



Ronald McDonald
House Charities®
Pittsburgh and Morgantown

2021 Sponsorship Opportunities

Table of Contents:

Our History.....	2
Support Our Families.....	3
In Good Company.....	4
Your Support.....	5
Sponsorship Opportunities.....	6-9
Sponsorship Agreement Form.....	10



RMHC[®]
Pittsburgh and Morgantown
Keeping families close[®]

Dear Friends,

It goes without saying that 2020 was a challenging time for everyone. At RMHC Pittsburgh and Morgantown, we continue to carry out our mission of helping families with seriously ill children. The impact of the pandemic may have changed the way we do things, but our commitment to being here for the families we serve remains constant.

We are grateful for the overwhelming amount of support we have received from our community partners throughout this difficult time. Their generosity has allowed us to keep our doors open and provide hundreds of families a safe and supportive environment steps away from their child's medical care.

I've seen firsthand the gratitude of a Mom, enjoying a hot breakfast before heading to the hospital. I've seen the relief on a Dad's face as he checked into a clean, safe room at the end of a long day. And I've heard from partners how their employees have taken great pride in rallying around our mission like never before, determined to meet the needs of families facing mounting challenges in a world turned upside down.

As we look ahead, we remain focused on helping the families who rely on our services. It is our hope that you will join us in providing them with a place to call home. With your support, we can continue to keep families together and near the medical resources they need.

With deep gratitude,

A handwritten signature in black ink that reads "Eleanor B. Reigel".

Eleanor B. Reigel, MPH
Chief Executive Office



Board of Directors

Mark Giaquinto

Bloodscience Foundation
President

Sheliah Heckla

UPMC Corporate Services
Vice President

Deanna Conte

CliftonLarsonAllen LLP
Treasurer

Richard Brant, MD

WVU Children's Medicine
Secretary

Nathan Agnes CFA

PNC Bank Liquidity Management

Michael Delligatti

M&J Management

Robbie Hofmann, Jr.

Smithfield

Erin McLaughlin

Buchanan Ingersoll & Rooney

Arthur Moats

Former Pittsburgh Steeler

Eric Neishloss

Retired Business Owner

Andrew Nowalk

UPMC Children's Hospital of Pittsburgh

Michael Ost, MD

WVU Children's Medicine

Angela Platt

Ayco Company

Michele Rice

Rice Enterprises, LLC

Our History

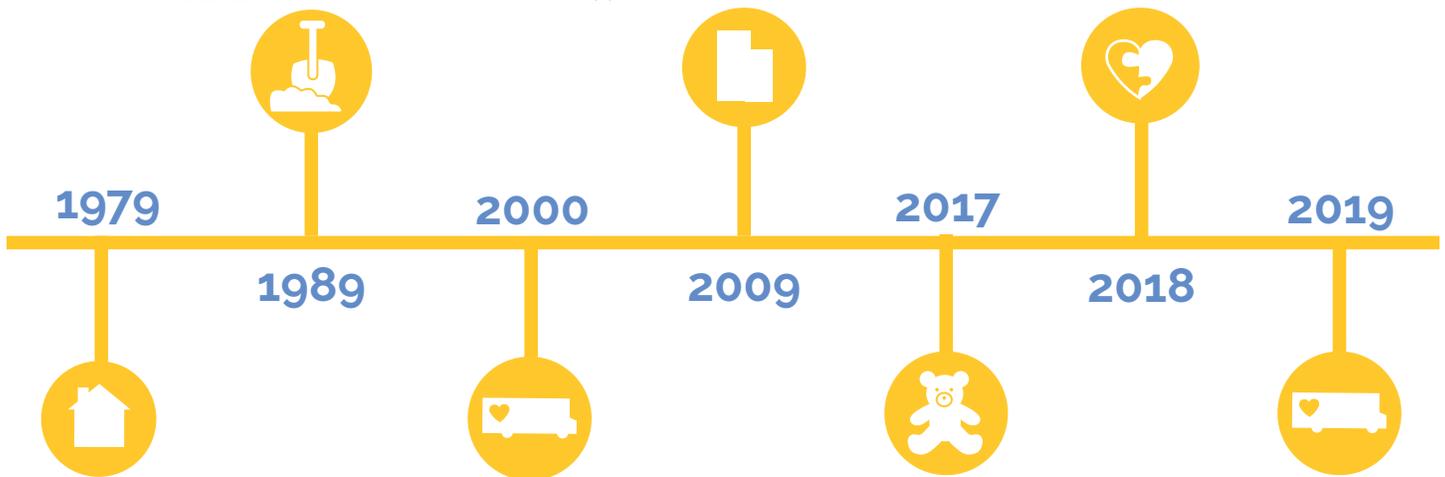
For over 40 years, Ronald McDonald House Charities of Pittsburgh and Morgantown has provided a "home-away-from-home" for families of seriously ill or injured children receiving life-saving medical treatment. We have served thousands of families by offering comfortable housing all while being just steps away from their sick child.

Today, our Charity has 90 units to accommodate families in need and the need for our services continues to grow. As the need for our services continues to grow, we want to ensure we serve every family who walks through our doors. Keeping families together and offering a space for kids and parents to enjoy being a family while their child receives medical care for an illness or injury is our goal.

Ronald McDonald House Charities of Morgantown breaks ground and provides a "home-away-from-home" for families traveling to the area for medical care.

RMHC Pittsburgh moves to its current location next to UPMC Children's Hospital of Pittsburgh, nearly tripling in size. The House can accommodate up to 74 families.

RMHC Pittsburgh and RMHC Morgantown merge to create Ronald McDonald House Charities of Pittsburgh and Morgantown, Inc.



1979

1989

2000

2009

2017

2018

2019

Ronald McDonald House Charities of Pittsburgh opens. The House could accommodate up to 10 families each night and was the seventh House to open in the country.

RMHC Pittsburgh partners with UPMC Children's Hospital of Pittsburgh to provide the Care Mobile. The Care Mobile is a 40-foot vehicle designed and built specifically for the delivery of pediatric health care.

Through the funding of generous donors, RMH Morgantown opens a Pirate Ship playroom and Pirate Chest Toy room bringing comfort to the children who stay there.

A new Ronald McDonald Care Mobile is unveiled, funded in part by the Pittsburgh Penguins Foundation.





Support Our Families

When my wife, Sumar, was 28 weeks pregnant with our third child, Nolan, her doctor noticed a complication with his heart. It was a very tough time, and he needed a special procedure right away. Through a fetal intervention procedure, Nolan's physician successfully opened his heart valve before he was even born. For the next two years, Nolan had follow-up appointments with specialists and was doing very well. He did not even need medication!

Just before Nolan's third birthday, it was determined that it was time for him to have one more heart procedure. Immediately following the surgery, we were told that Nolan was in heart failure. We were taken completely by surprise. Nolan spent the next six weeks in the hospital. Everything seemed to stop when we heard the words that our son needed a heart transplant. We had no idea we would ever go down this path.

With not much time to think about it, we chose Pittsburgh for Nolan's care. We knew not only that it was the best place for him medically, but it was also the best place where we could be together. Our family had to be together.

In November 2019, Nolan went into the hospital to prepare for his transplant. His mom, big brother Logan, big sister McKinley, and I went next door to stay at Ronald McDonald House Pittsburgh to cheer him on.

Staying at the Ronald McDonald House allowed us to be together as a family, supporting our champion son. While one of us was with Logan and McKinley, the other could be with Nolan, and with just a push of an elevator button we could switch.

The Ronald McDonald House wasn't just a place for us to sleep. With all of the activities and resources available, Logan and McKinley kept very busy. Both kids were able to make friends with other siblings in the House!

Our family never expected to be so far from home for so long. But being together made our journey possible. We will never forget how the Ronald McDonald House was there as a champion for us.

Nearly six months after we arrived in Pittsburgh, Nolan had his heart transplant and did amazing! Nolan got stronger every day and was able to finish his recovery at the Ronald McDonald House with us by his side. After 174 nights at the Ronald McDonald House Pittsburgh, we were able to go home!

- Bill and Sumar and their son, Nolan
Holly Springs, NC

In Good Company

Align your organization with others who have supported Ronald McDonald House Charities of Pittsburgh and Morgantown:



Marketing Impressions by the Numbers:

Social Media:

 9,429 followers

 907 followers

 2,462 followers

Email Marketing:

Each marketing email for events is shared with over 8,000 contacts

Quarterly newsletter email is shared with over 8,000 contacts

Why Become a Sponsor

SERVE your community by actions, not words.

BUILD RELATIONSHIPS & TRUST in your neighborhoods and communities.

STRENGTHEN employee and consumer loyalty with a meaningful presence in the community.

HELP critically ill children and their families.

What Our Partners Are Saying

"Armada is a proud supporter of RMHC Pittsburgh and Morgantown because of their phenomenal work in helping to keep families together at a time of need."

- John Burke
CEO
ARMADA Supply Company



Your Support

While the circumstances around the global pandemic caused last year's in-person events to be placed on hold, we were humbled by the incredible dedication of our partners who maintained their commitment to the Charity in a trying year. We look forward to gathering together again, demonstrating our belief in the mission while having a fabulous time.



11th Annual Red Shoe Ball Gala Pittsburgh, PA

Unwavering in its support of the Charity, the 2020 Red Shoe Ball committee creatively pivoted to hosting an online auction, taking the place of an in-person event. The auction raised over \$25,000 and maintained the feeling of community and togetherness in the face of an unusual situation.

We look forward to celebrating RMHC Pittsburgh and Morgantown with a special themed evening of sophisticated cocktails, exceptional dinner and fabulous entertainment. Bid on unique items in both a live and silent auction and hear from a family who has benefited from your generosity.



28th Annual Big Mac Open Pittsburgh, PA

While facing a mega-disappointment from making the decision to suspend the 2020 Big Mac Open, committee members and supporters charged forth with the ever-popular Mega-Square Raffle. Determined to recognize and appreciate the loyal supporters of this event, an incredible \$74,000 was raised.

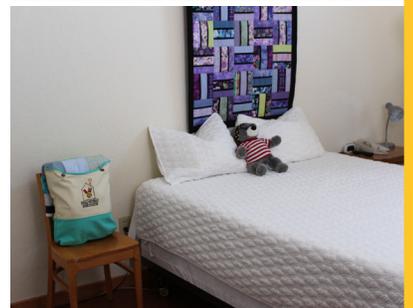
We're excited to get back out on the course this fall and hope you'll join us in support of our mission to keep families with sick children together! Enjoying a day of great golf, good food, prizes and more. And of course, the Mega-Square raffle—and prizes valued up to \$1,500—will be front and center once again!

Make a House a Home

From private rooms or suites to communal gathering spaces, both the Pittsburgh and Morgantown Houses offer the feeling of home and keep caregivers close to their child during their medical journey.

Families are asked to contribute just \$20 a night, but are never turned away due to an inability to pay, thanks in part to generous community support. Continue this legacy by becoming a Suite or Space Sponsor. Your gift will be a reminder to families of your support* and recognized with a custom plaque in or near the space.

**Prices vary from House and space.*



Sponsorship Opportunities

Mission Partner - \$20,500

Mission Partners demonstrate a year-long commitment at a high level to serve the programmatic elements of the House, ensuring that families continue to receive the very best in care, comfort and support during their stay.

Red Shoe Ball Gala

- 1 Table for 10

Big Mac Open Golf Outing

- 2 Foursomes
- 2 Stocked Beverage Coolers

Our Programs

- Recognition for sponsoring up to four Ronald McDonald Care Mobile visits during 2021
- Recognition for sponsoring up to two meals per month for families in Pittsburgh or Morgantown locations
- Recognition for sponsoring one family activity per month* in Pittsburgh or Morgantown locations

Recognition

- Category exclusivity
- Opportunity to have company representative speak at both events.
- Right to refusal for 2022 *(to be determined by December 2021)*
- Event naming for Auction/Raffle at both events
- Logo on signage at both events
- Name included in remarks
- Full page ad in digital Annual Event Booklet
 - 1st page, Full Color (5.5" x 8.5")
 - **Must be received by June 1, 2021**
- Listing in Annual Report and on Donor Wall

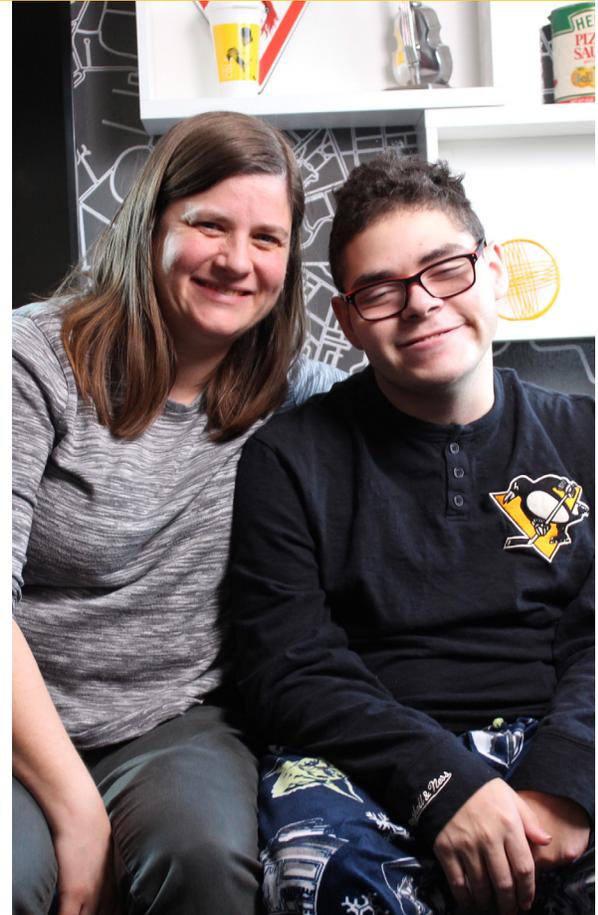
Promotional Materials

- Logo on tag of event guest gift

Online

- Name on all Facebook ads for all events
- Creation of custom social media thank you across RMHC Pittsburgh and Morgantown platforms, including Facebook, Instagram and Twitter
- Logo with link on website's homepage and event page
- Logo on event correspondence including save the dates, invitations and pre & post event emails

**when group activities are able to resume safely*



"Having Luke's intestinal transplant during COVID has been a very different experience than his double lung transplant 10 years ago. The pandemic added additional stress and isolation from Luke's siblings, but we knew we would be able to get through it because of the Ronald McDonald House.

Having the Ronald McDonald House Pittsburgh has been so important for Luke's recovery. Financially we wouldn't be able to do this six month stay without Ronald McDonald House Pittsburgh."

- Heather and her son, Luke
Nazareth, PA

Sponsorship Opportunities

Mission Partner - \$15,500

Mission Partners demonstrate a year-long commitment at a high level to serve the programmatic elements of the House, ensuring that families continue to receive the very best in care, comfort and support during their stay.

Red Shoe Ball Gala

- 1 Table for 10

Big Mac Open Golf Outing

- 1 Foursomes
- 1 Stocked Beverage Coolers

Our Programs

- Recognition for sponsoring up to two Ronald McDonald Care Mobile visits during 2021
- Recognition for sponsoring one meal per month for families in Pittsburgh or Morgantown locations
- Recognition for sponsoring four family activities per year* in Pittsburgh or Morgantown locations

Recognition

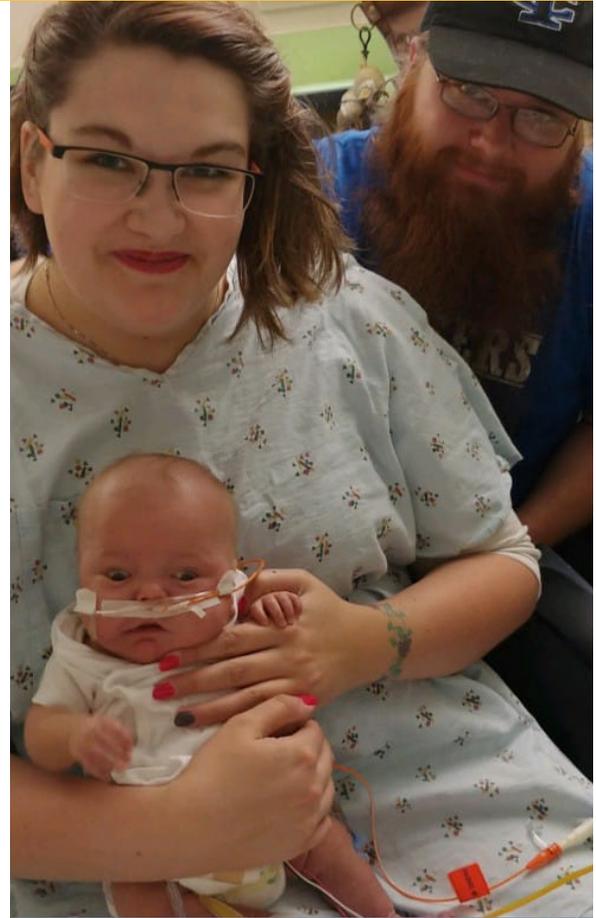
- Category exclusivity
- Opportunity to have company representative speak at both events.
- Right to refusal for 2022 (*to be determined by December 2021*)
- Event naming for Registration at both events
- Event signage at both events
- Full page ad in Annual Event Booklet
 - Middle Spread, Full Color (5.5" x 8.5")
 - **Must be received by June 1, 2021**
- Listing in Annual Report and on Donor Wall

Promotional Materials

- Logo on tag of event guest gift

Online

- Name on all Facebook ads for all events
- Creation of custom social media thank you across RMHC Pittsburgh and Morgantown platforms, including Facebook, Instagram and Twitter
- Logo with link on website's homepage and event page
- Logo on event correspondence including save the dates, invitations and pre & post event emails



Eowyn spent the next 270 days of her life in the NICU at WVU Medicine Children's. Her mom was right by her side because she spent 265 of those days at Ronald McDonald House Morgantown. Without the Ronald McDonald House, Allegra and her husband, Robert, would have traveled 2 ½ hours every day to see their daughter.

"The Ronald McDonald House is a lifesaver," said Allegra. **"It gives us a calm place to rest our head at night, to get a hot meal, to do our laundry,"** she said.

- Allegra and her daughter, Eowyn
Middlebourne, WV

Sponsorship Opportunities

Champion of the Heart - \$10,500

Red Shoe Ball Gala

- 1 Table for 10

Big Mac Open Golf Outing

- 1 Foursome

Recognition

- Event name on sponsor signs at both events
- Full page ad in Annual Event Booklet
 - Full Color (5.5" x 8.5")
 - **Must be received by June 1, 2021**
- Listing in Annual Report and on Donor Wall

Online

- Inclusion in social media thank you across all RMHC Pittsburgh and Morgantown platforms, including Facebook, Instagram and Twitter
- Logo with link on website's homepage and event page

Healing Heart - \$8,500

Red Shoe Ball Gala

- 8 Tickets

Big Mac Open Golf Outing

- 1 Foursome

Recognition

- Event name on sponsor signs at all events
- Half page ad in Annual Event Booklet
 - Full Color (5.5" x 4.25")
 - **Must be received by June 1, 2021**
- Listing in Annual Report and on Donor Wall

Online

- Inclusion in social media thank you across all RMHC Pittsburgh and Morgantown platforms, including Facebook, Instagram and Twitter
- Name listed on event page



Six-year-old Paxton was born with methylmalonic academia, a metabolic disorder that prevents his body from breaking down protein. As a result of his condition, at the age of four, it was determined that he was in need of both a liver and kidney transplant. He was on the waiting list for nearly two years. Then on March 15, after 12 hours of surgery, Paxton was on the road to recovery.

Jordan stayed at Ronald McDonald House Pittsburgh while her son remained in the hospital. Having no vehicle with her because they had to fly from their home in Illinois, she was grateful that the Ronald McDonald House was so close to the hospital.

"I don't have any idea what I would have done without the Ronald McDonald House," Jordan said. "It has not only helped me be near Paxton, but also with the cost of being away from home."

- Jordan and her son, Paxton
Hillsboro, IL

Sponsorship Opportunities

Sharing Heart - \$5,500

Red Shoe Ball Gala

- 6 Tickets

Big Mac Open Golf Outing

- 2 Golfers

Recognition

- Event name on sponsor signs at both events
- Quarter page ad in Annual Event Booklet
 - Full Color (5.5" x 2.125")
 - **Must be received by June 1, 2021**
- Listing in Annual Report and on Donor Wall

Online

- Inclusion in social media thank you across all RMHC Pittsburgh and Morgantown platforms, including Facebook, Instagram and Twitter
- Name listed on event page

Kind Heart - \$3,500

Red Shoe Ball Gala

- 4 Tickets

Big Mac Open Golf Outing

- 2 Golfers

Recognition

- Event name on sponsor signs at all events
- Listing in Annual Report and on Donor Wall

Online

- Inclusion in social media thank you across all RMHC Pittsburgh and Morgantown platforms, including Facebook, Instagram and Twitter
- Name listed on event page



Garrett Gunto was born 10 weeks early and weighed only 3 lbs. 4 oz.

Two days later, Jennifer met her son for the first time. As he stayed in the hospital, she settled in across the street at the Ronald McDonald House Morgantown. It would be her home for the next 64 days.

"I loved it there," Jennifer said. "It was so spacious and nice and immediately felt like home."

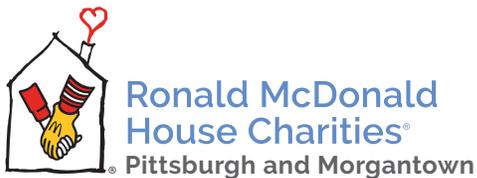
Jennifer also remembers the staff asking her every day when she came back from the hospital how she and her son were doing.

"Everyone was just so nice," she added. "I would not have been able to hold myself together if I was anywhere else."

- Jennifer and her son, Garrett
Moundsville, WV

Our Mission

Ronald McDonald House Charities of Pittsburgh and Morgantown, Inc. provides a way for families to stay close to their children receiving medical care, and is committed to helping the families lead happier, healthier and more productive lives.



Ronald McDonald House Charities® of Pittsburgh and Morgantown, Inc.
451 44th Street - Penthouse Floor
Pittsburgh, PA 15201
412-362-3400 tel
www.rmhcpgh-mgtn.org

Follow us here:

