

2026

Partnership Book



RMHC®
Northeast Indiana

Hello

At the Ronald McDonald House of Northeast Indiana, we believe that when a child is hospitalized, the love and presence of family is as essential as the medical care they receive. That's why we provide a welcoming, supportive home for families to stay close to the hospital and close to each other.

Families staying with us are offered private guest rooms, access to fully equipped kitchens, home-cooked meals, laundry services, and areas for play and relaxation. These comforts help ease daily burdens, allowing parents to focus on what matters most: caring for their child.

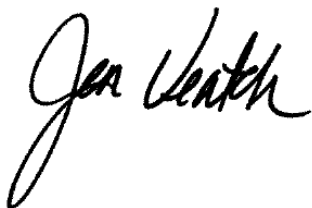
Our commitment to supporting families goes beyond the House itself:

- The Ronald McDonald Family Lounge, located within the Newborn Intensive Care Unit, gives families a peaceful place to rest just steps from their baby's bedside.
- The Ronald McDonald Care Mobile delivers no-cost medical care to uninsured children, ensuring access to essential health services.
- The Comfort Cart brings small comforts like snacks, activities, and care items directly to pediatric hospital rooms.
- Our Healing Hearts program provides compassionate support to families grieving the loss of a child.

Everything we offer is made possible through the generosity of individuals, organizations, and community partners who share in our mission.

This book is a glimpse into the heart of that mission. It's also an invitation to reflect on the many meaningful ways you can continue to stand alongside families when they need it most.

Thank you for your kind consideration,



Jenifer 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. Guests also have access to a daily Breakfast Bar and evening meal, providing comfort and nourishment throughout their stay.



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.



Rhinestone Rodeo

SPONSORSHIP OPPORTUNITIES



SEPTEMBER 11, 2026 - PARKVIEW MIRRO CENTER

rmhc-neindiana.org/events/rhinestone-rodeo

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

- Branded as 'Presenting Sponsor' through prominent display of company logo on event website, signage, and emails
- Opportunity to kick off the night with an in-person greeting
- 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
- Name/logo featured on signage at buffets

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

- Prominent logo recognition on event website, signage, and emails
- Social media recognition
- Customized digital recognition
- Two 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 our online giving platform

ICE SCULPTURE
\$5,500

- Sponsor recognition on event website, signage, and emails
- Social media recognition
- Customized digital recognition
- One table of eight guests
- Name/logo recognition on/near specialty ice sculpture

PHOTO BOOTH
\$5,500

- Sponsor recognition on event website, signage, and emails
- Social media recognition
- Customized digital recognition
- One table of eight guests
- Name/logo featured at photo booth

OUTLAW OASIS
\$5,500

- Sponsor recognition on event website, signage, and emails
- Social media recognition
- Customized digital recognition
- One table of eight guests
- Name/Logo recognition in Outlaw Oasis area

GOLDEN TICKET
\$5,500

- Sponsor recognition on event website, signage, and emails
- Social media recognition
- Customized digital recognition
- One table of eight guests
- Name/logo featured on Golden Ticket

**RHINESTONE
RODEO RUSTLER**
\$3,500

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

**CENTERPIECE
SPONSOR**
\$2,500

- Sponsor recognition on event website, signage, and emails
- Customized digital recognition
- Name/logo recognition on centerpiece signage at each table.

REGISTRATION FEES: Table with eight guests: \$1,500

Clays Classic

SPONSORSHIP OPPORTUNITIES



OCTOBER 2026 - ST. JOE VALLEY CONSERVATION CLUB

rmhc-neindiana.org/events/clays-classic

EXCLUSIVE PRESENTING SPONSOR \$20,000

- Branded as 'Presenting Sponsor' through prominent display of company logo on printed event materials, website, signage, and emails
- Social media recognition
- First Right of Refusal
- Company-provided banner at event
- Four squad entries of 5 shooters (includes supplies, lunch, & gift)
- Each squad member receives a free side game play
- Each squad receives a free, additional flurry play

EXCLUSIVE BREAKFAST & LUNCH SPONSOR \$15,000

- Prominent logo recognition on event website, signage, and emails
- Social media recognition
- First Right of Refusal
- Two squad entries of 5 shooters (includes supplies, lunch, & gift)
- Each squad member receives a free side game play

EXCLUSIVE REGISTRATION & AMMO SPONSOR \$8,000

- Prominent logo recognition on event website, signage, and emails
- Social media recognition
- First Right of Refusal
- Name/Logo recognition at registration
- One squad entry of 5 shooters (includes supplies, lunch, & gift)
- Each squad member receives a free side game play

COURSE SPONSOR \$5,000

- Sponsor recognition on event website, signage, and emails
- Social media recognition
- Name/logo included on course signage at each station
- One squad entry of 5 shooters (includes supplies, lunch, & gift)

MARKSMAN SPONSOR \$3,500

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

FLURRY SPONSOR \$2,500

- 2 AVAILABLE
- Company name/logo displayed on event website, signage, and emails
- Company name/logo recognized on signage at the flurry station

RING TOSS SPONSOR \$2,500

- 2 AVAILABLE
- Company name/logo displayed on event website, signage, and emails
- Company name/logo recognized on signage at the ring toss

AUCTION SPONSOR \$2,000

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

SIDE GAME SPONSOR \$750

- Company name displayed on event signage
- Company name/logo recognized on signage at side games

REGISTRATION FEES: Individual participants: \$250 | Squads of five: \$1,250

Radiothon

SPONSORSHIP OPPORTUNITIES



RONALD MCDONALD HOUSE / MAJIC 95.1

RADIOTHON

Be an EVERYDAY HERO.

FRIDAY, MARCH 20, 2026 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 1, 2026

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



Third Party Events

Host or attend a fun event to benefit RMHC of Northeast Indiana

RMHC of Northeast Indiana is honored to be the beneficiary of various community events held to support our families. A third-party event is defined as a fundraiser that an individual or group outside of RMHC of Northeast Indiana organizes on behalf of and in partnership with RMHC of Northeast Indiana. These events can include 5ks, golf outings, softball tournaments, and more. Information on third-party policies, guidelines, and what RMHC of Northeast Indiana can and cannot do can be found on our website at rmhc-neindiana.org/host-a-fundraiser/.



Examples of Events:



Let's Get Cookin' Fort Wayne

May 14, 2026



We're inviting Fort Wayne's business leaders, chefs, and culinary enthusiasts to step up to the plate and showcase their skills to benefit Ronald McDonald House Charities of Northeast Indiana.

cookinfoortwayne.com

Charity Partner

fort4fitness.org



Have another idea or question? Contact the Ronald McDonald House at 260-266-3590.

Adopt a Room

Offering families the comfort of home

When you Adopt a Room at the Ronald McDonald House, you give families more than just a place to sleep—you provide comfort, care, and togetherness during some of their hardest days. Your support helps ensure families have a private room to rest, warm meals to share, laundry facilities, play areas for kids, and welcoming spaces where they can simply be together.

In 2024, 328 families spent a combined 5,377 nights in the Ronald McDonald House.



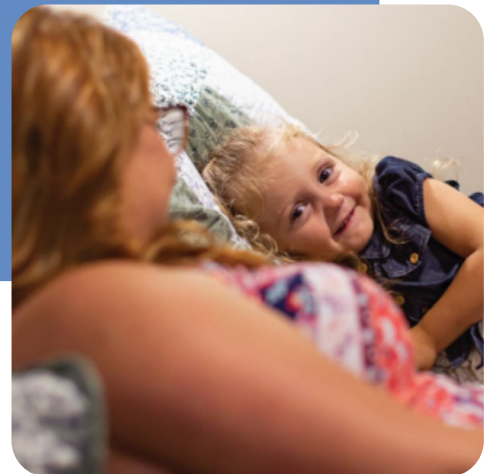
Partner Benefits

- Signage on the door of your sponsored room for a year, which can be seen by families, volunteers, and individuals who tour our House.
- Annual employee opportunities in the House to prepare breakfasts, cook dinner, and/or host a custom service day at the House.
- Your company may include RMHC of Northeast Indiana in internal and external communications to boost employee morale/participation and for additional PR benefits.
- Your name included on RMHC of Northeast Indiana website.



Annual Investment

\$2,500 per room
16 available





THANK YOU!

To All,
You have no idea how
much of a blessing it
has been to stay here!
Thank you, J & S

Truly beyond grateful and blessed to
be able to stay here while my son
was in NICU! Thank you for housing our
family for the months. We were able to
maintain closeness w/ all the kids.

The LaBrew/McGowan
Family ♡



Ronald McDonald Volunteers & staff,
Thank you so much for loving
our family during our time in
the NICU. It was so great to not
have to worry about meals or
where we would sleep during
our stay, especially having a fun
place for our 2 year old to also
visit vs. we are so thankful for
this blessing. Thanks again
The Browns

Thank
You!



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+



Comfort Cart

Saving the day with snacks and toys

For caregivers who are reluctant to leave their child, even for just a moment, the Comfort Cart is a welcome sight rolling into 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 stocked with snacks, toys, activity books, and specialty items, all at no cost to the families.

Last year alone, the Comfort Cart served over 15,000 patients, parents, caregivers, and siblings.

Annual Investment

\$10,000

Partner Benefits

- Name/logo recognition on Comfort Cart signage.
- Name/logo included on the RMHC of Northeast Indiana website.
- Social Media recognition.
- Annual employee opportunities in the House to prepare breakfasts, cook dinner, and/or host a custom service day at the House.
- Your company may include RMHC of Northeast Indiana in internal and external communications to boost employee morale/participation and for additional PR benefits.



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 social media posts, emails, and/or press release.
- Four tickets to Rhinestone Rodeo.

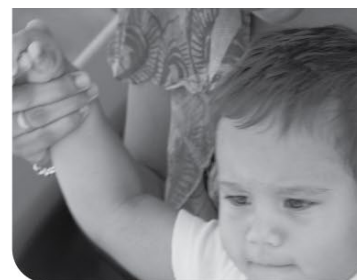
Hope

Annual Gift of
\$20,000+

Additional benefits:

- Public recognition through social media posts, emails, and/or press release.
- Participation for you and guests at the signature event of your choice.

Giving Levels



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: caring for 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.

Become a monthly donor of \$10 or more and we'll send you our EVERYDAY HERO t-shirt! 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.

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.



Visit our website,

rmhc-neindiana.org/get-involved/kindness-kitchen/

or scan the QR code to learn more.



Make a Gift to Feed Families

Weekly Meal Partner

\$1,050 per week

Monthly Meal Partner

\$4,550 per month



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.

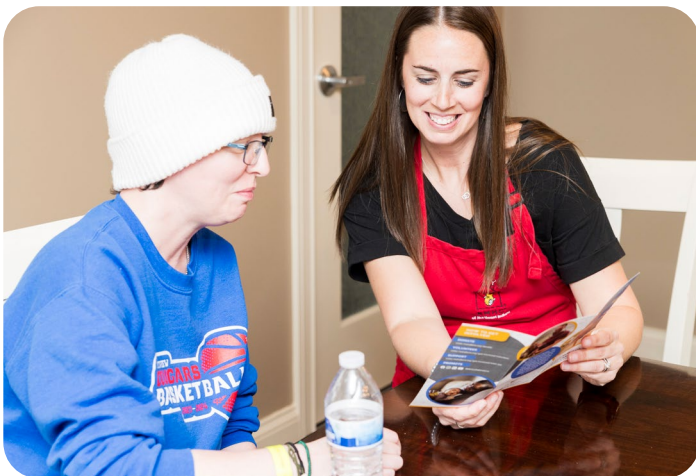
Ronald McDonald House volunteer criteria:

- Must be 18 years or older.
- Volunteers give their time weekly, in 3 hours shifts. 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.



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

740

Total number of families served by the Ronald McDonald House.



5,377

Total nights of stay.

16.4 nights

Average length of stay.



891

Children treated on the Ronald McDonald Care Mobile.

322

Families visited the Ronald McDonald Family Lounge.



15,921

Number of individuals served by the Comfort Cart.



106

Number of volunteers.



8,240

Number of volunteer hours.

8,478

Individuals served by the Kindness Kitchen.



\$93,275

Value of donated meals.

January 1, 2024 - December 31, 2024



Ronald McDonald House Charities of Northeast Indiana

11109 Parkview Plaza Drive • Fort Wayne, IN 46845

260.266.3590 • rmhc-neindiana.org



RMHC
Northeast Indiana