



Ronald McDonald
House Charities®
Southwest Florida

Keeping families close

2019 Media Kit

rmhcswfl.org

About Ronald McDonald House Charities® Southwest Florida

Our Mission

The mission of Ronald McDonald House Charities Southwest Florida is to create, find and support programs that directly impact the health and well being of children and their families in Southwest Florida.

With the generosity of our community, the efforts of our volunteers, staff and local McDonald's restaurant owner operators, we are meeting our mission through three programs.

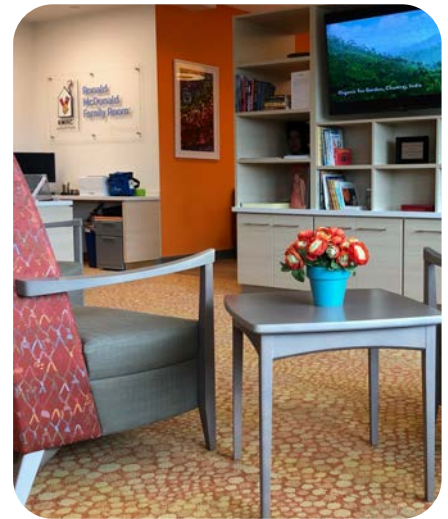
Core Programs



**Ronald McDonald
House®**



**Ronald McDonald
Care Mobile®
Program**



**Ronald McDonald
Family Room®**

Our Purpose

Faced with a child's illness, life stops overnight and parents enter a world of fear and worry.

For parents who don't live close to the medical care their child needs, there's an added stress. Distance. Most families have to travel hours for treatment. Living expenses quickly add up. Long drives, lost jobs, worried siblings, sleeping in cars., being far from family and friends.

These are extra burdens no family should have to experience.

Programs

Ronald McDonald House®

The Ronald McDonald House helps loved ones remain together as a family in an environment of comfort, compassion, strength, and support. Serving families who must travel far from home, the House is much more than a room to stay in. It provides support and resources for families with sick children just moments from the hospital. The Ronald McDonald House offers a place to call home at little or no cost so families can stay together. Since 1996, thousands of families have stayed at the Ronald McDonald House in Fort Myers. Our 24/7 facility has private bedroom suites with bath, fully stocked kitchen, dining room, living room, and laundry room. Families are asked for a modest donation of \$10 per day to cover a small portion of the actual cost of the stay. However, no one is ever turned away because of an inability to pay.

Ronald McDonald Care Mobile® Program

The Ronald McDonald Care Mobile® Program is comprised of two of state-of-the-art vehicles that deliver free medical and dental care directly to underserved children in their own neighborhoods. In the U.S. alone, almost 12 million children are uninsured and unable to obtain access to proper health care. Nearly 60% of children seen on Ronald McDonald Care Mobiles do not have health insurance. Each Ronald McDonald Care Mobile® is 40-feet long, 8-feet wide and include: two patient exam rooms, laboratory, pharmacy, reception area, medical records area. This program eliminates many of the barriers underserved families face in accessing healthcare services addresses the community's most critical childhood health needs, reduces reliance on costly and inappropriate health resources, such as hospital emergency departments, and raises awareness of healthy lifestyles.

Ronald McDonald Family Room®

The Ronald McDonald Family Room is an extension of the services provided at the Ronald McDonald House. Located on the second floor in the Golisano Children's Hospital, Our Ronald McDonald Family Room offers parents a place to rest and regroup right at the hospital, just moments away from their sick child. Research shows that staying close by allows parents to better communicate with their child's medical team and improves adherence to complicated treatment plans. Services for families include, but are not limited to: bagged lunches, coffee, water and snacks, laundry facilities, internet access, seating area with a television, etc.

Our Impact in 2018

\$79

Cost per night for one family member to stay at the House.

\$10

Amount families are asked to contribute each night they stay.

90%

How many families that are unable to contribute the \$10.

1,482

Number of family night stays provided by the Ronald McDonald House® of Southwest Florida

20 Days

Average length of stay at the Ronald McDonald House

\$2,931

Amount raised from our Pull Tab program

4,400

Number of meals provided to patient families in the Ronald McDonald Family Room®

5,773

Number of patient family visits to the Ronald McDonald Family Room for snacks, beverages, laundry services, rest, and relaxation.

8,000+

Number of children served by the Ronald McDonald Care Mobile® program in Southwest Florida.

Branding Guide

About Ronald McDonald House Charities of Southwest Florida

The mission of Ronald McDonald House Charities of Southwest Florida is to create, find and support programs that directly impact the health and well-being of children and their families in Southwest Florida. RMHC of Southwest supports the Ronald McDonald House®, Ronald McDonald Care Mobile® program, and Ronald McDonald Family Room®. To learn more, visit www.rmhcswfl.org

Hashtags and Social Media

#KeepingFamiliesClose

#RMHCSWFL

www.facebook.com/RMHCswflorida

www.instagram.com/rmhcswfl

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www.youtube.com/user/RMHCswFlorida

Logos



Keeping families close



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