



**RMHC**<sup>®</sup>  
Detroit

**2024**

Celebrating 50 YEARS  
as a global organization

45 YEARS  
serving Detroit



# Heart, Hands and Home

Strengthening The Foundation For Our Families

Graciously Donated by





## ABOUT US

Ronald McDonald House Charities Detroit provides the families of ill or injured children being treated at Metro Detroit medical facilities with supportive programs and places that bring comfort, respite, and a positive community during their child's medical journey.

We are proud of our 26,000 square foot House with 26 rooms, 12 passenger ADA compliant shuttle van, and RMHC Family Room located at Children's Hospital of Michigan, here in Detroit.

Our House is open 24 hours a day, 365 days a year for families in need.

## ABOUT YOU

We are truly grateful for the incredible generosity, love, and compassion given by not only our community here in Detroit, but the entire southeastern region of Michigan, that have kept our doors open to the families of ill or injured children for the past 45 years! Our organization is proud to call Detroit its home, or as the families know it, their "home away from home". We hope you can find it in your hearts to continue supporting our House and help us carry out our mission for another 45+ years!

*"Having a place where we could find a small amount of normalcy for our situation was so comforting. The staff and volunteers became family to us. All of the accommodations at the House were second best to being at home. We are so thankful we had their support."*

– LaPrade Family, Texas



40 Days at RMHC Detroit



# HOW TO HELP

## VOLUNTEER

Help around the House is always appreciated and needed to keep the House clean, organized, and supporting the families the best way we can. Volunteer opportunities consist of helping in the kitchen, garden, and assisting at our annual fundraising events!

To stay informed about volunteer opportunities at the House, please fill out this form:



## MAKE A MEAL



Providing a home-cooked meal to our in-House families is one of the greatest and most memorable ways to support the families who will be or who have spent a long day in the hospital. Best for business or community groups of 6 to 12 people.

Sign up for one or more days and meals using our online calendar!



## PANTRY PARTNERS

Pantry Partners are crucial to making our House feel like a home. Pantry Partners are groups or individuals that purchase or donate \$500 (or more) worth of items from our Amazon Wish List. The list consists of grocery items that are most used or needed at the House. Items can be purchased and mailed to our House or dropped off in person.

Check out our Amazon Wish List!



## COLLECT POP TABS

Aluminum pop tabs may be small in size, but they make a big impact on the House. This fun and environmentally friendly activity is great for businesses, schools, and community groups to make a difference, one tab at a time.

1. Collect aluminum pop tabs
2. Drop off at RMHC Detroit, 4707 St. Antoine Street, Detroit, MI 48201
3. We take them to the recycling center for funds to support the House





*The Lady Wings spent an afternoon prepping meals for the house.*

## HOW TO HELP

### FUN FACT

- ▶ It takes about **1,500** pop tabs to make a pound
- ▶ **1 million** pop tabs end-to-end would stretch over **16 miles**
- ▶ It takes **63,360** pop tabs to stretch **1 mile**







S201  
Welcome Home Lobby  
Presented by  
Star and Kitchen Organization

Londyn and her family spent a night with us while her baby brother received care at Children's Hospital. No child is allowed to leave our House without stopping to pick out a toy in our toy closet.



## GET INVOLVED

We know that one element of corporate social responsibility is empowering businesses and employees to contribute to their community. We have many ways to offer that chance to give back.

### HOST A FUNDRAISER

Hosting fundraising events (third-party fundraisers) or choosing RMHC Detroit as a beneficiary for your event or campaign is vital to helping us fulfill our mission to provide a temporary home away from home for families of ill or injured children.



We welcome and greatly appreciate requests from individuals, organizations, and corporations to host benefits, special events, or donation drives on behalf of RMHC Detroit.

Some ideas of third party fundraisers include, but are not limited to:

- Golf Outings
- Wine Tastings
- Bake Sales
- Car Shows
- Pantry Item Drives
- Car Washes
- Game Tournaments
- ...and so many more!



### JOIN THE RED SHOE CREW

The Red Shoe Crew is a group of young professionals supporting the mission of Ronald McDonald House Charities Detroit through volunteering, fundraising, and being ambassadors in our community.

To learn more or apply to become a member, scan the QR code!



### SUPPORT AT MCDONALD'S

Every time you visit a McDonald's restaurant choose "Round-Up for RMHC" when you order on the kiosk or ask to "Round-Up" your total at the counter or drive-thru.



You may also drop spare change in the RMHC Donation Boxes. Your small cents can make a big change!

### EMPLOYEE FUNDRAISING CAMPAIGNS



Gather your co-workers to raise funds or collect items to support RMHC Detroit. From payroll donations, jeans/casual days, holiday giving, to friendly competitions. If your company matches employee gifts, you can double the impact!

Have another great idea?  
Questions?

Contact Marketing &  
Development Director,  
Kelly Klemmer at  
[KKlemmer@rmhc-detroit.org](mailto:KKlemmer@rmhc-detroit.org)



## EVENTS

### The Derby Social

May 4th, 2024 - Detroit Golf Club

A fun derby theme brings us together to raise funds for the House and honor individuals and companies that have gone above and beyond for RMHC Detroit.

### Vinni's RMHC Detroit Golf Outing

June 7th, 2024 - Fieldstone Golf Course

For the last 23 years our friend Vinni, and his family and friends, have been supporting RMHC Detroit with a day on the greens. All are welcome to join in on this fun way of fundraising!

### Escape to Belle Isle 5k, Half Marathon & Kids Fun Run

July 20th, 2024 - Belle Isle

Run it, walk it, or come cheer on the participants for this family (and pet) friendly event on Belle Isle!

### There's No Place Like Home

August 1st, 2024 - Comerica Park

Our red shoe event is heading to the ballpark as the Detroit Tigers take on the Kansas City Royals. Help the House celebrate being the Charity of the Game by purchasing game tickets or join us for the private pre-game party on the Vizzy Deck!

### Spare the Love

November 10th, 2024 - Bowlero Royal Oak

The 4th Annual Spare the Love event is a fun night of bowling and friendships, hosted by the Red Shoe Crew!







Escape to Belle Isle 5k, Half  
Marathon & Kids Fun Run



## FUN FACT

- ▶ 72% of consumers would recommend a brand that supports a good cause over one that doesn't.
- ▶ 71% of consumers would help a brand promote their products or services if there is a good cause behind them.
- ▶ 73% of consumers would switch brands if a different brand of similar quality supported a good cause.

Source: Edelman  
Goodpurpose Study





# SPONSORSHIP OPPORTUNITIES

Our community of families, donors, and professional peers recommend businesses and organizations that support charities; *and we like to highlight them!* Please consider elevating your company's brand recognition and charitable giving by becoming a Community Partner.

## HEART PARTNER - \$25,000

- Company name and logo on RMHC Detroit website with link to webpage (31,000+ impressions)
- Company logo on RMHC Detroit Facebook cover page for a year (92,000+ impressions)
- Company logo and link on virtual newsletter, 6 newsletters a year (12,000+ impressions)
- Company logo on banner/signage outside and inside the House
- Company listed as sponsor for all major events in 2024
- Company logo on RMHC Sponsor Banner hung at all 2024 RMHC Events (5 events)
- One reserved table (for 8 guests) at Derby Social event
- Foursome of golf for Vinni's RMHC Golf Outing
- Company Logo on Escape to Belle Isle race shirts (300+ shirts)
- 4 Tickets to There's No Place Like Home
- Reserved Bowling Lane at Spare the Love
- Invitation to VIP sponsor/major donor appreciation night at Little Caesars Arena

## HOPE PARTNER - \$10,000

- Company name and logo on RMHC Detroit website with link to webpage (31,000+ impressions)
- Company logo on RMHC Detroit Facebook cover page for a year (92,000+ impressions)
- Company logo and link on virtual newsletter, 6 newsletters a year (12,000+ impressions)
- Company logo on banner/signage outside and inside the House
- Company listed as sponsor for all major events in 2024
- Company logo on RMHC Sponsor Banner hung at all 2024 RMHC Events (5 events)
- 4 Tickets to Derby Social event
- Entry for 2 golfers in Vinni's RMHC Golf Outing
- Discount code for Escape to Belle Isle participation
- 2 Tickets to There's No Place Like Home
- Reserved Bowling Lane at Spare the Love
- Invitation to VIP sponsor/major donor appreciation night at Little Caesars Arena

## HOME PARTNER - \$5,000

- Company name and logo on RMHC Detroit website with link to webpage (31,000+ impressions)
- Company logo on RMHC Detroit Facebook cover page for a year (92,000+ impressions)
- Company logo and link on virtual newsletter, 6 newsletters a year (12,000+ impressions)
- Company logo on banner/signage outside and inside the House
- Company listed as sponsor for all major events in 2024
- Company logo on RMHC Sponsor Banner hung at all 2024 RMHC Events (5 events)
- 2 Tickets to Derby Social event
- Hole Sponsor at Vinni's RMHC Golf Outing
- Discount code for Escape to Belle Isle participation
- 2 Game only tickets to There's No Place Like Home event
- 2 Tickets to Spare the Love
- Invitation to VIP sponsor/major donor appreciation night at Little Caesars Arena

## Additional Ways to Support: Donate Items & Gift Cards

Majority of our events include a variety of raffles, auctions, and prizes that help us raise funds for the House. If you would like us to highlight your brand by contributing to our events, please mail or drop off your items to: RMHC Detroit, 4707 St. Antoine St., Detroit, MI 48201, or contact us to arrange a pick up! Sign up to be a partner today!

Scan the QR Code to fill out our pledge form or email Kelly to become a community sponsor today!

[KKlemmer@rmhc-detroit.org](mailto:KKlemmer@rmhc-detroit.org)



\*\*Partnership benefits are good for the entire year of 2024. Due to a wide array of opportunities the organization is offered throughout the year, RMHC Detroit will reach out to partners first if more benefits or exclusive opportunities become available.





**RMHC**<sup>®</sup>  
Detroit

4707 St. Antoine St.  
Detroit, MI 48201  
**[rmhc-detroit.org](http://rmhc-detroit.org)**



STAY CONNECTED



[rmhc-detroit](https://www.instagram.com/rmhc-detroit)



Ronald McDonald  
House Charities Detroit



[RMHCDetroit](https://www.tiktok.com/@rmhcdetroit)

**Questions and Conversation: Contact Kelly Klemmer**  
Marketing and Development Director  
[KKlemmer@rmhc-detroit.org](mailto:KKlemmer@rmhc-detroit.org) or cell: 810-841-8266