



CORPORATE CHAMPIONS

Keeping Families Close™

Since 1979, Atlanta RMHC has kept more than 62,000 families close.



The mission of Atlanta Ronald McDonald House Charities is to nurture the health and well-being of children and families.

OUR 2020 IMPACT



2,863

Total number of families served



Ronald McDonald Houses and Hotels

1,231

Families relied on us



Ronald McDonald Family Room

1,097

Total families served



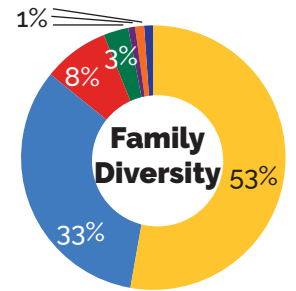
Ronald McDonald Care Mobile

907

Total children treated

WHY PARTNER WITH ATLANTA RONALD McDONALD HOUSE CHARITIES?

- **85%** of consumers consider **access to healthcare** a leading top-of-mind issue they want companies to address.
- Nearly **80%** of Americans would tell others to buy products from a company that supported a cause they cared about.
- RMHC consistently ranks near the top for favorability, trust, community impact, and donation consideration, according to Morning Consult's survey of Most Loved Nonprofits.
- RMHC was highlighted as a **Charity of Choice** during the global pandemic by several media outlets, including *Good Housekeeping*, the *Washington Post*, and *She Knows*.



- 53% White/Caucasian
- 33% African American
- 8% Hispanic/Latino
- 3% Biracial
- 1% Asian or Pacific Islander
- 1% Other
- 1% Not reported

Together we can:

- Reduce the financial burden on families with sick and injured children
- Keep families together steps away from the hospital ensuring easy access to the care they need
- Deliver asthma care and vaccines to children in our community
- Connect families with others experiencing similar challenges
- Provide families a place to rest and recharge with meals, activities and a support network, strengthening them when they need it most



Become a **CORPORATE CHAMPION** for Atlanta Ronald McDonald House Charities!

“Place yourselves in the families' shoes. They are away from home and dealing with medical challenges, some life-threatening. Providing meals, supplies, funds so that they can focus on their loved one is priceless.”

— **Mary Stockstill with Novelis**

Your Benefits and Impact	House Champion Partner \$25,000 Ensures 250 nights of rest to help families get better together	Hope Partner \$15,000 Offers 150 nights of rest or adopts 2 transplant suites	Caring Partner \$10,000 Offers 100 nights of rest or adopts 2 guest rooms	Adopt-A-Room Partner \$7,500 or \$5,000 Sponsors 1 transplant suite or 1 guest room at either Ronald McDonald House	Comfort Partner \$2,500 Provides a week's stay for 3 families	House Hospitality Partner \$1,500 Nourishes families with meals and stocks our pantries for 1 week	Helping Hands Partner \$1,000 Supplies Ronald McDonald Family Room with needed snacks for 2 months
Personalized Tour with Atlanta RMHC President & CEO	●						
Blog post about why your company became an Atlanta RMHC Champion	●						
Company banner displayed in House lobby	●						
Special recognition on Atlanta RMHC website and House digital screens	●	●					
Recognition on signage inside suites	●	●	●	●			
Opportunity to volunteer for Ronald's Holiday Shop in December	●	●	●	●	●		
Opportunity to cook for our families	●	●	●	●	●	●	
Social media posts, including check presentation	●	●	●	●	●	●	●
Family Impact stories	●	●	●	●	●	●	●
Use of Community Rooms for meetings	●	●	●	●	●	●	●
House Tour		●	●	●	●	●	●



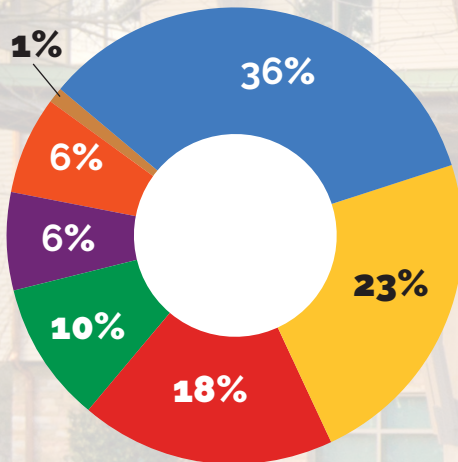
"There is no way, we could get the care Hunter needs without the Ronald McDonald House. The Ronald House keeps our kid alive."

— Maria Kruger, mom to Hunter and Sophie, who stayed with us for 102 nights in 2020.

FINANCIAL SNAPSHOT

Revenue 2020

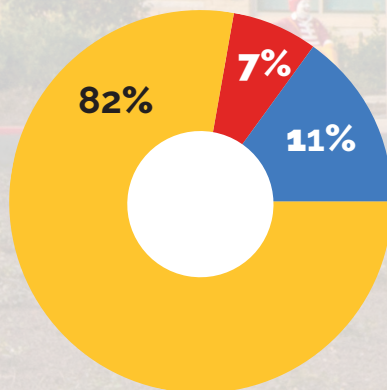
- Individuals
- Foundations
- McDonald's Owner/Operators & Customers
- Special Events
- COVID-19 Relief
- Corporate
- Guest Families



2020 preliminary financials excluding investment earnings

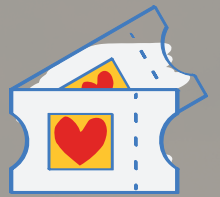
Expenditures 2020

- Program
- Fundraising
- Administrative



Looking Ahead to 2021 Budget: \$4,720,000

Signature Events



4th Annual Handbag HULLABALOO!™ HOME EDITION!

Thursday, April 22, 2021

Through a series of raffle games guests play to win gorgeous, designer bags, generously donated by retail partners, during this unique and exciting night-in. We are virtual again this year, connecting with friends and supporters both near and far!

Estimated attendance: 300-500



27th Annual Golf Classic

Tuesday, May 11, 2021

The Golf Club of Georgia

Enjoy a full day at the exclusive, private golf club playing a round of 18 holes on one of two picturesque courses. The day will conclude with a post-tournament party outdoors and awards.

Estimated attendance: 100-150



12th Annual Hearts and Hands Gala

Saturday, October 16, 2021

For the first time, our premier fundraising event will take place under the stars, outdoors. This memorable and fun evening will include entertainment, unique in-person activities and experiences, food and beverage, and more.

Estimated attendance: 150-300



For sponsorship opportunities and to learn more, contact **Stephanie Block**, Senior Director of Special Events, at stephanie.block@armhc.org, or visit armhc.org/armhc-events/.



Connect with Atlanta Ronald McDonald House Charities

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