiser benefiting Ronald McDonald House Charities of Southwest Virginia everybody wins, especially the families of sick children. We are happy to help you with materials and use of our logo so together we can work toward a successful and rewarding experience for everyone involved.

Check out our Fundraising Toolkit at [www.rmhc-swva.org/get-involved/hold-a-fundraiser](http://www.rmhc-swva.org/get-involved/hold-a-fundraiser)

For more information contact Jeanne Lawrence, Development Director  
jlawrence@rmhouse.net or (540) 857-0770

2224 Jefferson Street SE, Roanoke, VA 24014 | (540) 857-0770 | [rmhc-swva.org](http://rmhc-swva.org)

# Tab Top Collection



Tab tops from your soda, beverage or soup is a major fundraising effort for RMHC-SWVA. This tiny tab top can help raise thousands of dollars to support families of seriously ill or injured children receiving medical treatment in local Roanoke Valley hospitals.

Aluminum tab tops are collected by people, young and old, and are recycled in exchange for money. It's that simple! Encourage each member of your organization, family, club, business, or your whole school to participate.

*how tab tops help*

Tab Tops are a simple way to raise funds and involve the community in the mission of our House. We take the collected tab tops and recycle them - receiving the market price for aluminum. The money raised helps operate the House, our Family Room and many other programs for our families.

## 1. COLLECTION

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

**1 LB. = 1,000 TAB TOPS**

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

## 2. STORAGE

Any open container\* can be used! Check out our wrapper and stickers that you can use on your containers: [www.rmhc-swva.org/ways-to-help/tab-top-program](http://www.rmhc-swva.org/ways-to-help/tab-top-program)

\*the following types of containers are not recommended to use to collect tabs: milk jugs, water bottles, glass

## 3. DELIVERY

Drop off at Ronald McDonald House

2224 Jefferson Street SE | Roanoke VA | 24014

8:00 a.m. - 8:00 p.m. | 7 days a week

no appointment required to drop off tabs

**OR**

Join our Tab Top Extravaganza Recycling Competition! More info:

[www.rmhc-swva.org/events/tab-top-extravaganza](http://www.rmhc-swva.org/events/tab-top-extravaganza)

# Wish List Drive



The Ronald McDonald House and the Ronald McDonald Family Room, along with our other programs, serve families through the generous support of individuals, corporations, community groups and schools. Rally your friends, co-workers and community to hold a Wish List Drive.

When you **launch a Wish List Drive** you support our House and Family Room, saving us hundreds of dollars. From snack foods to sanitizing wipes, find out what we need from our latest shopping list ([www.rmhc-swva.org/ways-to-help/wishlist-drive](http://www.rmhc-swva.org/ways-to-help/wishlist-drive)). You can also shop for us through our Amazon Wishlist.

**Like us on Facebook to be on alert for when we post our most urgent needs.**

**A special holiday wish list is also available for our Santa's Workshop each year.**

We gratefully accept any new, unused and unexpired items. Donations may be dropped off at the Ronald McDonald House, located at 2224 Jefferson Street SE, Roanoke, VA 24014.

For more information contact Stefanie Hall, House Program Director  
shall@rmhouse.net or (540) 857-0770

2224 Jefferson Street SE, Roanoke, VA 24014 | (540) 857-0770 | [rmhc-swva.org](http://rmhc-swva.org)



# Meals from the Heart



FILM NEGATIVE

The Ronald McDonald House of Southwest Virginia provides a temporary home-away-from-home for families whose children are receiving treatment for a serious illness or injury at a health facility 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*



**40-50**

guests per meal



Our House offers 18 bedrooms and we are able to welcome 700+ 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.

## Be a Guest Chef

Our Guest Chef Program is perfect for groups of friends, family or co-workers who love to cook. This program is a volunteer opportunity with a possible donation piece all in one! Each group plans and prepares a home-cooked meal for our families, and if your group likes you can also purchase and donate the ingredients for your meal. Groups use our in-House kitchen with all cooking tools provided.

## Fund a Meal

Not sure what to provide and don't have time to cook. No worries you can fund a meal and we will take care of all the details, including food, recipes and preparation. Your company can sponsor a meal with a monetary donation of \$350 per meal.

## Cater a Meal

Support RMHC and local restaurants by having a meal catered. Simply purchase meals from the restaurant of your choice and have them delivered to the House at 2224 Jefferson Street SE or we can arrange pick-up. Our House Managers will accept all deliveries and serve the meals, ensuring that all proper food safety protocol is followed.

## Donate Ingredients

Another way to provide meals for our families is to schedule to drop off all of the ingredients for your favorite recipe. Our House Manager and Volunteers will accept all deliveries and prepare the meal, ensuring that all proper food safety protocol is followed.

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

For more information contact Stefanie Hall, House Program Director  
shall@rmhouse.net or (540) 857-0770

2224 Jefferson Street SE, Roanoke, VA 24014 | (540) 857-0770 | rmhc-swva.org

# Volunteer



## 1. FAMILY ROOM VOLUNTEER

Extend the services offered at the House to all families with hospitalized children at our Family Room located inside Carilion Clinic:

- Welcome & Register Guests
- Provide a friendly & supportive atmosphere
- Must be at least 21 years old
- Fix snacks & coffee for guests

Contact: Donna Kester, Family Room Coordinator, [dkester@rmhouse.net](mailto:dkester@rmhouse.net) | 540-857-0770

## 2. HOUSE VOLUNTEER

Provide assistance with daily household chores:

- Sort donations
- Clerical work
- Must be at least 12 years old; under 18 must be accompanied by an adult
- Light housekeeping

Contact: Stefanie Hall, House Program Director, [shall@rmhouse.net](mailto:shall@rmhouse.net) | 540-857-0770

## 3. GROUP VOLUNTEERING

Perfect team building experience:

- Help with big house projects
- Volunteers must be at least 16 years of age; under 15 must be accompanied by an adult

Contact: Stefanie Hall, House Program Director, [shall@rmhouse.net](mailto:shall@rmhouse.net) | 540-857-0770

## 4. MAINTENANCE & GROUNDS VOLUNTEER

Help keep our house functioning and looking beautiful for our families we serve:

- Volunteers with various maintenance skills are needed
- Outside work - raking leaves, tend to flower beds, and keep our grounds beautiful

Contact: Stefanie Hall, House Program Director, [shall@rmhouse.net](mailto:shall@rmhouse.net) | 540-857-0770

## 5. MEALS FROM THE HEART

Prepare dinner for guest families (average 40-50 people):

- Meals must be prepared at RMH SWVA or come from a commercially licensed kitchen.
- Must be at least 16 years old; under 18 must be accompanied by an adult

Contact: Stefanie Hall, House Program Director, [shall@rmhouse.net](mailto:shall@rmhouse.net) | 540-857-0770

## 6. EVENT VOLUNTEERS

Play a critical role in our special events which raise funds for our organization:

- Special events throughout the year include Tab Top Extravaganza, Golf Tournaments, Lights of Hope Tree Lighting Ceremony, Handbag HULLABALOO!™ and Special Occasions

Contact: Jeanne Lawrence, Development Director, [jlawrence@rmhouse.net](mailto:jlawrence@rmhouse.net) | 540-857-0770

## 7. BECOME AN AMBASSADOR

Have you or someone you know been touched by RMHC or are you someone that simply cares about keeping families close?

- Help keep us connected in your community by promoting us at local events
- Conduct fundraisers
- Distribute RMHC materials

Contact: Jeanne Lawrence, Development Director, [jlawrence@rmhouse.net](mailto:jlawrence@rmhouse.net) | 540-857-0770



Requires a weekly, bi-weekly, or monthly commitment



Requires a volunteer application (including criminal background check)



Great group opportunity.

*volunteering is a work of heart*

# Year-Round Exposure Hands of Hope Partner

This comprehensive promotional package provides multiple points of exposure for your business throughout the year as a key supporter and partner with RMHC-SWVA

## select your 2023 package

	\$20,000	\$15,000	\$10,000
Tab Top extravaganza	exhibit/booth space at event	exhibit/booth space at event	exhibit/booth space at event
Rock-A-Tee	major sponsor logo size on shirt 50 Rock-A-Tee Shirts	supporting sponsor logo size on shirt 40 Rock-A-Tee Shirts	supporting sponsor logo size on shirt 30 Rock-A-Tee Shirts
Tournament of Hope	hole sponsor signage 1 foursome	hole sponsor signage 1 foursome	
RMHC-SWVA Classic Golf Tournament	hole sponsor signage 1 foursome	hole sponsor signage 1 foursome	hole sponsor signage 1 foursome
Handbag HULLABALOO!™	16 tickets with reserved seating	8 tickets with reserved seating	8 tickets with reserved seating

## all package levels include:

- industry exclusive
- company logo featured on promo board at all RMHC-SWVA 2023 events including all 2023 community events that RMHC-SWVA has a booth presence
- 2023 Love-A-Room sponsorship recognition with your name being proudly mounted on a one-of-a-kind piece attached to one of our rooms that will be seen by hundreds who tour our house each year
- invite to yearly reception at the House
- company logo featured on promo board displayed January 1 - December 31, 2023 at Ronald McDonald House and the Ronald McDonald Family Room in Carilion Clinic Children's Hospital
- company logo featured on all 2023 promotional pieces related to RMHC-SWVA events
- company logo prominently displayed on home page of RMHC-SWVA website from January 1 - December 31, 2023
- company logo listed on RMHC-SWVA 2023 monthly e-newsletters and other 2023 event e-blasts
- company featured in RMHC-SWVA 2023 newsletters mailed to 5,000+ donors, volunteers and RMHC supporters 3x a year
- opportunity to distribute literature at all RMHC-SWVA 2023 events
- 2023 Hands of Hope recognition plaque for personal display





# RMHC-SWVA 2023 Agreement

Please select the opportunities that appeal to you or your organization the most.  
**THANK YOU** for supporting our mission of providing an environment of love, community,  
and hope to families of seriously ill children.

## SPONSORSHIP PACKAGES:

- ☐ I am interested in a Hands of Hope preset sponsorship package at the level indicated below:
- ☐ \$25,000
  - ☐ \$20,000
  - ☐ \$15,000

## other ways to GET INVOLVED:

- ☐ I would like to have a RMHC representative contact me regarding the following ways to get involved:
- 
- ☐ Match Sponsor
  - ☐ Hearts of Hope
  - ☐ Meals from the Heart
  - ☐ Keys of Hope

## create a CUSTOM PACKAGE:

- ☐ I would like to have an RMHC representative contact me regarding a custom package valued at \$\_\_\_\_\_
- Please indicate which events you are interested in and at what sponsorship level. Sponsorship levels can be found on the individual event pages.
- ☐ Rock-A-Tee: \$\_\_\_\_\_
  - ☐ Tab Top extravaganza: \$\_\_\_\_\_
  - ☐ Tournament of Hope: \$\_\_\_\_\_
  - ☐ RMHC-SWVA Classic Golf Tournament: \$\_\_\_\_\_
  - ☐ Handbag HULLABALOO!™: \$\_\_\_\_\_



## other opportunities to SUPPORT:

- ☐ Adopt-a-Room: \$\_\_\_\_\_
- ☐ Love-a-Room: \$\_\_\_\_\_
- ☐ Specialty Fund: \$\_\_\_\_\_ to support \_\_\_\_\_  
fund name
- ☐ Meals from the Heart:  
Fund a Meal: \_\_\_\_\_ x \$350 = \$\_\_\_\_\_  
number of meals

To secure your sponsorship, please contact Jeanne Lawrence at [jlawrence@rmhouse.net](mailto:jlawrence@rmhouse.net) or at 540-857-0770

You may also fill out the form and send to:

RMHC-SWVA | Attn: J. Lawrence | 2224 Jefferson St. SE | Roanoke, VA | 24014 OR Fax: 540-857-9584

company name (as you wish to be acknowledged)

company representative

address

city

state

zip

phone number

e-mail address

I/We agree to pay \$\_\_\_\_\_ for 2023 RMHC-SWVA partnership. In exchange, benefits and services will be received based on sponsorship amount. I understand the tax-deductible amount will vary per event, and payment in full will be made before the first event we will participate in.

Payments will be made:

- ☐ in one lump sum
- ☐ quarterly

signature of company representative

date