

# End of Year **HOUSE** *around the*



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**RMHC**  
of the Southwest

## Around the House

by Director House Operations  
Cindy Antoniello

Things have surely changed in 2021, but for the better in many ways. People have come together as never before to show their support. We have met many new friends and forged partnerships with individual and group volunteers who help in so many ways with day-to-day operations of the House.



We've created bonds with families that will truly last a lifetime. One such family is the Saiz-Lopez family. Selena and Jose arrived at the House on April 14<sup>th</sup> when their preemie twins (Abraham and Elia) were just a few weeks old. Selena was grateful to the point of tears that they would have a safe and comfortable place to stay free of charge for as long as they needed to be here (140

nights)! The staff celebrated small victories and shared in their setbacks. Abraham arrived "home" several months later while Elia remained behind in the NICU. Elia was transferred to Texas Children's Hospital five months after arrival for a heart procedure.

## Adopt A Room & Sponsors needed for 2022!

Contact Julie Barron Wells  
for more info!

Six weeks later they passed through Lubbock and stopped by with BOTH babies...healthy and flourishing.

Our House to Home Program is continuing to grow due to generous grants and is being well received by families.

It's been great to have the family rooms available! Volunteers staffing the family rooms are busier than ever putting together grab 'n go snack bags and personal care bags for families staying in the hospital. We are also showing our appreciation to the health care providers who work so tirelessly to care for patients.

We received a generous donation of 30 queen Tempur-Pedic Mattresses which provide a great source of comfort for our families.

Many of our families come to us unexpectedly and have little with them. Vans Shoes donates children's and adult's on a regular basis.

Several quilting guilds continue to provide beautiful handmade quilts to us which we in turn include in welcome bags and distribute to children in the hospitals.



PALS Home Health provided us with personalized back packs which we fill with all of kinds of items that await families when they arrive.

We could NOT fulfill our mission without the generosity of so many who give of their time, talent and treasure. If you want to help in any way, please contact us at 806.744.8877.

# Partners in Education!

We are extremely grateful to Professor Cyndie Buckle of Texas Tech University College of Media & Communication for partnering with RMHC again this year to keep families close. Professor Buckle's Advertising Campaigns class had a hands-on experience in advertising and promoting events. From start-to-finish they created four amazing events that benefitted RMHC of the Southwest and the families we serve. There was: a Harvest Music Festival at Two Docs Brewing Co.; Fun at the maze with At'l Do Farms Corn Maize; coffee and tea with He-Brews Coffee; and pizza with One Guy from Italy.

Together, this group raised over **\$8,000** for hospitalized kids and their families. We are so proud of these student's hard work.



THERE'S  
NO PLACE LIKE  
HOME



BREW IT  
FOR THE KIDS



We had a blast with West Texas Endurance at their annual Carol of Lights Run benefitting RMHC of the Southwest!

# You are the TWO!

Two, is better than one. If you ask my daughter she would agree if it means having another kitten, if you ask my son he would agree that two ice cream scoops are better, and if you ask my beautiful wife she would agree, two more hours of sleep would be much better most days. For me, two is better in my work out plan as well. Having a workout partner always keeps me going and when I think I have gone as far as I can, just two more is where the build happens. So once again, as a numbers guy I am focused on numbers and for 2022, it's 2.

2022 is sure to bring more of the same from 2021, but with a little faith and a few more 2's things will be just a little better. There are many reasons to join RMHC this new year but two really great ones include:

- 1.) Giving Back is good for you. According to the Cleveland Clinic, this includes lower blood pressure, increased self-esteem, less incidence of depression, lower stress levels, and even longer life and greater happiness. The link between giving, improved health and longevity may be the decrease in stress, which is often linked to health issues. In one Johns Hopkins study, researchers found that people who provided social support to others had lower blood pressure than those who didn't.
- 2.) You are wanted! RMHC of the Southwest wants and needs your help. Even with the outstanding year we have had at RMHC in 2021, there is still so much to do. Children continue to need hospitalized care, and parents want to be near their kids.

It's a simple ask. Bring a friend for a couple of hours and help do one or two things. (See how I did that?) If giving is your thing, just earmark RMHC a couple of times this year. Every gift helps and well, two is even better.

If all of this hasn't convinced you, just know that whatever you decide to do, it counts more than 2X when you choose RMHC. You are helping families with a hand up, during a time when they need it most. And you support hundreds of families from your community. RMHC isn't a hand out that exists forever. When you choose RMHC, you help families going through any thing you can imagine and the impact is direct, in the community you live.

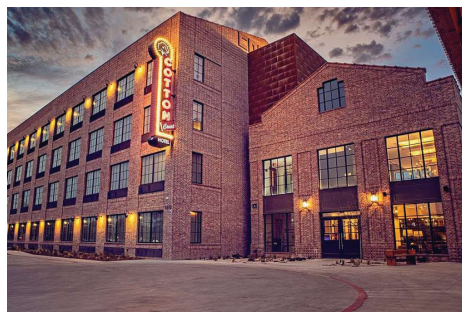
So there you have it, RMHC and YOU, ready for 2022!

*Emmanuel Ramirez*  
Emmanuel Ramirez - President & CEO

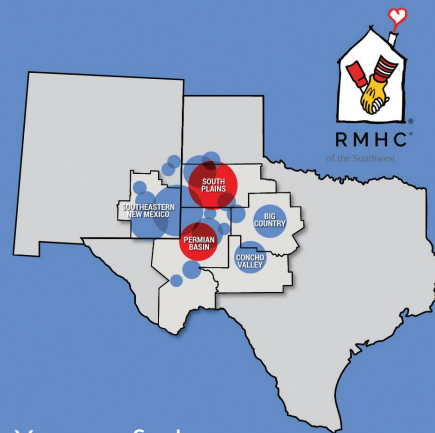


## Partnership with Cotton Court Hotel

Cotton Court Hotel, a part of the Valencia Hotel Group, picked RMHC to be its partner charity for the coming year and we are so excited! To kick things off, they are running a toy drive for the families with RMHC. We are grateful to Cotton Court Hotel and looking forward to a great partnership!



## RMHC serves 68!



You can find us:

- Ronald McDonald House in Lubbock
- Family Room in UMC Children's Hospital
- Family Room in Covenant Women and Children's Hospital
- Family Room in Medical Center Hospital in Odessa

## Help us reach out goal!

From Director of Finance Michelle Briggs

**THANK YOU** for your support in 2021! Without you, we couldn't do what we do – provide a HOUSE for families of seriously ill

children who are receiving care at the hospital plus make that HOUSE feel like a HOME away from HOME during such a stressful time. Remember, these families never expected to be facing such huge challenges! Our goal for 2021 is to raise **\$135,000** from our individual and corporate donors to support this mission. As of November 30th, we have raised \$77,806.06 towards that goal - over halfway there!

**Call today** and learn how you can help us reach our goal!



# Choose the Shoes

Choose the Shoes that fit you just right to help keep families close.

1. **Volunteer!** Become a guest chef, a baking buddy, help around the house or in our Family Rooms in the hospitals.
2. **Give** more time together! You give families more time together when you donate to RMHC and provide them a place to stay when they have a child in the hospital.
3. **Follow** us on Facebook and Instagram! Keep up with us @RMHC of the Southwest (Facebook) or @rmhcsouthwest (Instagram).
4. **Collect** aluminum cans and donate them to RMHC.
5. **Add** RMHC to your shopping list! We can always use Individually packaged snacks, batteries, plastic food storage, plastic cutlery sets, and other rotating needs.
6. **Share** the love! Do you have another talent you want to share? A business you want to get involved? Items you want to donate? However, you want to get involved, RMHC wants your help to keep families close.



## RMHC Board of Directors

- Steven Maddux, Board Chair
- Todd Hardin, Board Treasurer
- Jennifer Irlbeck, Board Secretary
- Paul Dannevik
- Jacoby Madewell
- Robyn Snowberger
- Brian Payne
- Sunshine Stanek
- Brad Stuteville
- Libby White
- Sydney Witte
- Christi Felton

Thank you!  
**United**  
supermarkets®

Thank you, United Supermarkets, for feeding our families for the holidays!

We're grateful for their donations of meals for the families staying at the Ronald McDonald House on Thanksgiving and Christmas!



## OUR House!

Creating a home away from home comes from the generous donations from people like you. It would be possible to supply the house with commercialized products and cafeteria type meals, but having the home feel is just one way to help families who are already under a great amount of stress. Items to be used do need to be in original packaging, unexpired or recalled. Help the house stay supplied in 2022.

Common items needed include:

- Paper goods
- Individually wrapped snacks
- Coffee creamers/stir straws and sweeteners
- To-Go containers (all sizes)



Gift Cards are always helpful and can be used for fresh food/gas/or other needs. Online items can be purchased and shipped directly to the house as well from many retail stores.

## Recycle for RMHC

It's easy to help hospitalized children and their families when you donate your aluminum cans to RMHC! Our recyclable can trailer is located in the parking lot at **602 Donald Preston Drive #104 in Wolfforth**. Recycle your cans, help the environment, and *keep families close!*



# 2021 Year in Review

## 300+

Families stayed at the House

**February:** Even a snowstorm could not stop RMHC from serving families and keeping them warm and safe and close to their kids in the hospital.



**March:** We celebrated the 33rd birthday of Ronald McDonald House Charities of the Southwest.



**April:** Our vehicles got a new look!



**May:** Chris Snowberger was crowned our Red Shoe Crew King; we're grateful to all our Red Shoe Crew Members this year for their hard work, especially when we were unable to host our Red Shoe Shindig for two years.

**June-** We started off our summer with inviting the community and local businesses to join us for Food Truck Friday on the first Friday of every month.



**July:** Our first annual golf tournament "Show Us Your Stripes" sold out to help families!



**August-** Our Chief Cheer Officer and Therapy Dog, Jax retired after seven years to be a full-time pet! RMHC is looking for our next therapy dog to give comfort and support to families.



**September:** The 20th season of Quarterback S.A.C.K.. kicked off with our Chair-Coach Paul Randolph getting us pumped for TTU's Football season and teaching us how to celebrate each sack with "Boom Boom Cha-Ching".



**October-** TTU Advertising Campaigns class partnered with local businesses to raise awareness and funds for RMHC.

**November-** We're feeling thankful! For everyone who volunteers, supports us and shares the love...thank you!



**December:** We're wrapping up the year and trying to bring families joy with Christmas lights, decorations, and presents for the kids. Even when families can't be home for the holidays, RMHC provides them a Home Away from Home.



# Planned giving

Leave a legacy of hope by providing  
a **"home away from home"**  
for families in need.



When a gift that will create a Legacy is something you would like to establish, RMHC of the Southwest is a responsible and established 501-C organization that will be able to use your gift in perpetuity. When families need it most, RMHC of the Southwest is there to provide strength, support, needs and love to children and their families for as long as they need, without any charge to them.

Planned gifts can be made through assets of your estate, even modest estates can bequest gifts to help families in the future or specify memorials be made to RMHC of the Southwest in your honor.

Stocks, equities, real estate and other investments are another way to lessen the tax burden of your estate or distribute assets that will help families.

You can put your planned gift into action today, or benefit RMHC of the Southwest after your lifetime. We can help you create a charitable plan that meets your goals. Leaving a legacy of hope for families by giving a home away from home in such a difficult time will ensure a memory forever.

An advertisement for the RMHC of the Southwest app. On the left, a smartphone displays the app's interface, which includes a search bar, a list of services, and a 'Download Our App!' button. To the right of the phone is the RMHC logo, which features a house with a heart and the text 'RMHC of the Southwest'. Below the logo, the text 'Download Our App!' is written in large, bold, blue letters. At the bottom, there are two buttons: 'Download on the App Store' and 'GET IT ON Google Play'.

Stay up to date with all RMHC is doing in one place with our app.

Download on the App Store

GET IT ON Google Play

An advertisement for McDonald's donation program. On the left, a young boy is sitting in a hospital bed, smiling and holding a McDonald's meal. To the right of the boy is a red vertical banner with the text '3 Ways to donate through McDonald's' at the top. Below the text are three images: a McDonald's bag, a red box labeled '#forRMHC', and a red McDonald's bag. The banner also includes the text 'Round Up for RMHC' and 'Every Penny Counts'. At the bottom of the banner is the RMHC logo.

3 Ways to donate through McDonald's

Round Up for RMHC

Donation Boxes

#forRMHC

Every Penny Counts

RMHC of the Southwest

# Thank you!

Without your donations and volunteer support, RMHC could not provide for families in need during one of the most stressful times anyone can imagine. Thank you!!



## Red Shoe Crew 2022

**We need you** in '22 for Red Shoe Crew! We're looking for dedicated, caring people to join our Red Shoe Crew. It's a fun time to share the love and RMHC's mission while helping raise money to keep families close. Want to learn more about it? Contact Meghan O'Rourke at [meghan@rmhcsouthwest.com](mailto:meghan@rmhcsouthwest.com) or (806)744-8877.



**Thank you** to Ty Jones and Hugo Vargas for their commitment to RMHC's mission as they finished their terms on the board this year.





# See the **DIFFERENCE** your support makes!

In an average year, donations to RMHC make all this possible

Community partners, donors, and volunteers provide:

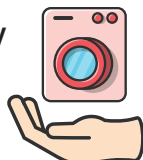


## **26,500+ Meals Served**

Snacks and quick meal items are readily available around the clock & home-cooked meals are served daily for the families in the house.

## **2,500+ Loads of Laundry**

Families have access to a fully stocked laundry facility with in the House for their convenience.



## **730+ Transports**

Transportation is available to assist families getting to and from hospitals, local businesses, and other necessities to "Keep families close" to their hospitalized children.



## **18,000+ Hours of Volunteer Support**

Helping with everything from picking up donations to assembling mail-outs, to feeding the families, our volunteers are committed to doing whatever they can.



## **8,000+ Families Supported**

With a child on a medical journey, families have many things weighting on them. Staying close to their child should not be one of them.



Ways to help RMHC provide these services:

Donate individually wrapped snack and quick meal items or become a Guest chef and cook a family meal in the RMHC kitchen.



Donate (High Efficiency) laundry detergent to help maintain the supply needed for the families.

RMHC is in need of a new vehicle for transporting families. Donation of a vehicle for the fleet would meet this critical need.



Submit your volunteer application through the RMHC of the Southwest App and start helping your own way TODAY!

There are so many ways to support! Gift cards for online orders, grocery stores, etc. Of course cash donations are always helpful to Keep families close!



## Other ways to get involved

### Planned Giving

A simple bequest in your will is a great way to make a gift that you might not otherwise be able to give. Establishing a charitable trust will often allow you to utilize assets that are currently producing less personal income than desired, while also avoiding capital gains taxes.

**Annual gifts** are also an easy way to establish a giving pattern. These can be set up by credit card, bank draft, or email reminders. This is an excellent way to receive a tax credit!

### Vehicle Donation

Donate your car, truck, boat, or RV to RMHC of the Southwest "Where Cars Help Kids!" If you think that old car in the driveway isn't worth much, we would like to turn that thinking around. By donating your

car, truck, boat, or RV to us, you can help families of seriously ill children in our area. And on top of that you can claim a tax deduction for your charitable donation.

### Wish List

Watch for social media and website posts with updated current needs in the House.

### Pop Tabs & Cans

You'll not only assist those in need, you will also help the environment! Please donate your aluminum cans and pop tabs to RMHC or drop them off at Jarvis Metals Recycling at 7825 Olive Avenue. Let them know you are donating on behalf of RMHC of the Southwest.

### Raise Awareness

Follow RMHC on social media. Like, comment and share! It's as simple

as that! Spread our mission to your social circle one post at a time!

### Amazon Smile

Shop smile.amazon.com and select RMHC of the Southwest as your charity of choice as a simple and automatic way to support RMHC at no cost to you.

### Round-Up

When ordering at McDonald's, ask your cashier to Round Up for RMHC. Every penny from Round-Up comes directly to RMHC.

### Donation Boxes

A dime here. A quarter there. It might not seem like much, but your "small change" makes a big difference! Just drop your change in to the donation box below the McDonald's drive thru window or on the counter and help *Keep families close!*