

2025

Partnership Book



RMHC[®]
Northeast Indiana

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Hi

The Ronald McDonald House of Northeast Indiana offers families of ill and injured children a home away from home for the duration of their child's treatment needs. This includes private guest rooms, use of kitchen facilities, home-cooked meals, laundry facilities, play and entertainment spaces, and more, at no cost to the family.

Some of our additional programs offered include: Ronald McDonald Family Lounge, located on the Newborn Intensive Care Unit; Ronald McDonald Care Mobile, our mobile doctor's office providing medical care at no charge to families without insurance; Ronald McDonald Comfort Cart, which brings snacks, activities, and more directly to pediatric patient's rooms; and Ronald McDonald Healing Hearts, which focuses on supporting families who experience the loss of a child.

It is our commitment to say 'yes' to every family that walks through our doors. Whether program support, community resources or a listening ear, the generosity of donors and community partners seed this very commitment. In fact, it is because of your support that we can say 'yes' to more families as a focused and growing charity. This book is intended to offer you insight into the heart of our mission and the many ways each of you can say 'yes' as we keep families together and near the medical resources they need.



Jen Veatch, Chief Executive Officer
Ronald McDonald House Charities of Northeast Indiana





Programs

Ronald McDonald House

The Ronald McDonald House, located inside Parkview Regional Medical Center, gives families with a hospitalized child a home base. Ronald McDonald House volunteers and staff become the care team for a family during their stay, offering support services and encouragement throughout their journey. The Ronald McDonald House welcomes the families of pediatric patients 21 and younger either as overnight guests or day guests. We have 16 private guest rooms with semi-private bathrooms available to overnight guests 24 hours a day.



Ronald McDonald Family Lounge

For families with hospitalized babies, days can feel overwhelming. Thankfully, there's a place for them to recharge: the Ronald McDonald Family Lounge in the Parkview Women's and Children's Hospital Newborn Intensive Care Unit. Steps away from their child's bedside, the Family Lounge features a kitchenette stocked with grab-and-go snacks, a dining space, a comfortable lounge, and a children's play area.



Ronald McDonald Care Mobile

The Ronald McDonald Care Mobile team believes that a child's zip code shouldn't affect their ability to receive quality preventive care. The Care Mobile is a doctor's office on wheels, bringing wellness visits, vaccinations, and childhood health education into communities that need help accessing pediatric care. Children 0 – 18 years have more convenient access to health services, and at no charge to families without insurance.



2025 Special Events



RADIO¹THON



2025 Top Sponsorship Packages

	\$40,000	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000
Rhinestone Rodeo						
Tickets/Tables	2 Tables	1 Table	1 Table	1 Table	1 Table	2 Tickets
Logo on event signage	•	•	•	•	•	•
Logo in event emails	•	•	•	•	•	
Social media posts	•	•	•	•		
Raffle ticket entries	8	4	4	2	2	
Signature drink tickets	16	8	8	4	4	
Clays Classic						
Squads	2 Squads	2 Squads	1 Squad	1 Squad	1 Squad	2 Participants
Flurry game	•	•	•	•	•	
Logo on event signage	•	•	•	•	•	Name
Logo in event emails	•	•	•	•	•	Name
Social media posts	•	•	•			
Raffle ticket entries	10	10	5	5	3	
Radiothon						
Matching Gift Hour			\$1k Match	\$1k Match	\$1k Match	\$1k Match
Social media posts	•	•	•	•	•	•
Logo in event emails	•	•				
On-air mentions	•	•	•	•	•	•
Giving Tuesday/Brewsday						
Logo on event signage	•	•	•	Name	Name	
Logo in event emails	•	•	•	Name	Name	
Social media posts	•	•	•			
RMHC Cornerstones						
Logo on event signage	•					
Logo in event emails	•					
Tour, Talk, & Taste						
Logo on event signage		•				
Logo in event emails		•				

Rhinestone Rodeo

SPONSORSHIP OPPORTUNITIES



SEPTEMBER 12, 2025
MIRRO CENTER

rmhc-neindiana.org/events/rhinestone-rodeo

**EXCLUSIVE
PRESENTING
SPONSOR**
\$30,000

- Branded as Presenting Partner through prominent display of company logo on event signage, website, and emails
- Opportunity to kick off the night with an in-person greeting or video
- Social Media Recognition
- First Right of Refusal
- Customized digital recognition
- Two tables of eight guests

**EXCLUSIVE
DINNER
SPONSOR**
\$15,000

- Prominent logo recognition on event website, signage, and emails
- Social media recognition
- First Right of Refusal
- Customized digital recognition
- Two tables of eight guests

**RHINESTONE
RODEO LEGEND**
\$10,000

- Prominent logo recognition on event website, signage, and emails
- Social media recognition
- Customized digital recognition
- One table of eight guests

**FUND A FAMILY
FRIEND**
\$7,500

- Sponsor recognition on event website, signage, and emails
- Social media recognition
- Customized digital recognition
- One table of eight guests
- Name/logo recognition within Fund a Family program.

**RHINESTONE
RODEO WRANGLER**
\$5,500

- Sponsor recognition on event website, signage, and emails
- Social media recognition
- Customized digital recognition
- One table of eight guests

**RHINESTONE
RODEO RUSTLER**
\$3,000

- Sponsor recognition on event website, signage, and emails
- Customized digital recognition
- One table of eight guests

**CENTERPIECE
SPONSOR**
\$2,500

- Recognition as Centerpiece Sponsor on prominently branded signage with company logo at every table
- Listing as Centerpiece Sponsor on event website
- Customized digital recognition

A table of eight guests can be purchased for \$1,500.

Radiothon

SPONSORSHIP OPPORTUNITIES



RONALD MCDONALD HOUSE / MAJIC 95.1

RADIOTHON

Be an EVERYDAY HERO.

FRIDAY, FEBRUARY 21 6AM - 6PM

SPONSOR

\$2,500

- Name/Logo on social media post(s).
- Name/Logo on Radiothon webpage.
- Name/Logo on event emails.
- Record a message to air during the day of Radiothon.

MATCHING DONOR

\$1,000+

- Name/Logo on social media post.
- Live mentions on air (minimum 4x) during the hour your matching gift is featured.
- Double your gift and incentivize new donors to support RMHC of Northeast Indiana.

Giving Brewsday

SPONSORSHIP OPPORTUNITIES

Tuesday, December 2, 2025

Meet us at the Hoppy Gnome to grab an after-work pint with your friends and coworkers in the spirit of raising money for RMHC of Northeast Indiana. No entry fee or ticket required – just drop by for a unique craft brew that contributes to supporting families, partake in an exciting raffle, savor the good vibes, and maybe treat yourself to a plate of mouth-watering Hoppy Gnome tacos.

Visit our website rmhc-neindiana.org/events/giving-brewsday/ for more information.



SPONSOR

\$2,500

- Name/Logo on event website.
- Name/Logo on event emails.
- Name/Logo on social media posts.



Clays Classic

SPONSORSHIP OPPORTUNITIES

rmhc-neindiana.org/events/clays-classic

OCTOBER 10-11, 2025

ST. JOE VALLEY CONSERVATION CLUB

**EXCLUSIVE
PRESENTING
SPONSOR**
\$20,000

- Branded as Presenting Sponsor through prominent display of company logo on printed event materials, signage, and emails
- Social media recognition
- First right of Refusal
- Company-provided banner at event
- Two squad entries of 5 shooters (includes supplies, lunch, & gift)

**EXCLUSIVE
BREAKFAST &
LUNCH SPONSOR**
\$10,000

- Prominent logo recognition on event website, signage, and emails
- Social media recognition
- First Right of Refusal
- One squad entry of 5 shooters (includes supplies, lunch, & gift)

**EXCLUSIVE
REGISTRATION
SPONSOR**
\$8,000

- Prominent logo recognition on event website, signage, and emails
- Social media recognition
- First Right of Refusal
- One squad entry of 5 shooters (includes supplies, lunch, & gift)

**COURSE
SPONSOR**
\$6,500

- Sponsor recognition on event website, signage, and emails
- Social media recognition
- One squad entry of 5 shooters (includes supplies, lunch, & gift)

**MARKSMAN
SPONSOR**
\$3,000

- Sponsor recognition on event website, signage, and emails
- One squad entry of 5 shooters (includes supplies, lunch, & gift)

**BEVERAGE STATION
SPONSOR**
2,500

- Company logo/name displayed on event signage, website, and emails

**RING TOSS
SPONSOR**
\$2,000

- 2 AVAILABLE
- Company name displayed on event signage, website, and emails

**AUCTION
SPONSOR**
\$1,500

- Company name displayed on event signage, website, and emails

**SIDE GAME
SPONSOR**
\$600

- Company name displayed on event signage

REGISTRATION FEES:

Individual participants:
\$250

Squads of five:
\$1,250





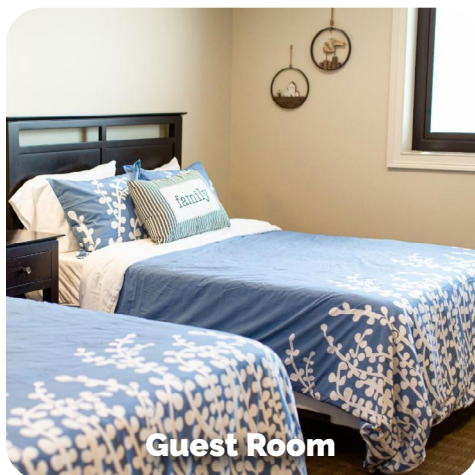
Our House



Violet's Playhouse



Kitchenette



Guest Room

Where
LITTLE
make the **BIGG**

Guest Kitchenette



Available to families

24 HOURS A DAY

Volunteer Room

Where 90+ volunteers

APRON UP

each year



Gathering Room



Where families

RELAX & REFRESH

together

Additional wraparound services that are ha

Healing Hearts

How the Ronald McDonald House supports grieving families. Includes a special book, stuffed animal, and a group animal therapy session.

re the
THINGS
GEST difference



Violet's Playhouse

Where our littlest guests can
BE THEMSELVES



Santa's Workshop



A HOME
away from home for
Santa and his elves

Play Space

FUN

for kids of all ages



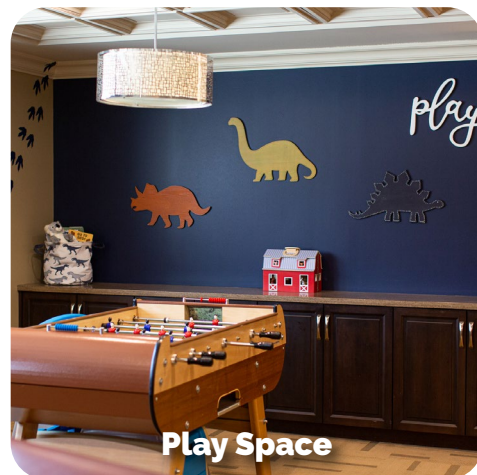
ard to see but help families feel comforted:

Family Support Services

Our FSS team comes alongside families throughout their stay to support their physical and mental well-being and connect them with any needed resources.



Dining Room



Play Space



Gathering Room



Santa's Workshop

Let's Get Cookin' Fort Wayne



May 21, 2025

Visit doitbestfoundation.org
for more information.

The Do it Best Foundation is thrilled to announce the return of one of the city's favorite food and fun(draising) events - Cookin' Men - on **May 21, 2025** on the Electric Works campus. This exciting event, now called Cookin' Fort Wayne, will benefit Ronald McDonald House Charities of Northeast Indiana, making a lasting impact on families in our community.

We're inviting Fort Wayne's business leaders, chefs, and culinary enthusiasts to step up to the plate and showcase their skills for a great cause.



Register to become a participating chef and help us serve up a night to remember by visiting doitbestfoundation.org.

Host a Fundraiser

Host a fundraiser

Hosted fundraising events (third-party fundraisers) are vital to the continued success of our programs and services. We welcome requests from individuals, organizations, and businesses to host events or donation drives on behalf of RMHC of Northeast Indiana. Some ideas for third-party fundraisers include, but are not limited to:

- Happy Hours
- Game Tournaments
- Networking Events
- Golf Outing
- Jeans Day
- Wine Tasting
- Jewelry Party
- Many More!

Have another idea
or question?

Contact the Ronald McDonald
House at 260-266-3590.

Visit our website rmhc-neindiana.org/host-a-fundraiser/ to host a fundraiser.

Employee fundraising campaigns

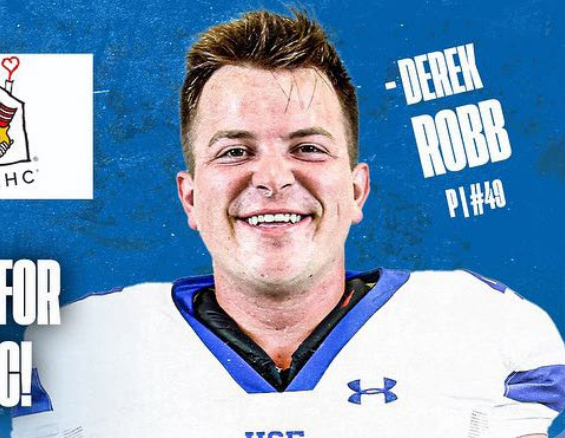
Gather your co-workers to raise money for RMHC of Northeast Indiana. Anything is possible, and the options are endless. We can create special online donation pages for your business, and if your company matches employee donations, you can double your impact.



PUNTS FOR RMHC!



DEREK ROBB WILL BE DONATING \$20 FOR
EVERY PUNT INSIDE THE 20 TO RMHC!



Matching Gift Opportunities

Throughout the year we have several opportunities to recognize your matching dollars for the House.



Fund a Family

Reach:
400-500 people

Fund a Family is an important part of our signature event, Rhinestone Rodeo, giving attendees the opportunity to give directly to support family stays in the Ronald McDonald House.

Timing:
September

Recognition:

- Name/logo included on program slideshow
- Social media mention
- Listing on event webpage

\$5,000+



Season of Giving

Reach:
5,000 people

Our annual campaign includes a direct mail piece, email, and social posts.

Timing:
Q4

Recognition:

- Name/logo included on campaign email
- Social media mention
- Listing on event webpage

\$2,500+



Community Giving Days

Reach:
3,000+ people

Giving Tuesday

A worldwide day of giving held the Tuesday following Thanksgiving.

Timing:
Q4

Recognition:

- Name/logo included in email
- Social media mention

\$1,000+



Radiothon

Reach:
10,000+ people

Tune into Majic 95.1 for 12 hours of music, fun, family stories, and fundraising.

Timing:
Q1

Recognition:

- Business mentions on Magic 95.1
- Name/logo included in email
- Social media mention

\$1,000+

Monthly Donors

Be an **EVERYDAY HERO**

by becoming a monthly donor!

By committing to a recurring monthly gift, you help families stay together and close to the care they need when they have a sick or injured child. Your monthly gift provides consistent support so families can focus on what matters most, the health of their child. Every gift reduces the burden on our families. Become a monthly donor today and help take care of families every day of the year.

Visit our website rmhc-neindiana.org/give-monthly/ or scan the QR code to become an everyday hero today!



Benefits of monthly giving

Convenience

You choose a set date to have your gift withdrawn each month.

Impact

By committing to a monthly gift, you increase your overall impact on families.

Tax Deductible

You will receive an annual cumulative tax receipt mailed at the beginning of each year.

Stability

Monthly giving provides stable funding which allows us to grow and serve more families.

Cornerstones

RMHC Cornerstones are donors who commit to annual operational gifts of \$2,000 or more. We are proud to celebrate the generosity and dedication of these donors who give support, stability, peace, and hope to families all year long.

All Cornerstone donors are recognized through signage in the Ronald McDonald House and an invitation to our donor appreciation event.

Visit our website rmhc-neindiana.org/get-involved/cornerstone/ or contact Teresa White at 260-266-3593 for more information.

Support

Annual Gift of
\$2,000 - \$4,999

Stability

Annual Gift of
\$5,000 - \$9,999

Peace

Annual Gift of
\$10,000 - \$19,999

Additional benefits:

- Public recognition through various social media posts and emails.
- Four tickets to Rhinestone Rodeo.

Hope

Annual Gift of
\$20,000+

Additional benefits:

- Public recognition through various social media posts and emails.
- Participation for you and guests at the signature event of your choice.

Giving Levels



Volunteering

Volunteers, the heart of the Ronald McDonald House

Ronald McDonald House volunteers keep our program running smoothly 365 days a year. Volunteers keep the Ronald McDonald House tidy and welcoming; they assist guests at check-in and throughout their stay. They are often a listening ear and a shoulder to lean on.

Ronald McDonald House volunteer criteria:

- Must be 18 years or older.
- Volunteer opportunities range from 1 – 3 hour shifts, weekly. We ask that volunteers be prepared to stay with the organization for at least a year.
- Pass a background check.



How to get started:

- Complete the Ronald McDonald House volunteer application on our website rmhc-neindiana.org/get-involved/volunteer/ OR scan the QR code.
- You'll be notified by our Volunteer and Program Coordinator, with next steps.
- For more information, contact our Volunteer Coordinator at (260) 266-6274.



Kindness Kitchen



Meals made with love

Nothing says ‘welcome home,’ like the smell of a home-cooked meal. When families come back after a long day in the hospital, a meal can be a special moment of relaxation and refreshment. When you prepare a meal, you give a family more than food, you give them comfort. Gather your family, co-workers, neighbors, school, or church groups to come together and support Ronald McDonald House families with a delicious gift.

Can't cook? No problem!

Serve a meal from a restaurant or licensed caterer, or have one delivered.

You can help feed families with a gift as well:

- Become a weekly meal partner with a gift of \$1,050
- Or a monthly meal partner for \$4,550



Visit our website,
rmhc-neindiana.org/get-involved/kindness-kitchen/
or scan the QR code to learn more.



Comfort Cart

Saving the day with snacks and toys

Sometimes circumstances don't allow families to step away from their child's hospital room, so that's when the Comfort Cart rolls in visiting the pediatric units of the hospital. From the smile on the face of the volunteer, to the aroma of freshly made coffee, and the first squeeze of a new stuffed friend, the Comfort Cart brightens the day for families.

The Comfort Cart is always in need of the following:

- Grab-and-go snacks and drinks (See our wish list on the next page)
- New handheld toys and stuffed animals
- Coloring and activity books for adults and kids

Support the Comfort Cart:

- \$200 helps stock the Comfort Cart with snacks, drinks, and toys for a week.
- Be the exclusive Comfort Cart sponsor with a \$15,000 annual gift.



Other ways to help



Donate wish list items

From pillows to Pop-Tarts, donations help make our House a home for our guests.

Snacks from our wish list:

- Provide quick pick-me-ups for Ronald McDonald House families.
- Fill the Comfort Cart for visits to the Critical Care Nursery & Pediatric Units.
- Stock the Ronald McDonald Family Lounge supporting families of infants in the Newborn Intensive Care Unit.
- Provide snacks for families and patients in Pediatric Hematology and Oncology.

Visit our website rmhc-neindiana.org/get-involved/wish-list/ or scan the QR code to view and print a wish list, shop our online wish list, or learn how you can host a snack drive.



Pop tabs may be small, but they make a big impact!

Collect your pop tabs and drop them off at the Ronald McDonald House at 11109 Parkview Plaza Drive, Fort Wayne, IN. Give us a call at 260-266-3590, and we can help you unload. We recycle your tabs to help fund family stays.

ONE POUND
OF POP TABS IS ABOUT

**1,500
TABS**

**1 MILLION
TABS**
END-TO-END WOULD STRETCH
**16.75
MILES**

YOU CAN REACH
A MILE WHEN
**63,360
TABS**
ARE PLACED SIDE-BY-SIDE



Our Impact

717

Total number of families served by the Ronald McDonald House.



5,461

Total nights of stay.

17.4

Average length of stay.



523

Children treated on the Ronald McDonald Care Mobile.

327

Families visited the Ronald McDonald Family Lounge.



16,106

Number of individuals served by the Comfort Cart.



90

Number of volunteers.



8,240

Number of volunteer hours.

8,062

Individuals served by Kindness Kitchen.



\$93,275

Value of donated meals.

January 1, 2023 - December 31, 2023

Ronald McDonald House Charities of Northeast Indiana

11109 Parkview Plaza Drive • Fort Wayne, IN 46845

260.266.3590 • rmhc-neindiana.org



RMHC
Northeast Indiana