



Ronald McDonald
House Charities®
Central & Northern Arizona

CORPORATE PARTNERSHIP GUIDE

Providing Togetherness, Together

rmhccnaz.org



There's so much burden in what you're facing. That someone has **generously given** of their finances and their time to **take care of us** is just very kind. I'm very grateful.

- JENNIFER | TUCSON, ARIZONA



Ronald McDonald House Charities® of Central and Northern Arizona is a welcoming “home-away-from-home” for families with children facing medical challenges, providing an atmosphere of comfort, hope and courage.

WE CAN SERVE UP TO
72 families
PER NIGHT

FAMILIES STAY
free-of-charge
THANKS TO GENEROUS DONORS

BEING A PARTNER IS ONE OF THE MANY WAYS YOU CAN
help keep families together
WHEN THEY NEED IT MOST

OUR 2022 IMPACT



1,003

FAMILIES SERVED



15,539

NIGHTS OF REST

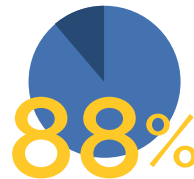


COUNTIES



STATES

FAMILIES TRAVELED FROM



88%

FAMILIES SERVED FROM ARIZONA



10 nights

AVERAGE LENGTH OF STAY



268 miles

AVERAGE DISTANCE TRAVELED

“The passion that funnels through RMHC to serve our communities is unprecedented. La-Z-Boy is ready to help in any capacity because our immediate impact on the families. We couldn't imagine *not* being part of RMHC.”

- FRANK NEAL | PRESIDENT, LA-Z-BOY ARIZONA

OUR VALUE

BRAND AWARENESS

- + 94% of individuals recognize the Ronald McDonald House Charities name, and 53% recognize it by its logo alone.
- + Ronald McDonald House Charities reports a 15% brand equity uplift for partnering brands.
- + Ronald McDonald House Charities ranks as #5 most recognized nonprofit at registers.

DIGITAL REACH

FACEBOOK	4.5k followers
INSTAGRAM	1.4k followers
LINKEDIN	1.1k followers
EMAIL LIST	14.5k subscribers

WAYS TO PARTNER

FINANCIAL SUPPORT

NIGHTS OF REST

It costs \$107 per night to house a family, and we never charge for our services. Help make an immediate impact in the form of nights of rest with a financial gift for our core mission—keeping families together and close to the medical resources they need.

EXPANSION PROJECTS

Grow your partnership as we grow our impact in the Valley by supporting expansion and projects as needed between our three Valley Ronald McDonald Houses. Projects are subject to vary and will include mutually agreed upon terms.

OPERATIONAL SUPPORT

ADOPT-A-ROOM

This annual commitment plays a critical role maintaining our spaces and providing nights of rest to the hundreds of families we welcome each year. Adoptable rooms range from standard guest rooms to apartment spaces and include signage benefits displayed for guests and visitors.

IN-KIND GOODS & SERVICES

Gifts of goods and services play a crucial role in making the House a “home-away-from-home” for hundreds of families each year. This partnership is designed to enable sponsors to support a project and/or address the charity’s needs for operational assistance.

Available support areas include:

- Utilities
- Cleaning Services / Equipment
- House Repairs / Maintenance
- Marketing Services
- Kitchen / Pantry Supplies
- Linens
- Appliances



 **\$107**

COST PER NIGHT OF REST FOR RMHC

 **\$0**

COST TO FAMILIES THANKS TO DONORS

WAYS TO PARTNER

EMPLOYEE ENGAGEMENT

DINNERTIME HEROES

This program allows for groups to connect with each other and guest families through a labor of love—preparing and serving a warm, home cooked meal. We provide the kitchen, and you provide the menu, food, and enthusiastic chefs! Dinnertime slots are available at all three Valley Houses every day of the year.

DAY OF SERVICE

Engage team members in a memorable hands-on experience assisting with a range of meaningful tasks from baking, cleaning, routine maintenance or even crafts – all while having the opportunity to interact with our families and volunteers.

WISH LIST DRIVE

Help keep our Houses stocked and your team engaged by hosting a Wish List drive to support families. Drives can be hosted in an office space, a work from home environment or online through our Amazon Wish List. Addition info at rmhccnaz.org/wishlist.

SPONSORSHIP OPPORTUNITIES

SIGNATURE EVENTS

RMHCCNAZ hosts two large-scale events each year in support of providing a “home-away-from-home” for the families we serve. Each event is exclusive in its experience and sponsorship opportunities.

- FORE the House Golf Tournament – *Spring*
- Heart of the House Island Party – *Fall*

OUR 2022 GOLF TOURNAMENT RAISED

\$250,000

OUR 2022 ISLAND PARTY RAISED

\$540,000

