



Ronald
McDonald
House®
Scranton

Keeping families close™



IMPACT REPORT

+

SPONSORSHIP OPPORTUNITIES

KEEPING FAMILIES CLOSE
WHEN THEY NEED IT MOST.

Meet Our Team



Warren Shotto
Executive Director

What do you love about your job?

One of the most rewarding things about working at The Ronald McDonald House of Scranton is experiencing the privilege of being present in the lives of families facing serious challenges. We are given the rare opportunity to make a difference by impacting their lives for the better. After more than 25 years in healthcare, helping patients and families navigate challenging situations, serving at RMH allows me to continue to help ease the burden of others. We live in a world filled with so much distraction, it is easy to forget the impact of helping others makes.



Emily Noble
Development & Communications Director

What do you love about your job?

My favorite part of my job is the relationships that are built. Every guest, donor, volunteer, board member, contractor, etc. who walks through the door at RMH becomes family for life no matter how long they stay, and I love being a part of that.



Benjamin Loomis
House Program Director

What do you love about your job?

We are called "The House That Love Built" and it is true. So much love goes into what we do here and it is truly a blessing to be able to help families and reflect that love on a daily basis.



Gleny Castillo
Hospital Program Manager

What do you love about your job?

What I love about my job is being there for the families during this difficult time. Also working among an amazing staff that supports and makes a difference in peoples lives."



Charles Wilmot
Program Support Staff

What do you love about your job?

The staff at RMH is great to work with. Everyone is very intelligent and easy going which makes working together even better.

Our Board of Directors

Justin Davis, President
Patricia Stella, Vice President
Patricia Seliga, Treasurer
Peggy Lovecchio, Secretary
Robert Kollra, House Committee Chair

Carl Beardsley, Jr.
Carol Chisdak
Tom Donohue
Michael Greenstein
John Mackey
Robert Markowski
Martin McGurrin
Carol Mueller (Founder)
Michele Neary
Steve Phillips
Fred Rinaldi, Esq.
Elaine Shepard
Jessica Wallo
Dr. Melvyn Wolk (Founder)

Why support RMH of Scranton?

The Ronald McDonald House of Scranton (RMHS) has been nestled in the Hill Section of Scranton for over 35 years, and from the moment its doors were opened, it has been a home away from home for thousands of families when they needed it most. Nothing can prepare you for when your child is suddenly ill and in need of medical care. The last thing that is on a parent's mind when they are rushing to the hospital is "where will I sleep tonight?" Their sole focus is on the health and wellbeing of their child. Our ultimate goal is to alleviate some of the fear and worry from a parent's mind in order for them to attend to their child's care.

When your business supports RMHS, you are helping us keep families close to their children when time matters most. Whether it is through our Overnight, Family Room, Transportation, or Hospitality Bag programs, your generosity has lasting impact on ensuring that families are given anything necessary to be able to give their attention to their child's treatment.

In 2022...

RMHS received over \$125,000 in sponsorships from businesses in support of our events. We want to specifically highlight our underwriters & major sponsors during the past year.



FROM



The Harry and Jeanette
Weinberg Foundation, Inc.



Your consideration to support RMHS is an opportunity to have lasting impact in the lives of families. Because of the generosity of businesses like yours, we are able to continue serving families from both near and far when it matters most. Please continue reading to learn more about our events and opportunities in the coming year.



KEEPING FAMILIES CLOSE
FOR OVER 35 YEARS.
WE ARE BETTER TOGETHER.

About Us

Founded in 1986 by Dr. Melvyn Wolk and McDonald's Owner Operators Albert & Carol Mueller, the Ronald McDonald House of Scranton serves the families of children who are hospitalized here in Northeastern Pennsylvania.

Since the first day the doors of the Ronald McDonald House of Scranton opened in 1986, they have never closed. Not for a day, not for an hour. Families depend on us, and we depend on the thousands of people who have supported us faithfully and who continue to support the RMH of Scranton to ensure that our doors are always open.

Our Overnight Program:

Since the onset of the pandemic, many of our program constructs have shifted to meet the needs of our guests and keep them safe. We quickly realized that instead of assuming we would be able to go back to the type of communal environment we were so used to, we would need to be flexible amid the constant volatility of guidelines for social distancing. Although we have moved forward in opening the House once again to guests while their children are being treated, we have learned that our relationship with local hotels is something we will continue to develop. In some circumstances, families are better served with a hotel stay to keep them closer to their child due to the proximity of the House to the hospital. We want to keep families as close as possible to their child when minutes matter. Over this last year alone, we have spent a total of \$8,725 on hotel stays for guests. Because of this unexpected budgetary shift, we would love your support as we continue to develop this new outlet of supporting families in one of their greatest times of need.



Our Family Room Program:

Our Family Room Program was born out of the realization that although the House meets the needs of families who are bringing their children from out of town to receive treatment, it would not benefit families who have children right in our backyard. Our Family Rooms are located in Geisinger Wyoming Valley & Moses Taylor Hospital and provide a space for any family with children in NICU & Pediatrics to step away from the hospital environment for a bit, regroup, grab some food & a coffee, and be just steps away from their child's bedside.



Our Transportation Program:

Prior to the pandemic, we would provide transportation services for families that were staying at the House using our vans. However, one of the needs we have seen come up recently are for families who are best served by funds for gas or Ubers to assist in going back and forth to see their child from their own home. Many families have other children in addition to their hospitalized child, and it eases a burden for them simply to have the additional support to make the commute instead of worrying about childcare. Over the last year, we have been able to supply \$5,240 in Uber & Gas Cards to families.

Our Hospitality Bag Program:

We have always provided Welcome Bags to families who are utilizing our services, but within the last couple of years, we have developed a new Hospitality Bag program that supplies the bags to all NICU families in both Geisinger Wyoming Valley & Moses Taylor Hospital. Included in these bags are snacks, drinks, baby hats, gifts for parents, stuffed animals, etc. We have seen the community support this program by providing all of the elements that go into the bags, as well as the bags themselves! The enormity of the impact of this program is one we were not expecting. We are so grateful to be able to support families in this way.



2022 Family Impact

Overnight Program.....	70 Families/99 Guests
Transportation Program.....	28 Families
Family Room Visits.....	887 Guests
Hospitality Bag Program.....	329 Bags

YOUR DONATION HAS IMPACT



My husband and I took a leap of faith and chose to adopt a baby in December. Within a few weeks we were matched with a birth mother in Pennsylvania. She was due two months later. Our birth mother went into labor Feb. 11, and she delivered our beautiful daughter on Feb. 12. Shortly after delivery, things took a turn for the worse, and our girl, Ellison, became incredibly ill. She was transferred from Wilkes Barre General to Moses Taylor in Scranton to the NICU there. We've never been so scared in our lives. The doctor at Moses Taylor told us best case scenario we'd be there 3 weeks - worst case a couple of months. There was absolutely no way we could afford to stay in a hotel for that length of time after paying for this adoption and who knows what medical bills. We have two children of our own who would need us back home too. The nurse that came down from Moses Taylor to transfer our sweet girl, told us to contact the Ronald McDonald House in Scranton. Feeling so overwhelmed and defeated, I dialed the number. From the time someone answered the phone to then giving us the initial tour, we can without a doubt say that this house (and these people) were a direct gift from God. We've been home three weeks and we still cannot believe it. They offered to cook for us, had volunteers come in and provide food, and talked with us every day. We truly felt like we were at our home away from home. There are no words that we can say to describe just how thankful and grateful we are to this organization. It truly saved us at one of our lowest, most difficult times we've had to face. Ellison fought like the little warrior she is and was discharged three weeks later. She's now 6 weeks old and living beautifully! We'll always, always have a special place in our hearts for the Ronald McDonald House in Scranton.

-The Doan Family-

Our Events

CHARITY CLASSIC



Our Charity Classic event kicks off the event season in May with one of our most favorite days of the year. This golf tournament event was started during the pandemic when our famous Gourmet Gala was no longer an option due to social distancing and the challenges that restaurants were facing. Since we started hosting this event, we have filled the maximum number of players for this golf tournament each year. We are hopeful to do the same in 2023!

SHOW YOUR STRIPES 5K

The Show Your Stripes 5k is an event that we have been hosting for over 35 years to bring awareness to the mission of the Ronald McDonald House. Participants run or walk in support of each family who were served through our programs. We are hoping that in the coming years we continue to fill Nay Aug Park with red and white stripes.



RMH REUNION



The Ronald McDonald House Reunion is a great time for families to reconnect with nurses, RMH staff members, or other families they have met along the way, and just have a great time! Over the last 5 years, we have had the opportunity to partner with Roba Family Farms & Lakeland Orchard & Cidery to provide a day of fun to the families we serve and it has been such an enormous blessing to all who have attended.

MERRY & BRIGHT FAMILY NIGHT

For the first time ever in 2022, we launched a new annual event: Merry & Bright Family Night: An Evening on the Stourbridge Line. We had great reviews from all who attended. This event allowed us the opportunity to engage families who have stayed with us from Wayne & Pike counties, and also offer sponsors the option of covering the cost of families who have utilized our services to attend. It was a great night filled with family, friends, and all things merry & bright. We filled the train, and we hope to do the same in 2023.



Sponsorship Options

ANY RMH EVENT UNDERWRITER \$10,000 SPONSORSHIP

Sole Underwriter Recognition for RMH Event of Your Choice

Choices Include: Charity Classic, Show Your Stripes 5k, RMH Reunion, Merry & Bright Family Night

- RECOGNITION AS PRESENTING SPONSOR ON ALL ADVERTISING MATERIALS
- ELITE PRESENTATION ON ALL LAMAR ADVERTISING BILLBOARDS
- ELITE PRESENTATION ON ALL ENCORE OUTDOOR ADVERTISING BILLBOARDS
- PROMINENT LOGO PLACEMENT IN ALL FOX56, CW38 AND MYTV TELEVISION ADS
- PROMINENT LOGO PLACEMENT IN ALL WNEPTV ADS
- PROMINENT LOGO PLACEMENT IN ALL DIGITAL & PRINT ADS
- FULL EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- FULL EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL T-SHIRTS FOR SPECIFIC EVENTS
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON ALL EVENT REGISTRATION PAGES
- LOGO ON COVER OF ALL EVENT PROGRAMS
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- FULL PAGE AD IN 5K RACE DIGITAL BOOKLET
- RECOGNITION IN END OF YEAR BOOKLET AS A LEGACY DONOR
- PARTICIPATION IN SPECIFIC EVENT

*ADVERTISING PLATFORMS VARY DEPENDING ON THE EVENT.

*we are
better
together*

NEW

MORE ADVERTISING EXPOSURE FOR LESS!

AMBASSADOR OF LOVE \$15,000 SPONSORSHIP

Prominent Exposure on all RMH Events

Including: Charity Classic, Show Your Stripes 5k, RMH Reunion, Merry & Bright Family Night

- PRESENTATION ON ALL LAMAR ADVERTISING BILLBOARDS
- PRESENTATION ON ALL ENCORE OUTDOOR ADVERTISING BILLBOARDS
- PROMINENT LOGO PLACEMENT IN ALL FOX56, CW38 AND MYTV TELEVISION ADS
- PROMINENT LOGO PLACEMENT IN ALL WNEPTV ADS
- PROMINENT LOGO PLACEMENT IN ALL DIGITAL & PRINT ADS
- FULL EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- FULL EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL T-SHIRTS FOR SPECIFIC EVENTS
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON ALL EVENT REGISTRATION PAGES
- LOGO ON COVER OF ALL EVENT PROGRAMS
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- FULL PAGE AD IN 5K RACE DIGITAL BOOKLET
- PARTICIPATION IN SPECIFIC EVENTS

SPONSOR OF HOPE \$9,500 SPONSORSHIP

Prominent Exposure on major RMH Events

Including: Charity Classic & Show Your Stripes 5k

- PRESENTATION ON ALL LAMAR ADVERTISING BILLBOARDS
- PRESENTATION ON ALL ENCORE OUTDOOR ADVERTISING BILLBOARDS
- PROMINENT LOGO PLACEMENT IN ALL FOX56, CW38 AND MYTV TELEVISION ADS
- PROMINENT LOGO PLACEMENT IN ALL WNEPTV ADS
- PROMINENT LOGO PLACEMENT IN ALL DIGITAL & PRINT ADS
- FULL EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- FULL EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL T-SHIRTS FOR SPECIFIC EVENTS
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON ALL EVENT REGISTRATION PAGES
- LOGO ON COVER OF ALL EVENT PROGRAMS
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- FULL PAGE AD IN 5K RACE DIGITAL BOOKLET
- PARTICIPATION IN SPECIFIC EVENTS

**ASK
ABOUT
PAYMENT
OPTIONS**

CHARITY CLASSIC SPONSORSHIP LEVELS

GOLF PACKAGES

Diamond Sponsor - \$5,000

- 8 PLAYER POSITIONS
- 1 HOLE SIGN
- ELITE DISPLAY ON BILLBOARDS, TV, & SOCIAL MEDIA RECOGNITION
- LOGO DISPLAYED AT EVENT AND PROGRAM RECOGNITION
- ENTRANCE BANNER & TABLE TENTS RECOGNITION

Platinum Sponsor - \$2,000

- 4 PLAYER POSITIONS
- 1 HOLE SIGN
- ELITE DISPLAY ON BILLBOARDS, TV, & SOCIAL MEDIA RECOGNITION
- LOGO DISPLAYED AT EVENT AND PROGRAM RECOGNITION

Gold Sponsor - \$1,000

- 2 PLAYER POSITIONS
- 1 HOLE SIGN
- LOGO DISPLAYED AT EVENT AND PROGRAM RECOGNITION

Silver Sponsor - \$500

- 1 PLAYER POSITION
- 1 HOLE SIGN
- LOGO DISPLAYED AT EVENT AND PROGRAM RECOGNITION

Hole Sponsor - \$150

- SPONSORSHIP OF 1 HOLE SIGN

DINNER PACKAGES

Dinner Sponsor - \$2,500

- ELITE DISPLAY ON BILLBOARDS, TV, & SOCIAL MEDIA RECOGNITION
- LOGO DISPLAYED AT EVENT AND PROGRAM RECOGNITION
- ENTRANCE BANNER & TABLE TENTS RECOGNITION

Lunch Sponsor - \$1,500

- MENTION ON BILLBOARDS, TV, & SOCIAL MEDIA RECOGNITION
- LOGO DISPLAYED AT EVENT AND PROGRAM RECOGNITION
- TABLE TENTS RECOGNITION

Cocktail Hour Sponsor - \$1,000

- ENTRANCE BANNER RECOGNITION
- LOGO DISPLAYED AT EVENT AND PROGRAM RECOGNITION

Beverage Cart Sponsor - \$500

- LOGO DISPLAYS ON MOBILE BEVERAGE STATIONS



SHOW YOUR STRIPES 5K SPONSORSHIP LEVELS

Diamond Sponsor - \$5,000

- ELITE PRESENTATION ON ALL BILLBOARDS
- PROMINENT LOGO PLACEMENT IN ALL FOX 56, CW38, AND MYTV ADS
- LOGO IN ALL DIGITAL & PRINT ADS
- FULL EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- FULL EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON COVER OF EVENT PROGRAM
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- FULL PAGE AD IN 5K RACE DIGITAL BOOKLET

Platinum Sponsor - \$2,500

- PRESENTATION ON ALL BILLBOARDS
- LOGO IN ALL FOX 56, CW38, AND MYTV ADS
- LOGO IN ALL DIGITAL & PRINT ADS
- EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON COVER OF EVENT PROGRAM
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- FULL PAGE AD IN 5K RACE DIGITAL BOOKLET

Gold Sponsor - \$1,000

- PROMOTION ON ALL DIGITAL & PRINT ADS
- MENTION ON SOCIAL MEDIA PROMOTIONS
- MENTION IN EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- MENTION IN EVENT PROGRAM
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- HALF PAGE AD IN 5K RACE DIGITAL BOOKLET

Silver Sponsor - \$500

- MENTION IN ALL DIGITAL & PRINT ADS
- MENTION ON ALL 11X14 PROMOTIONAL POSTERS
- MENTION IN EVENT PROGRAM
- MENTION ON EVENT DAY SPONSOR BOARDS
- HALF PAGE AD IN 5K RACE DIGITAL BOOKLET

Bronze Sponsor - \$250

- MENTION ON ALL 11X14 PROMOTIONAL POSTERS
- MENTION ON EVENT DAY SPONSOR BOARDS
- QUARTER PAGE AD IN 5K RACE DIGITAL BOOKLET



RMH REUNION SPONSORSHIP LEVELS

Platinum Sponsor - \$2,500

- LOGO IN ALL DIGITAL & PRINT ADS
- FULL EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- FULL EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- PROMOTION ON EVENT DAY SPONSOR BOARDS

Gold Sponsor - \$1,000

- MENTION IN ALL DIGITAL & PRINT ADS
- EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- MENTION ON ALL 11X14 PROMOTIONAL POSTERS
- PROMOTION ON EVENT DAY SPONSOR BOARDS

Silver Sponsor - \$500

- MENTION IN ALL DIGITAL & PRINT ADS
- MENTION ON ALL SOCIAL MEDIA PROMOTION
- MENTION ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- MENTION ON ALL 11X14 PROMOTIONAL POSTERS
- MENTION ON EVENT DAY SPONSOR BOARDS

Bronze Sponsor - \$250

- MENTION IN ALL DIGITAL & PRINT ADS
- MENTION ON ALL 11X14 PROMOTIONAL POSTERS
- MENTION IN EVENT PROGRAM
- MENTION ON EVENT DAY SPONSOR BOARDS



MERRY & BRIGHT FAMILY NIGHT SPONSORSHIP LEVELS

Charter Sponsor - \$5,000

- UNDERWRITER OF THE TRAIN CHARTER
- ELITE PRESENTATION ON DIGITAL BILLBOARDS
- LOGO IN ALL FOX56, CW38, AND MYTV TELEVISION ADS
- LOGO IN ALL DIGITAL & PRINT ADS
- FULL EXPOSURE ON SOCIAL MEDIA PROMOTION
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- PROMOTION ON EVENT DAY SPONSOR BOARDS

Conductor Sponsor - \$2,500

- SPONSOR OF WELCOME BAGS, GIVEAWAYS, & ACTIVITIES
- LOGO ON DIGITAL BILLBOARDS
- MENTION IN ALL FOX56, CW38, AND MYTV TELEVISION ADS
- PROMOTION ON ALL DIGITAL & PRINT ADS
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON SOCIAL MEDIA PROMOTION
- PROMOTION ON EVENT DAY SPONSOR BOARDS

Holiday Cheer Sponsor - \$1,000

- SPONSOR OF FOOD TRUCKS & HOT CHOCOLATE CART
- MENTION ON SOCIAL MEDIA PROMOTIONS
- MENTION IN ALL DIGITAL & PRINT ADS
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS

All Aboard Sponsor - \$500

- SPONSOR OF ADVERTISING MATERIALS & PROMOTIONAL COSTS
- MENTION ON 11X14 PROMOTIONAL POSTERS
- MENTION ON SOCIAL MEDIA PROMOTIONS

Family Sponsor - \$100

- COVER THE COST OF A FAMILY OF 5 TO ATTEND THE EVENT



Thank you

Your support over the last year has been so impactful in the lives of the families we serve. We hope that in providing even more opportunities for impact that you will consider partnering with us once again in 2023, not only to allow us opportunities to showcase your dedication to our community, but to make a difference in the lives of the families we serve as well. We look forward to another year of keeping families close when they need us most. Thank you again for your part in making this possible.





Keeping families close™

INTERESTED IN SUPPORTING OUR EVENTS?

Choose the sponsorship
option that works best for you.

SPONSORSHIP COMMITMENT DEADLINES

Ambassador of Love.....	March 17, 2023
Sponsor of Hope.....	March 17, 2023
Charity Classic.....	March 17, 2023
Show Your Stripes 5k.....	July 21, 2023
RMH Reunion.....	July 21, 2023
Merry & Bright Family Night.....	October 27, 2023

Thank you for
SUPPORTING OUR MISSION.

Business: _____

Contact Name: _____

Contact Email: _____

Address: _____

Phone Number _____

Sponsorship Package*: _____

*If Choosing to Underwrite one of our events, please indicate which event below:

Amount: _____

Check Included: _____ **Send Invoice:** _____ **Send Payment Plan Options:** _____

Please return this form to:

Ronald McDonald House of Scranton

332 Wheeler Avenue, Scranton, PA 18510

or email your sponsorship confirmation to emily@rmhscranton.org



Ronald
McDonald
House
of Scranton

Keeping families close™