



CORPORATE CHAMPIONS

Keeping Families Close™



WHY PARTNER WITH ATLANTA RONALD McDONALD HOUSE CHARITIES?

Since 1979, Atlanta RMHC has kept more than 60,000 families close.

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 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



Atlanta's Ronald McDonald Houses

Creating a HOME AWAY FROM HOME

Accommodations are a significant stressor among families with seriously ill and injured children. We operate two Houses with 81 guest rooms next to Children's Healthcare of Atlanta at Egleston and Scottish Rite to improve access to care and quality of life for families.

Ronald McDonald Care Mobile

Bringing Care WHERE IT IS NEEDED MOST

Atlanta is ranked as one of the worst cities in the nation to live with asthma. A collaboration between Atlanta RMHC and Children's Healthcare of Atlanta, the 40-foot Care Mobile delivers asthma education and medical care to children at schools where the need is greatest.

Ronald McDonald Family Room

Providing an OASIS WITHIN THE HOSPITAL

Bringing the community and care of our Houses to the hospital, our Family Room supports childhood cancer patients receiving treatment at the Aflac Cancer and Blood Disorder Center at Scottish Rite and their families.

OUR IMPACT:

Serving 3,518 families through our Ronald McDonald Houses, Ronald McDonald Family Room and Ronald McDonald Care Mobile in 2019.



Ronald McDonald Houses

2,926

Total number of family visits



Ronald McDonald Family Room

40,170

Total number of family visits



Ronald McDonald Care Mobile

1,346

Total number of asthma visits

Join Us in Keeping Families Together

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. ”

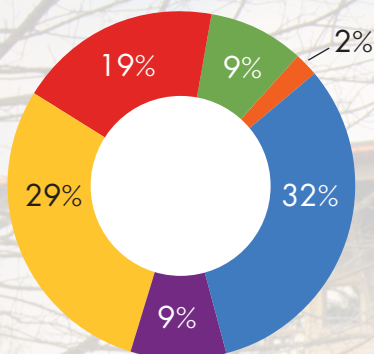
— **Mary Stockstill with Novelis**

Benefit	House Champion Partner \$20,000	Caring Partner \$10,000	Hope Partner \$7,500	Adopt-A-Room Partner \$5,000	Family Support Partner \$2,500	Family Room Hospitality Partner \$1,500	Comfort Partner \$1,000
Personalized Tour with Atlanta RMHC CEO	•						
Blog post about why your company became Atlanta RMHC Champion	•						
Company banner displayed in House lobby	•						
Special recognition on Atlanta RMHC website	•	•					
Special recognition on House screens	•	•					
Room signage	•	•	•	•			
Opportunity to serve in Santa's Workshop	•	•	•	•	•		
Opportunity to cook for our families	•	•	•	•	•	•	
Social media posts, including check presentation	•	•	•	•	•	•	•
Family Impact stories	•	•	•	•	•	•	•
Use of Community Rooms for meetings	•	•	•	•	•	•	•
House Tours		•	•	•	•	•	•
Your Corporate Impact	Provides 167 families 1 night of rest or adopts 4 guest rooms	Provides 83 families 1 night of rest or adopts 2 guest rooms	Provides 62 families 1 night of rest or adopts 1 transplant suite	Adopts 1 guest room at either Ronald McDonald House, which hosts 42 families a year	Provides a week's stay for 3 families	Supplies Family Room with needed snacks for 3 months	Stocks House Pantries for 1 month

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

FINANCIAL SNAPSHOT

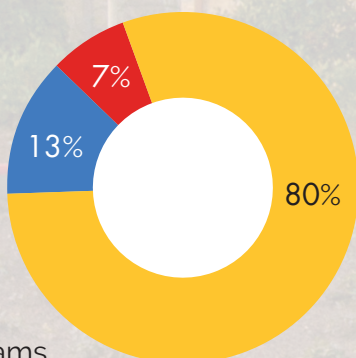
Revenue 2019



- Individuals
- Special Events
- McDonald's Owner/Operators & Customers
- Foundations
- Corporations & Civic Organizations
- Guest Families

*2019 Preliminary financials excluding investment earnings

Expenditures 2019



- Programs
- Fundraising
- General & Administrative

Consolidated 2020 Budget: \$4,714,000

“ I can't think of anything more important than being by my son's side to help him fight, to comfort him and to celebrate victories large and small – which wouldn't be possible without the Ronald McDonald House and the people, like you, who support it. ”

— **Brian Noblitt**, dad to **Brandon**, who has stayed at the Atlanta Ronald McDonald House since **2016**

Corporate Champions

YES, We want to learn more about becoming a Corporate Champion at this level:

- House Champion Partner
- Caring Partner
- Hope Partner
- Adopt-A-Room Partner
- Family Support Partner
- Family Room Hospitality Partner
- Comfort Partner

YES, We would like to learn more about sponsoring Atlanta Ronald McDonald House Charities events.

YES, We would like to learn more about other ways to make a difference for Atlanta Ronald McDonald House Charities families.

- Volunteering
- Wish List
- Santa's Workshop

To learn more about each Partnership Level or available Special Event Sponsorship opportunities for this year, contact **Kelly D'Adam**, corporate and foundation relations manager, at kelly.dadam@armhc.org or 678-704-8096.



ATLANTA RONALD McDONALD HOUSE CHARITIES

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