

2016 Adopt A Room

— *Partnership Package* —





Ronald McDonald House
PHILADELPHIA

2016 Adopt A Room

Dear Friends,

One moment can turn your whole life upside down. Just ask the families staying at the Philadelphia Ronald McDonald House tonight. For many of the 65 families at our Houses right now, just one phone call or doctor's appointment changed everything. Not only did these families have to suddenly cope with the fear and helplessness of having a seriously ill child, they had to travel to a faraway hospital in an unfamiliar city for life-saving medical care, leaving behind their support networks, struggling to pay for a mountain of new expenses, and wondering where they'd sleep each night to make sure they were close to their child at all times.

The Willis family, pictured on the cover, is one of the thousands of families we serve each year. In October 2014, 14-year-old Sara began to experience symptoms that would later be diagnosed as a germinoma – a form of brain cancer. Sara underwent 12 weeks of chemotherapy in her home state of Virginia and at the recommendation of her oncologist, traveled with her mother to Philadelphia for subsequent radiation treatments at The Children's Hospital of Philadelphia. For five weeks, our House became the Willis family's second home as they braved the final phase of Sara's treatment.

The Philadelphia Ronald McDonald House makes sure families like the Willis family have the strength and support they need to face their child's illness – **and you can help.**

By Adopting a Room at our Houses, your gift of \$2,500 or \$5,000 will ensure that each family who stays in that room throughout the year has a comfortable, restful place to call home – complete with home-cooked meals, shuttle transportation to and from the hospital, and an array of other complimentary services – just minutes from the country's best hospitals at little to no cost.

That's not all.

When you Adopt a Room and all of the families who will stay there throughout the year, you help parents better maintain their own well-being and manage their stress levels so they can be there for their children – both patients and their siblings. You help moms and dads feel less isolated and alone because they have the support of other families who understand what they are going through and you help children have a better experience in the hospital because their family never has to be far from their side.

We hope you will join us in supporting more than 2,000 families who stay with us each year by becoming a partner in our Adopt A Room program. While 10% of our annual operating budget comes from Ronald McDonald House Charities, we rely on the generosity of friends like you for the remaining 90%. That means your support will truly make a difference.

This partnership packet will provide you with more details about the program, the many benefits you will receive, and the impact you will have on the families we serve – just like Sara's. On behalf of all of the people you are helping during a very challenging time, I offer my heartfelt thanks and look forward to your partnership with the Philadelphia Ronald McDonald House.

A handwritten signature in black ink that reads "Susan Campbell". The signature is written in a cursive, flowing style.

Susan Campbell
Executive Director



Sara Willis shares a big smile while staying at the Chestnut Street House.



About the Program

The Adopt A Room partnership program allows you, your company, or organization to be the room sponsor of one of the 65 guest rooms at one of our two locations - Chestnut Street or Front & Erie. Your funding will sponsor all of the families who sleep in that room throughout the year.

Your Partnership Impact

By partnering with our Adopt A Room program, you are doing more than making sure families have a place to sleep each night - as important as that is. You are making it easier for children to get the treatment they need and have their families close by their side, every step of the way. You are eliminating many of the financial challenges that come with traveling long distances for medical care so moms and dads can focus on their child's treatment. You are also providing parents with the support and rest they need to be there for their sick son or daughter and their other children.

That's what our families tell us staying at the House means to them. Last year, we had more than 2,194 family stays with families traveling from 44 states and 18 countries. 35 percent of these families came from within Pennsylvania and 22 percent came from New Jersey. While the average length of stay was just over a week, many stayed for much longer with the longest length of stay coming in at 365 nights away from home.

Thanks to generous donors like you, 97 percent of these families believe that the House made it easier to access treatment for their child. 99 percent believe that staying at the House helped them maintain their well-being during their child's treatment, and 97 percent feel that staying at the House improved their child's experience at the hospital. Nearly all families – 98 percent – feel that the Philadelphia Ronald McDonald House reduced their stress levels during a difficult time. **With your help, we can have an even greater impact.**

Sponsorship Levels

There are two sponsor levels in the Adopt A Room program that you can choose from:

[Exclusive Room Sponsor](#) - \$5,000 tax deductible gift

Donor will have exclusive sponsorship over one guest bedroom for the period of one year.

[Partner Sponsor](#) - \$2,500 tax deductible gift

Two donors may be assigned to the same guest bedroom for the period of one year. Paired donors will not be in competing industries.



The Jansson family traveled from Sweden for 8-year-old Samuel to receive treatment for a spinal cord injury in 2015.



Adopt A Room Benefits

[Prominent Signage Outside Your Adopted Guest Room](#)

Outside of each guest room will be signage listing your company as the proud sponsor of that room. Signage will stay on guest room throughout the entire year.

[Name Placement On High-Visibility Recognition Wall](#)

Your company will be listed on our one-of-a-kind Adopt A Room wall located in our House kitchen areas. Our kitchens are the heart of each House and are frequented by thousands of people every year including families, staff, visitors, and guest chef groups who provide meals for our families every day.

[Letters From Families](#)

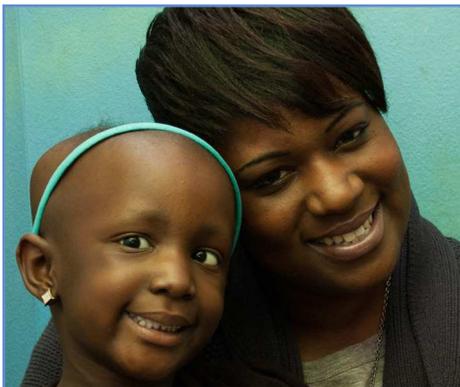
During the course of the year, you will receive personal notes from families who stay in your sponsored room.

[Permanent Reminder of Your Service to Families](#)

You will receive a beautiful, personalized plaque that recognizes your contribution for you to display in your office or give as an honorarium to friends or loved ones.

In addition, both sponsorship levels will receive the following recognition:

- Inclusion in the Messages of Hope quarterly newsletter (14,000+ reach)
- Listing in the 2015 Annual Report
- Listing on Philadelphia Ronald McDonald House website as an Adopt A Room Sponsor
- A social media mention during the course of the sponsor year
- Invitation to an exclusive reception at either our Chestnut Street or Front & Erie House
- Mention in local publications as a 2016 Philadelphia Ronald McDonald House - Adopt A Room Sponsor



Since there are limited Adopt A Room partnership opportunities available, you will have first right of refusal for the Adopt A Room partnership for the next year.



New Sponsorship Opportunity for 2016 - FamilyOne TV Channel \$10,000 tax deductible gift

Families traveling for their children's medical care face many challenges including where to stay, how to keep their family together, and how to cope with the stress of their child's treatment. While our two Ronald McDonald Houses offer lodging and a wide range of complimentary amenities and services to 65 families each night, it can be a challenge to effectively communicate the necessary information about these available resources in an efficient, understandable way, as families are under extreme stress at check-in and are often unable to absorb large quantities of information regarding the many services we provide.

To creatively address this challenge, we developed our FamilyOne TV channel, based on technology commonly used at hotels to communicate with guests. The channel is a practical, innovative way for families staying at our Houses to have the information they need to feel as supported as possible, as well as to have knowledge of the guidelines that collectively enable families to have a safe, comfortable stay—ultimately enhancing the overall experience for all families.

FamilyOne—both an English and Spanish version—will run on two dedicated channels at each House location (with content customized for both our Chestnut Street and Front & Erie House locations) and will play on televisions in each of our 65 guest bedrooms. The content will be made available through Four Winds Interactive digital display technology. Content for the channel—both filmed and static as appropriate includes:

- A House Tour
- A Policies and Procedures overview
- An Around the House segment detailing specific information about different areas of the property including our front desk, kitchen, gym, and more
- A Services and Resources segment providing information about our complimentary amenities, including our meal program, shuttle transportation, evening programming, and more
- A Safety and Security segment covering fire and emergency procedures
- A Neighborhood feature offering information about the local area such as where to find ATMs, banks, grocery stores, and pharmacies

While each family will continue to participate in a detailed welcome process and have ongoing access to relevant staff, the channel will allow families to access critical, detailed information at their own pace after the stress and disorientation of their initial check-in subsides. Furthermore, this is an innovative way to improve our communication with our Spanish-speaking families (in addition to using a translator). Because the need for this type of communication with families resonated so strongly with the entire Ronald McDonald House Charities system (currently comprising 349 Houses in 38 countries worldwide), in 2013 we were awarded the highly-competitive Ronald McDonald House Charities Innovation Award grant to support the development and implementation of the channel, and Houses around the globe are exploring similar technology to implement in their locations, based on our model.



FamilyOne TV Channel Sponsorship Opportunities and Benefits

For \$10,000 you can select if you would like to be the sponsor of the channel at both our Chestnut Street or Front & Erie House locations. As a \$10,000 FamilyOne Channel sponsor, you will receive the following benefits:

Logo Inclusion on the FamilyOne Channel Header

For 2016, your full-color logo will be visible 24 hours a day on the channel regardless of what content is being featured. The channel will loop in all of our 65 guest bedrooms at our Chestnut Street House and Front & Erie House locations combined, which are utilized by thousands of families each year; last year, our Houses collectively served 2,194 unique families from 45 states and 18 countries—enabling you to reach local, national, and international families.

Logo Inclusion on FamilyOne Channel Promotional Materials and Signage

Your logo will be included in all promotional materials for the FamilyOne channel including a one-page flyer distributed to all families upon check-in and on in-room signage promoting the channel.

Name Placement on High-Visibility Recognition Wall

As your sponsorship of our FamilyOne channel is part of our Adopt A Room opportunities, your name will be listed on our one-of-a-kind Adopt A Room wall located in our House kitchen and dining area. Our kitchen is the heart of the House and is frequented by thousands of people every year.

Family Update and Annual Impact Report

During the course of the year, you will receive an update from a family who stayed at the House and benefited from the FamilyOne channel and, at the year's end, you will be provided with an Annual Impact Report outlining the difference you have made through your sponsorship.

Permanent Reminder of Your Service to Families

You will receive a personalized plaque that recognizes your contribution for you to display in your office or give as an honorarium to friends or loved ones.

Please see additional benefits applicable to FamilyOne TV Channelsponsors listed on page 4.





Your Adopt A Room Commitment Makes A Difference.

Here is what some of our families who stayed throughout 2015 shared with us:

"Without the Ronald McDonald House we wouldn't have known what to do. We came here with nothing and having no idea how long we would be here. Turns out we were here three weeks. The Ronald McDonald house is amazing. Thank you."

"I say this every stay—thank you! [Our child] would not be able to be treated here if I couldn't stay here. This House is an emotional as well as financial lifesaver for us. I can't say enough how grateful I am for this House and the staff. Everyone is wonderful. Thank you!"

"The hospitality of the people who work here is very comforting and helped us deal with difficult situations while our son was being treated. The other families were great and comforting as well. We cried, laughed, and talked together about our situations."

"The Philadelphia Ronald McDonald House is an immeasurably valuable asset to have while our child receives treatment so far from home. This stay was by far the most stressful to date. Without the House, I don't know how we would have done it."





Partnership Commitment

Organization name: _____

Contact name: _____

Contact phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Name to be listed on signage and for all sponsorship mentions:

I prefer to Adopt A Room at: Chestnut Street Front & Erie No Preference

Payment Information

Enclosed is my check for \$2,500 - Shared Room Sponsorship

Enclosed is my check for \$5,000 - Exclusive Room Sponsorship

Enclosed is my check for \$10,000 - FamilyOne TV Channel Sponsorship

Please send me an invoice on _____

(Payment must be received no later than December 31, 2015)

*For more information,
please contact:*

Chris Callanan
Director of Special Events &
Corporate Development
Philadelphia Ronald McDonald House
3925 Chestnut Street
Philadelphia, PA 19104
215.387.8406
Chris@philarmh.org



Chestnut Street



Front & Erie