



Ronald McDonald  
House Charities®  
Pittsburgh and Morgantown

# 2022

# Partnership 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,

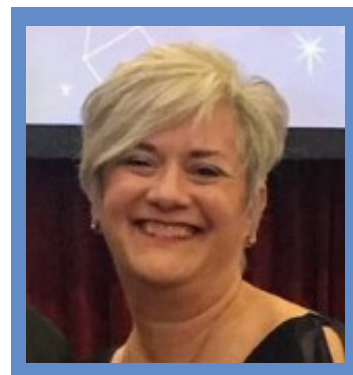
"Individually, we are one drop. Together, we are an ocean." I'm not sure who said that, but it certainly seems to capture the spirit of RMHC Pittsburgh and Morgantown and our community of supporters. With tremendous dedication from many, the Charity's mission of helping families with seriously ill children is thriving. Despite continued challenges from the pandemic, our collective commitment to being here for the families we serve hasn't stopped.

Our Mission Partners, whose 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, are a vital part of the Charity's success. Demonstrating a year-long commitment, Mission Partners were celebrated across all aspects of the Charity, including our two signature events. By investing in the Charity as a whole, these partners allowed great work to continue and provided unique opportunities for their employees to engage with RMHC.

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 and provide additional services that further solidify the impact the Charity has in the community.

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

**Art Alamo**

MAAK Alamo, LLC

**Christopher A. Amar**

Bernstein Private Wealth

**Michael Delligatti**

M&J Management

**Robbie Hofmann, Jr.**

Community Member

**Emily Lowe**

Morgan Lewis

**Erin McLaughlin**

Buchanan Ingersoll & Rooney

**Arthur Moats**

Former Pittsburgh Steeler

**Tony Muscato**

Diamond Crystal Brands

**Eric Neishloss**

Chairman Emeritus, Neishloss + Fleming

**Andrew Nowalk**

UPMC Children's Hospital of Pittsburgh

**Michael Ost, MD**

WVU Children's Medicine

**Angela Platt**

Ayco Company

**Dan Potetz**

Deloitte & Touche LLP

**Michele Rice**

Rice Enterprises, LLC



# Our History

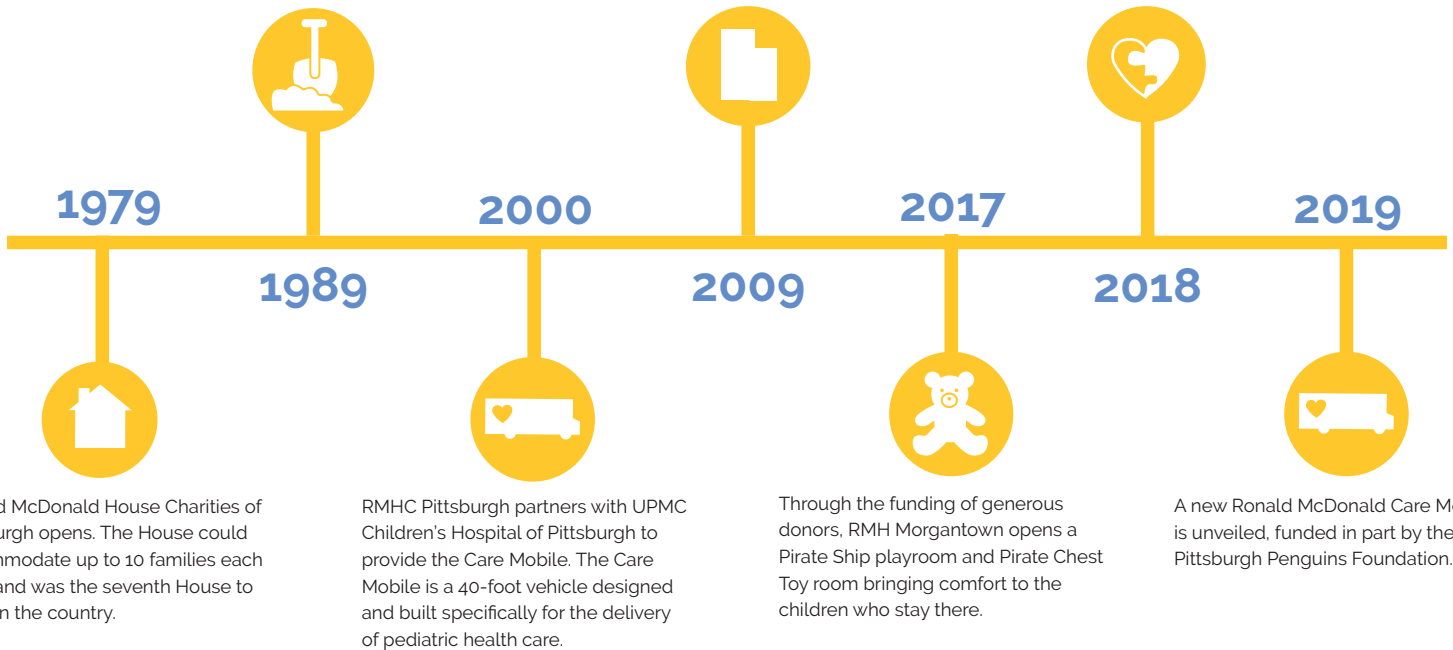
For over 40 years, Ronald McDonald House Charities of Pittsburgh and Morgantown has provided a "home-away-from-home" for families of seriously ill or injured children receiving life-saving medical treatment. We have served thousands of families by offering comfortable housing all while being just steps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





## Support Our Families

Dear RMHC Pittsburgh and Morgantown Friends and Supporters,

Our daughter Zarafa is a very strong little girl. She arrived in the world on July 21 weighing just 4 pounds 15 ounces. She spent the first 24-hours of her life in an incubator. Once she was stabilized, she was moved to the neonatal intensive care unit of another hospital. There, she grew stronger but needed to transfer yet again to a third hospital that focuses on helping her to eat so that she can gain weight.

With each and every move that our daughter has made on this journey, we have never had to leave her side because we have always been able to stay at the Ronald McDonald House.

We are so thankful for the Ronald McDonald House. Like so many parents who turn to this Charity, we never expected any of this. We never imagined being away from home for so long. And because of generous supporters like you, we are where we need to be without having to worry about the financial burden of being away from home. We are by our daughter's side every day helping with her care until we can take her home.

The Ronald McDonald House has been the one constant on this ever-changing journey. And that means the world to us. Thank you for making this special place available to families just like ours.

With Gratitude and Love,

*Julie & Eyad*

Julie and Eyad  
Morgantown, WV



# 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:

 9,210 followers

 973 followers

 1,204 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

## Our Partners...

**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

"We love supporting the Ronald McDonald House Charities in Pittsburgh and Morgantown year after year. As a company, we are happy to help such a wonderful cause and play a small role in helping families stay together."  
- 84 Lumber

"I am ever so grateful for the opportunity to be able to work with the Ronald McDonald House Charities Pittsburgh and Morgantown. There is no price you can place on the value of hope, connection, and friendship. Those are just a few examples of what this charity provides to families during times that otherwise feel hopeless. I am humbled by the fact that our team at Howard Hanna Insurance Services plays a role in that."  
- Howard Hanna Insurance Services

"Highmark Blue Cross Blue Shield is a proud partner of Ronald McDonald House Charities as they provide a safe and welcome home-away-from-home for non-local families with children who need critical care."  
- Highmark Blue Cross Blue Shield

# Your Support

The pandemic continued to influence the Charity's special events. We were thrilled to once again host golfers at the Big Mac Open and adjusted the Red Shoe Ball to be a virtual event with a live streamed program. Both events were very successful, in large part due to the generosity and dedication of our partners. Together, we reimagined ways to reach our goals and provide the support that families are counting on us.



## 29th Annual Big Mac Open

June 20, 2022  
Pittsburgh, PA

After suspending the outing in 2020, golfers were eager to get back on the course this past fall. Over 90 golfers celebrated golf's return and raised an incredible \$80,000+. We look forward to enjoying a day of great golf, good food, prizes and more this summer. The Mega-Square raffle will be front and center once again.



## 11th Annual Red Shoe Ball Gala

Pittsburgh, PA

Fully expecting to have an in-person event in 2021, the Red Shoe Ball committee had to once again pivot and design a new way to deliver the Ball. Adding to the success of the online auction, the program was live-streamed, creating a feeling of community and togetherness virtually. We look forward to celebrating RMHC Pittsburgh and Morgantown with a special evening this fall, sharing heartwarming stories of families who have benefited from your generosity.



## 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.*



# Partnership Opportunities

## Presenting 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

- 10 Tickets

### 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 2022
- 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 2023 *(to be determined by December 2022)*
- 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" W x 8.5" H)
  - **Must be received by May 6, 2022**
- 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*



Bradyn's medical journey began in March 2021. He was with his grandmother, Carole, when he passed out and went into convulsions. He was taken to the hospital where he was diagnosed with pulmonary hypertension. As he remained in the intensive care unit, Bradyn went into cardiac arrest. At that point, his physicians transferred him to a hospital more than 250 miles from home to get the specialized medical care he needed.

While Bradyn recovered from two heart surgeries and a double lung transplant, his grandmother stayed at Ronald McDonald House Pittsburgh.

"The Ronald McDonald House is more than what you could imagine. You feel safe, there are meals, and it is attached to the hospital. It really is the next best thing to being home."

- Carole, Bradyn's grandmother  
Arrington, VA



# Partnership Opportunities

## Lead 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

- 10 Tickets

### Big Mac Open Golf Outing

- 1 Foursome
- 1 Stocked Beverage Cooler

### Our Programs

- Recognition for sponsoring up to two Ronald McDonald Care Mobile visits during 2022
- 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 2023 (*to be determined by December 2022*)
- Event naming for Registration at both events
- Event signage at both events
- Full page ad in digital Annual Event Booklet
  - Middle Spread, Full Color (5.5" W x 8.5" H)
  - **Must be received by May 6, 2022**
- 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



Kelli and Daniel find comfort in knowing how close they are to their son Silas Andrew. Born at 26 weeks, four days, Silas is in the neonatal intensive care unit at WVU Medicine Children's. Living nearly two hours from the hospital, his parents are staying at Ronald McDonald House Morgantown.

"Staying at the Ronald McDonald House means that we are always right there for him," said Kelli. "And that means so much to us."

Currently, Silas is recovering from necrotizing enterocolitis and heart surgery. He is also being treated for bronchopulmonary dysplasia, a condition that affects lung development.

"The Ronald McDonald House is such a godsend for people like us who depend on and need it."

- Kelli, Silas' mom



# Partnership Opportunities

## Champion of the Heart - \$10,500

### Red Shoe Ball Gala

- 10 Tickets

### Big Mac Open Golf Outing

- 1 Foursome

### Recognition

- Event name on sponsor signs at both events
- Full page ad in digital Annual Event Booklet
  - Full Color (5.5" W x 8.5" H)
  - **Must be received by May 6, 2022**
- 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 digital Annual Event Booklet
  - Full Color (5.5" W x 4.25" H)
  - **Must be received by May 6, 2022**
- 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



In 2018, Waylon's family traveled several hours to be with their newborn son as he received life-saving medical care for a heart condition. They spent three months at the Ronald McDonald House as Waylon fought for his life in the hospital.

At the Ronald McDonald House the family of five found comfort and support being together. It made the most terrifying experience manageable.

Now three years later, they still have ups and downs, and Waylon still has a journey ahead, but they have the comfort of knowing they always have a place to call home should they need to during his stays at Children's Hospital.

"It was an absolute blessing to be so close to our son and be able to still be close as a family. I'm forever grateful for The House and the help you provided us."

– Mercedes, Waylon's mom  
Mineral Point, PA

# Partnership 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 digital Annual Event Booklet
  - Full Color (5.5" W x 2.125" H)
  - **Must be received by May 6, 2022**
- 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



"The Ronald McDonald Care Mobile has been a great resource for the Clairton community over the past several years. With Clairton being an underserved community and the community members having limited access to resources as a whole, the Ronald McDonald Care Mobile has served as a valuable resource for many families.

The Ronald McDonald Care Mobile has been a convenience for many families who do not have access to transportation to receive care for their child. The Ronald McDonald Care Mobile is located in a convenient location within the community and comes twice a month throughout the entire calendar year. Additionally, Ronald McDonald Care Mobile staff work closely with the school staff including the school nurse to provide additional services and back-up support when needed.

"If anything needs to be done, the school utilizes the Ronald McDonald Care Mobile as a safety net including last minute requests for sports physicals. We appreciate the Ronald McDonald Care Mobile staff and all that you do to meet the needs of the Clairton children and families."

**Britnee Weatherspoon**  
Clairton City Social Services Coordinator

**Cequoria Hammonds**  
Clairton City School Nurse



# 2022 Partnership Agreement

## Ronald McDonald House Charities of Pittsburgh and Morgantown

Please complete this pledge form to officially designate your gift to RMHC Pittsburgh and Morgantown. This is done in accordance with RMHC uniform accounting procedures.

**Sponsor Name** (as you wish to be acknowledged): \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

### Choose your sponsorship level:

\$20,500     \$15,500

\$10,500     \$8,500     \$5,500     \$3,500

I'm interested in sponsoring an apartment or room. Please contact me to discuss spaces available.

I'm interested in a customized sponsorship opportunity. Please contact me to discuss individual event sponsorship opportunities.

### Payment Information:

Enclosed Check (made payable to RMHC Pittsburgh and Morgantown)

American Express

Mastercard

Visa

Discover

Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ Security Code: \_\_\_\_\_

Invoice to be paid upon receipt

I/we would like to make \_\_\_\_\_ payments of \$ \_\_\_\_\_ to be completed by \_\_\_\_\_, 2022.  
# of payments                      amount of payment                      final date payment to be received by

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please submit sponsorship agreement to:

**Ronald McDonald House Charities of Pittsburgh and Morgantown**

**Attn: Amy Rayman, Development Director**

451 44th Street - Penthouse

Pittsburgh, PA 15201

**Phone:** 412-246-1107 **Fax:** 412-362-8540

**Email:** amy@rmhcpgh-mgtn.org

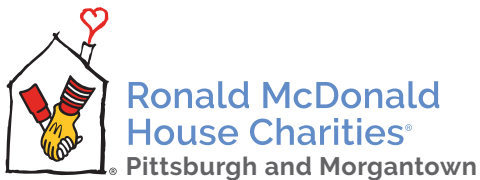
**www.rmhcpgh-mgtn.org**



Ronald McDonald  
House Charities  
Pittsburgh and Morgantown

# 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](http://www.rmhcpgh-mgtn.org)

Follow us here:

