



RMHC®  
Atlanta

## CORPORATE CHAMPIONS GUIDE

# Keeping Families Close™

*Since 1979, Atlanta RMHC has kept more than 72,000 families close.*



The Schmidt Family are guests at our Peachtree Dunwoody House while their son Callen receives treatment at Scottish Rite.

Volunteers are back in our Ronald McDonald Houses!

I PROMISE TO DREAM BIG

## OUR 2022 IMPACT



**3,181**  
Families  
served

**Ronald  
McDonald  
Houses and  
Hotels**



**2,094**

Family stays hosted



**Ronald  
McDonald  
Family Room**

**1,307**

Families served

**Ronald  
McDonald  
Care Mobile**



**619**

Medical appointments provided

*The mission of Atlanta Ronald McDonald House Charities is to transform pediatric healthcare access and experiences for families with ill, injured or recovering children through a network of Houses, Family Rooms, Care Mobiles, and community resources.*

## Doing good is good for business

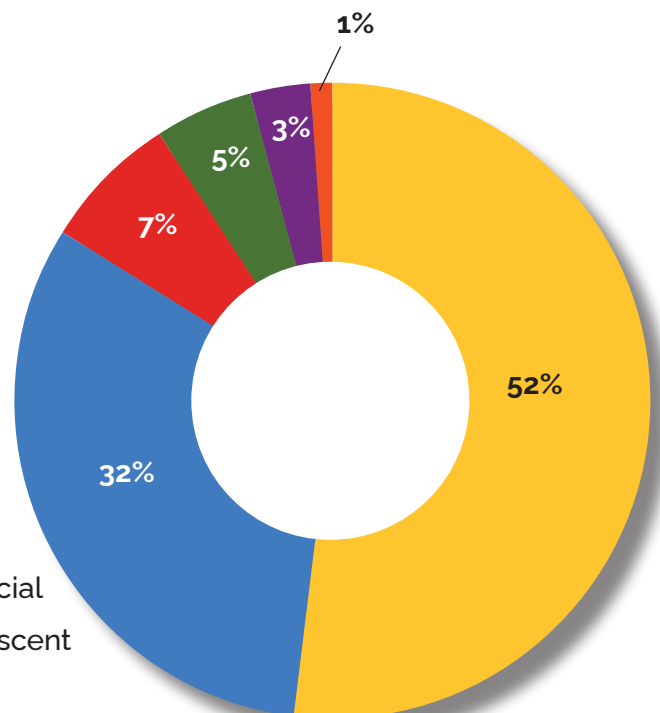
- Today's employees are more transient, tech savvy, socially and environmentally conscious than their predecessors.
- **70%** of employees demand social responsibility from their companies.
- **93%** believe that organizations must lead with purpose.
- **55%** of employees report they would rather work for a socially responsible organization, even if it meant having a lower income.
- **71%** of employees claim that it's imperative or extremely important to work at a company where culture is supportive of volunteering and giving.

### 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.

### Family Diversity

- **52%:** White/Caucasian
- **32%:** Black/African Descent
- **7%:** Hispanic
- **5%:** Other/Unknown
- **3%:** Multi-Racial
- **1%:** Asian Descent





# One Day at a Time for the Dam Family

**Peter Dam** returned home after work and, seeing his daughter crying in her bed, asked the obvious, "What's going on?"

His wife **Pam** replied that **Paige**, 8, was complaining about back pain. So the parents gave her a warm bath and pain medication before putting her to bed.

Peter awoke at about 4 a.m. to prepare for work as an E7/Sergeant First Class, U.S. Army, at Fort Benning in Columbus, Georgia. But, first, he checked on Paige.

She said she couldn't feel her legs and her left leg was "dangling like a noodle."

Frightened parents rushed her to the Fort Benning hospital, where the staff ran the gamut of tests. "They could see her right leg was severely degraded in physical function and strength, but tests revealed nothing."

The medical staff ordered a urine sample, but Paige insisted she did not need to go to the bathroom. "Although a CAT/CT scan revealed her bladder was full, Paige had no feeling or control of her bladder function."

Immediately, they were in an ambulance rushing to Atlanta, where a care team at Scottish Rite jumped into action.

Paige was diagnosed with transverse myelitis. "They told us to expect a full recovery. We just don't know how long it will take." She spent two months at Scottish Rite in robotics and aquatics therapy.

Not wanting to leave Paige's side, Peter slept on furniture in her hospital room for two months. The confinement weighed on Paige and she missed her 6-year-old brother **Phillip**.

Prospects of yet another month of therapy following her hospital release increased the burden on her already stressed parents.

"But thankfully Scottish Rite contacted the Ronald McDonald House. Immediately the night manager



called with a few questions and said they would love to have our family. It was a seamless process, and from day one it's been a great experience."

At the House, Paige loved her newfound freedom, walking inside and out with her walker and wheelchair, eating in the dining room, and she especially enjoyed the treehouse.

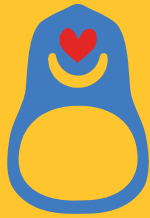
An activity encouraged children to draw their favorite superhero, with a trip to Zoo Atlanta as the reward. Father and daughter enjoyed the zoo. But, best of all, the lift in COVID restrictions allowed her brother to visit, and Paige got to hang out with Phillip for the first time in two months.

Peter and Paige return for therapy at regular monthly intervals. And they are assured volunteers and staff will make their family feel welcome.

Peter says Ronald McDonald House volunteers and staff make it a place to call home. "Everyone cares. They get to know you. They understand why parents are upset. They take all the burden and stress off you and let you focus on your child's well-being and happiness."

# OPPORTUNITIES To Engage

Learn more at [armhc.org/corporate](http://armhc.org/corporate)



## Pop Tabs Program

One fun and easy way for individuals or teams to support our efforts is by collecting pop tabs from your soda cans.



## Meals That Heal

Our Meals That Heal Program provides well-balanced meals to warm the hearts and bellies of our families.



## Sponsor an Event

Sponsorships for our events, such as the Golf Classic, Handbag HULLABALOO! and Hearts and Hands Gala, are perfect opportunities to promote your business while providing a critical service.



## Wish List Drive

Collect crucial items that make our House a home. Staff can gather and coordinate a drop off at one of our Houses. Contact us for the most urgent needs. Items may be purchased from our Amazon Wish List for delivery to us.



## Become a Corporate Partner

Supporting Atlanta RMHC with a monetary gift ensures the success of our vital services.



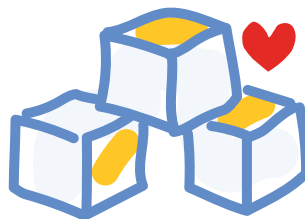
## Lead a Community Event/Give Back

Host a Community Event within your company or in the community, such as an office jeans day or choose a time where a percentage of sales goes to support Atlanta RMHC.



## Bake for Our Families

Volunteer groups bake goodies for our families. It is a great team-building exercise.



## Host Experiences

Volunteers can host an in-house activity for families: Bingo night! Spa day! Get creative and have fun!



## Host a Meeting in Our Community Room

With \$1,000 donation and up, your company can utilize our Community Room to host a company meeting. Combine the meeting with a volunteer activity or tour of the House!



# Our newest volunteering **EXPERIENCE**



*Our Meals That Heal with Chef Jeff Program is available Monday through Friday at our Ronald McDonald House near Egleston*

We are excited about this new volunteer opportunity. While our traditional meal volunteering program is still an option, the chef-led experience alleviates the planning work. Volunteers just need to come ready to work. With a \$400 donation to the Atlanta RMHC Meals that Heal Program, your volunteer group (up to 12 individuals) will work under our chef's guidance to ensure families returning from the hospital have a home-cooked meal ready for them.

## **Two available options**

### **DINNER SERVICE**

- 4 p.m. — 7:30 p.m. time commitment (dinner served at 6 p.m.)
- Chef will create the menu and provide all ingredients
- Chef will lead cooking instructions for the meal group
- Volunteers are encouraged to serve meals to families and expected to clean up

### **MEAL PREP**

- 2 p.m. — 4 p.m. time commitment
- Chef will create the menu and provide all ingredients
- Chef will lead cooking instructions for the meal groups
- Volunteers will assist chef in packaging meals appropriately for serving to families later that night



**Learn more at [armhc.org/chef-jeff-meals](https://armhc.org/chef-jeff-meals)**

# Be A Corporate Champion **LEADER**

It costs us \$150 to host a family for one night. Many families stay for weeks or even months.

In 2022, the average family stay was 10 nights and the longest was 205 nights.

While we ask for a \$20 donation per night, most families cannot afford this small contribution.

With the help of our community supporters, we ensure no family is ever turned away.

Gifts providing a larger impact will receive all the benefits on the following page.

## Transformational Partner

\$100,000

- Giving Day or Giving Tuesday Sponsorship (your company will be recognized on communications to more than 26,500 supporters)
- Annual adoption of a large common room
- Four Meals That Heal with Chef Jeff volunteering opportunities
- Personalized House tour with President & CEO
- Blog post about why your company supports Atlanta RMHC
- Special recognition on armhc.org's home page

## Home-Away-From-Home Partner

\$50,000

- Annual adoption of a House kitchen
- Two Meals That Heal with Chef Jeff volunteering opportunities
- Personalized House tour with President & CEO
- Blog post about why your company supports Atlanta RMHC
- Special recognition on armhc.org's home page

## House Champion Partner

\$25,000

- Annual adoption of a small common room (for example: a playroom or arts & crafts room)
- One Meals That Heal with Chef Jeff volunteering opportunity
- Personalized House tour with President & CEO
- Blog post about why your company supports Atlanta RMHC
- Special recognition on armhc.org's home page

“The staff and volunteers always go the extra mile to make you feel like family and make you comfortable during your stay. I wish people knew that a donation of ANY size could make a big difference in the lives of families like ours.”

— **Jennifer Dykes**

Mom to Delaney, 4, who is staying at our Ronald McDonald House near Scottish Rite during her Juvenile Pilocytic Astrocytoma treatment





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

Your Benefits	Hope Partner \$15,000	Caring Partner \$10,000	Adopt-A-Room Partner \$7,500 or \$5,000	Comfort Partner \$2,500	House Hospitality Partner \$1,500	Helping Hands Partner \$1,000
One Meals That Heal with Chef Jeff Opportunity	●	●				
Special recognition on armhc.org's corporate page and House digital screens	●					
Special recognition on armhc.org's Adopt-A-Room page		●	●			
Recognition signage in adopted room	●	●	●			
Social media posts, including check presentation	●	●	●			
Priority volunteer opportunity for Ronald's Holiday Shop in December	●	●	●			
Group social media thank-you post				●	●	●
Recognition in our Annual Report	●	●	●	●	●	●
House Tour	●	●	●	●	●	●
Use of Community Rooms for meeting	●	●	●	●	●	●



“We are proud to partner with Atlanta Ronald McDonald House Charities on its mission to improve the health and well-being of children and their families. The responsibility we have as an organization to support the communities we serve is an honor and a critical component of how we make a difference and live our Net Worthwhile.”

— **Heather Robertson Fortner,**

Chair and CEO of SignatureFD, which adopted our kitchen at the Ronald McDonald House near Egleston

# ADOPT-A-ROOM

Sponsor a Guest Room at One of Our Houses



## A Guest Room at Our Ronald McDonald House near Egleston

When you **ADOPT-A-ROOM** at one of our Atlanta Ronald McDonald Houses, you are providing more than a place to sleep. You make it easier for children to receive the life-saving care they need and keep their families close by, every step of the way.

By adopting a room, you help ensure a comfortable place for families to be together. Your sponsorship provides operating support that offsets the costs of housing families, such as utilities, linens and cleaning, as well as annual repairs like paint or carpet tiles.

In 2022, Atlanta RMHC's two Houses and partner hotels served more than 1,279 families — hosting 2,094 visits and providing 17,509 nights of rest. Only 13% these guests were able to afford any contribution toward their stay.

Studies show that children heal better and faster when their families can be with them during treatment and recovery. The lasting impact of the Adopt-A-Room Program and our Houses include improved medical outcomes, reduced financial burden, and expanded networks of support. We project that in 2023 we will serve 1,500 families at our Houses.

To learn more about the **ADOPT-A-ROOM Program**, contact **Alissa Scherb**, Manager of Corporate and Foundation Relations, at 678.704.8096 or [alissa.scherb@armhc.org](mailto:alissa.scherb@armhc.org).

### ANNUAL SPONSORSHIP LEVELS

- **\$5,000** to adopt a guest room at either House
- **\$7,500** to adopt a two-bedroom transplant suite

### BENEFITS

- Plaque recognition inside room
- Recognition on annual donor wall and website
- Recognition in our Annual Report
- A guided House tour
- Volunteer opportunities





# Help Create **A NEW WORLD OF CARE**

The future is bright! We're expanding our capacity to serve more families and you can help us grow.

Atlanta RMHC is planning an innovative new Ronald McDonald House to support the growing demand for complex medical treatment in Atlanta. As Children's Healthcare of Atlanta builds its North Druid Hill campus, we will provide families unprecedented access to **A New World of Care**.

We will open the doors to our new 99,500-square-foot House shortly after the Children's Arthur M. Blank Hospital opens, ready to welcome families into 60 spacious guest rooms and 10 transplant suites — growing capacity by 40 percent from our House near Eggleston.

Located on approximately four acres overlooking

the medical campus, our families will live in immediate proximity to their children undergoing medical treatment.

Families and children will find respite in 20 acres of green space, miles of trails, an abundance of hardwood trees, and views of Atlanta's skyline and Stone Mountain just outside their front door. Intentional spaces throughout the House, such as light-filled rooms, an expansive front porch and yard, and a playful home for our therapy dog Betty Lou will help create special memories.

Naming opportunities are available. For more information, contact Alissa Scherb, Manager of Corporate and Foundation Relations, at **[Alissa.Scherb@armhc.org](mailto:Alissa.Scherb@armhc.org)**.



Playroom



Guest Room



Dining Room



# Other Ways TO HELP



## Donate Fleet Cars!

Have old company cars you're looking to get rid of? Donate them, through **Charitable Adult Rides & Services (CARS)**, to benefit Atlanta RMHC. Free towing is available, and it is tax-deductible.

For more information, visit [rmhc.careasy.org/home](http://rmhc.careasy.org/home) or call **855-CARSHELP (227-74350)**.

## Make a Gift in Honor Of a Client or an Employee

Show your appreciation by giving a donation in a client or employee's name. This is a win-win solution: The client is glad to be recognized; the company making the donation makes its appreciation known; and both contribute to the greater good.

Your internal audiences will appreciate it too. Supporting a charity is much more motivating for employees than boxes of client gifts that don't relate to them.



## Round Up At Walmart

Round up when you shop at **Walmart**. Visit [walmart.com/SparkGood](http://walmart.com/SparkGood) and choose Atlanta Ronald McDonald House Charities as your charity to support online and in the stores.



## Indulge Your Sweet Tooth

Sending a sweet treat to a friend, family member or colleague? Check out our friends at **Sugarwish**. They will give 10% of your total purchase to Atlanta RMHC. Visit [sugarwish.com/?ref=atlantarmhc](http://sugarwish.com/?ref=atlantarmhc)





# Sponsor AN EVENT

For sponsorship opportunities and to learn more, contact **Jessica Burnham**,  
Director of Special Events, at [jessica.burnham@armhc.org](mailto:jessica.burnham@armhc.org), or visit [armhc.org/events](http://armhc.org/events).

## Annual Handbag HULLABALOO!™

### Spring

Through a series of raffle games guests play to win designer bags, donated by committee members during this unique and exciting girls' night out.

**Estimated attendance:** 500



## Annual Golf Classic

### Spring • 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 and awards.

**Estimated attendance:** 100-150

## Annual BMW Raffle

### Fall

Invite Atlanta RMHC to a company event to promote our BMW Raffle. It's a great way to boost awareness of your philanthropic support. Tickets are \$100 each and go on sale late summer through the fall. Finalists and the winner are announced in November.

**Estimated audience:** 27,900

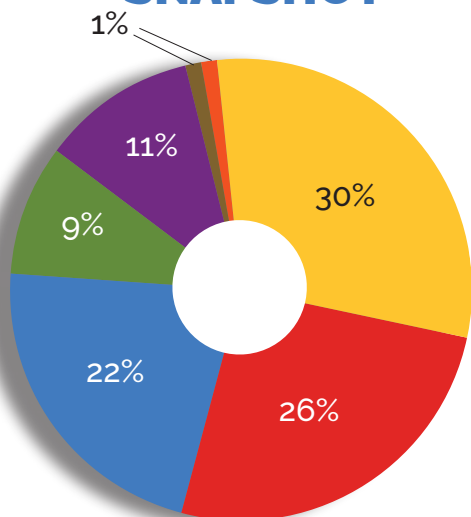


## Annual Hearts and Hands Gala

### Fall • The Foundry at Puritan Mill

Our 14th Annual Hearts and Hand Gala, presented by The Coca-Cola Company, will be at The Foundry with live music, dancing and live auction. **Estimated attendance:** 150-300

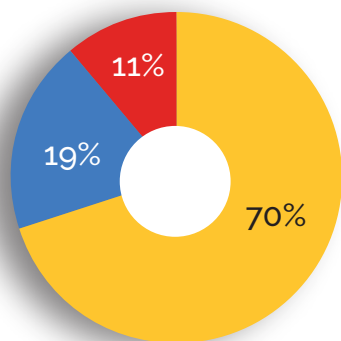
## FINANCIAL SNAPSHOT



- Individuals: 30%
- McDonald's Owner/Operators & Customers: 26%
- Special Events: 22%
- Corporate & Civic Organizations: 9%
- Foundations: 11%
- COVID-19: 1%
- Guest Families: 1%

2022 financials excluding investment earnings

## Expenditures 2022



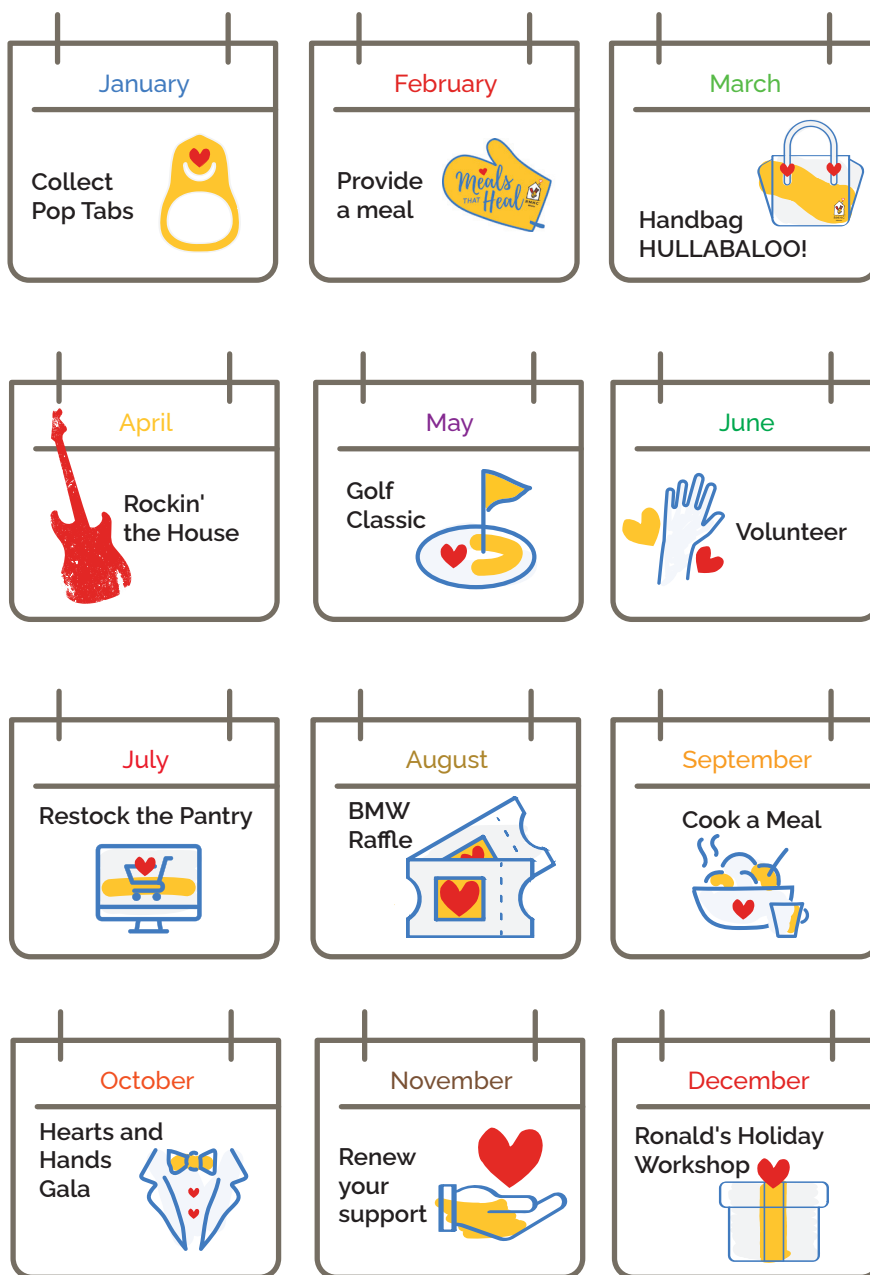
- Program: 70%
- Fundraising: 19%
- Administrative: 11%

Looking Ahead to the 2023 Expense Budget: \$5,556,800

## CREATE A PERSONALIZED CORPORATE PLAN

Let us know if you would like to discuss your company's community engagement goals, and together, we can craft a personalized corporate plan to specifically target your goals and support Atlanta RMHC.

### Sample Engagement Plan



## Connect with Atlanta Ronald McDonald House Charities

795 Gatewood Road, NE • Atlanta, GA 30329

[armhc.org](http://armhc.org)



@AtlantaRMHC



@ARMHC



@Atlanta Ronald McDonald House Charities