



Become A Hero Of The House

Your Support Could Provide:

 Warm nutritious meals	 Comfortable, private bedrooms	 Warm showers in private bathrooms	 Laundry facilities with all supplies	 Personal care products	 Support system for families to lean on	 Gathering areas (Playroom, Library with computer access, etc.)
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Without the Ronald McDonald House, it would cost a family hundreds of dollars a day to be near their child. The generosity of volunteers and donors allows our programs to be provided to families with no financial obligations. Our House serves all socioeconomic levels. The truth is most families can't afford a hotel for weeks or months - especially under the stress of mounting medical bills.

By supporting our House naming opportunities, you are providing the necessities to meet the many needs of our programs. Your direct impact makes a difference in the lives of our families.

Naming Opportunities: House Specialty Funds



Playroom Fund

Like any playroom, typical wear and tear happens as children have fun and play. By supporting this fund, you will help us replace and upkeep our playroom for children spending time at our House.

\$3,000/year

Welcome Bags Fund

Many families come to us in emergency situations and are not prepared for long stays. Our welcome bags are given to each family upon their arrival and are filled with thoughtful and practical essentials.

\$4,000/year

Laundry Room Fund

This fund will help us keep our laundry room stocked each month with essential supplies like detergent, fabric softener, and dryer sheets, ensuring families can focus on their child's care without worrying about daily necessities.

\$350/quarterly

Naming Opportunities: Bedroom Naming Opportunities

Built in 1984, the Ronald McDonald House® Southwest Virginia is a beautiful 18-bedroom English Tudor blending seamlessly into the South Roanoke neighborhood. Our goal is to keep it beautiful inside and out. By supporting our bedroom naming opportunities, you are helping to ensure that families have a place to call home that includes a comfortable room to rest with a private bathroom.

The families staying in your sponsored room know you are thinking of them and supporting them during their greatest hours of need. This is a special gift of strength to them, and they feel it every time they see your plaque outside their door.

over
700 Families
each year by providing over
4,356 individual nights

Ronald McDonald House Bedroom Naming Opportunities consist of two sponsorships:



Before



Permanent Naming Rights

\$50,000

Adopt-a-Room permanent sponsorship completely renovates dated rooms to ensure the modern comforts of home for our guests.

Renovations are completed by licensed contractors.

Adopt-a-Room

Recognition

As a renovation sponsor, your name will become a permanent fixture to your adopted room engraved on the custom piece of artwork PLUS:

- Ronald McDonald House Southwest Virginia website recognition
- rights to use our logo on your website plus your company may also choose to publicize your gift (branding guidelines apply)
- exclusive Adopt-a-Room reception and tour to see firsthand the impact of your generosity
- recognition in our newsletters and annual report
- special thank you notes three times a year from the families that stay in the room you made possible



Annual Naming Rights

for a Guest Room

\$4,000

a 3-5 year commitment is preferred

Our House sees over 700 families a year, which translates to a lot of traffic and general wear and tear on each of our rooms. The donation helps ensuring our rooms remain comfortable and beautiful from one family to the next.

The Love-a-Room sponsorship helps with basic maintenance needed on rooms yearly; gives Ronald McDonald House Southwest Virginia the ability to purchase any upgrades or items that may need fixed; provides funding for purchasing of any items due to stains, breakage, or significant wear plus any other ways to continue to help make sure our rooms are a welcoming area for families when they need a good night's rest.

Love-a-Room

Recognition

As a room sponsor, your name will be visibly placed adjoining the artwork PLUS

- Ronald McDonald House Southwest Virginia website recognition
- rights to use our logo on your website plus your company may also choose to publicize your gift (branding guidelines apply)
- invitation to yearly reception at the House
- recognition in our newsletters and annual report
- special thank you notes three times a year from the families that stay in the room you made possible

After





Become A Hero Of Our Family Room

Your Support Could Provide:



Relaxing private family gathering spaces

Computer access equipped with Wi-Fi



Complimentary snacks and beverages

Support system for families to lean on



The Family Room provides a home-like setting where families can relax without leaving the hospital. A perfect area for tired caregivers to get much needed physical and mental breaks away from the hustle and bustle of the hospital room and waiting rooms. By supporting our Family Room naming opportunities, you are providing a home-away-from-home in the hospital.

Naming Opportunities: Family Room Specialty Fund

Family Room Fund

By supporting the Family Room Fund, you will help us provide support to our families via our Family Room located at Carilion Children's. We are able to offer families a respite area with snacks & beverages not far from their child's bedside.

\$1,000/month

Naming Opportunities: Program Specialty Funds

Comforts of Home Fund

When you support the Comforts of Home Fund, you help provide essential care packages for families spending long days at the hospital. These packages include toiletries, cozy blankets, and other comforts to make their stay a little easier during a challenging time.

\$400/quarterly

Stock the Pantry Fund

Proper nutrition is essential for families and caregivers so that they can be there for their sick child. This fund will help us keep our pantry stocked each month with necessary food items for meals and snacks.

\$500/monthly

Coffee Fund

A warm cup of coffee can provide comfort and a moment of respite for families facing long days at the hospital. This fund will help us keep our coffee stations stocked with essential supplies, ensuring parents and caregivers have access to a fresh, comforting cup whenever they need it.

\$400/quarterly

Hearts to Go Bag Fund

For families spending long days at the hospital, a quick and nutritious meal can make all the difference. This fund helps us provide lunch and snack bags to go, ensuring parents and caregivers have easy access to food while staying by their child's side.

\$500/monthly

Special Occasion Meal Fund

Sharing a special meal can bring comfort and a sense of home during challenging times. This fund helps provide families at both the House and the hospital with warm, nourishing meals on special holidays. These meals offer a moment of togetherness and support, reminding families they are not alone on their journey.

\$1,000/per meal

(Thanksgiving, Christmas Eve, Mother's Day, Father's Day)

Recognition for all Specialty Fund Sponsors

As a specialty fund sponsor, your name will be visibly placed in association with your specialty fund PLUS

- Ronald McDonald House Southwest Virginia website recognition
- rights to use our logo on your website plus your company may also choose to publicize your gift (branding guidelines apply)
- invitation to yearly reception at the House
- recognition in our newsletters and annual report
- special thank you notes three times a year from our families