

RED SHOE SOCIETY

KANSAS CITY



Supporting RMHC®
#KeepingFamiliesClose

2017

Membership Handbook



Ronald McDonald
House Charities®
Kansas City

Keeping families close

Welcome to the Red Shoe Society of Kansas City

The mission of Red Shoe Society (RSS) Kansas City is to engage, empower, and inspire professionals to participate in philanthropic and leadership endeavors, grow the next generation of philanthropists, and build awareness of the Ronald McDonald House Charities of Kansas City (RMHC KC)

We accomplish this by:

- ♥ Supporting the children, families, staff, volunteers, and donors of RMHC KC
- ♥ Hosting quarterly events in the community
- ♥ Creating unique volunteer opportunities
- ♥ Leveraging community partnerships with affiliated programs that support RSS and RMHCC
- ♥ Undertaking resource and fund development activities that support RSS and RMHCC
- ♥ Creating networking opportunities with other young professionals and philanthropists
- ♥ Supporting the mission of RMHCC

Who we are

RSS is a group of philanthropic professionals with a collective goal to attract members to raise resources, broaden the volunteer base, and enhance awareness in the Kansas City community. RSS members are leaders. Being a society member means you are the type of person who wants to lend your talents and give your time to help others.

What we do

Giving is what RSS is all about! Giving of time, inspiration, creativity and raising funds to help RMHC KC provide a "home away from home" for seriously ill children and their families. This group offers its membership various ways to become involved. Members can directly make an impact on the lives of others and become leaders in our community.

RSS members help to provide meals for the families staying at the Houses, host fundraising events, supply drives, and various seasonal activities to lift the spirits of House guests during their stay.

How you can help

While there will be plenty of events and volunteer opportunities to attend throughout the year, we are also looking for volunteers to serve on our four committees:

Membership Committee- The Membership Committee is the playground of our extraverts, sales people and hand-shaking RSS members. RSS members who choose to join the **"Shakers"** can expect to plan and develop membership orientation events, public awareness, drives and campaigns to ensure that the Red Shoe Society meets and surpasses its goals in the Kansas City community. This committee will build a corporate membership recruitment program and is responsible for membership renewals, onboarding, and membership retention.

Family Enrichment Committee- The Family Enrichment Committee or **"Socialites"** is made of our party planners and local maven RSS members. RSS members with the desire to join this committee can expect to develop and plan new and engaging events for RSS members to volunteer time working with local companies and RMHC KC volunteer coordinators in order to craft some of the most exciting events for families staying at the House.

Communications Committee- The Communications Committee is in charge of all communications for RSS. RSS members who choose to join the **"Talkers"** can expect to help develop emails, create and maintain website content, and manage social media channels.

Events Committee- The Events Committee or **"Socialites"** is home to most of our party planners. RSS members with the desire to join this committee can expect to develop and plan new and engaging events for RSS members outside of the house to increase awareness, raise funds, and collect supplies. They are also responsible for our engagement and participation in RMHC KC events like the annual Pull A Plane and Red Shoe Shindig.

Red Shoe Society Member Essentials:

- ♥ Attend the annual New Year Kickoff Meeting in January
- ♥ Volunteer for opportunities throughout the year
- ♥ Attend RSS and RMHC KC fundraising and social events throughout the year
- ♥ Prepare a meal, snack, or plan an activity for the House
- ♥ Keep your membership dues current
- ♥ Join a committee! If a committee sounds interesting to you, contact the chair and get involved
- ♥ Share your experiences with family, friends, and social media

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www.rmhckc.org/redshoesociety



History & Overview

The first Ronald McDonald House (RMHC) was founded in Philadelphia in 1974 by the Philadelphia Eagles football team and Ed Rensi the McDonald's Regional Manager. The McDonald's owner/operators helped to make the vision a reality by donating proceeds from the sale of shamrock shakes. In 1984 Ronald McDonald House Charities was officially established in memory of McDonald's Corporation founder Ray Kroc.

Today there are over 300 local chapters in 63 countries around the world. RMHC can be found in 90% of the world's best children's hospitals. Specifically there are:

- ♥ 363 Ronald McDonald Houses (in 42 countries)
- ♥ 215 Ronald McDonald Family Rooms (in 23 countries)
- ♥ 49 Ronald McDonald Care Mobiles (in 9 countries)

The Kansas City Chapter of Ronald McDonald House Charities of Kansas City (RMHC KC) was established by a group of committed volunteers in 1980 with the opening of the 27th Ronald McDonald House near the University of Kansas Medical Center with capacity for eleven families.

Today we serve 87 families each night at our three houses located near Hospital Hill, and in the Family Room inside Children's Mercy. Our homes offer a warm and welcoming place to sleep, as well as offer full kitchen facilities, laundry facilities, living rooms and recreation areas to provide a homey environment where families may relax away from the stresses of the hospital and meet other families experiencing similar crises.

- ♥ Cherry Street House (2501 Cherry), opened in 1988: **19 bedrooms**
- ♥ The Family Room (inside Children's Mercy), opened in 1997: **7 bedrooms**
- ♥ Longfellow House (2502 Cherry), opened in 2006: **41 bedrooms**
- ♥ Wylie House (2525 Cherry), opened in 2015: **20 bedrooms**

The concept of a Ronald McDonald Family Room was pioneered in Kansas City. The Family Room offers sleeping/napping rooms to families with patients in the Intensive Care Units, and a kitchen, showers, quiet room, family conversation area with television, and a small reference library. Each day, Children's Mercy nursing staff from the Pediatric Intensive Care Unit, the Neonatal Intensive Care Unit, Bone Marrow Transplant, and Burn Unit work closely with us to triage which seven families are in the most critical situation for that evening, and need to spend the night at the Family Room.

Families Served: In 2016, our charity served over 7,000 families - a new record! This number includes over 57,000 visitors who received rest and respite in the Family Room. The average length of stay is 6 nights.

We are the only organization in Kansas City providing temporary lodging solely for families with sick children. Without RMHC KC, hundreds of families would have to find lodging elsewhere--more expensive accommodations. While it is our policy never to turn a family away due to their inability to pay, RMHC KC asks families to contribute just \$10 per night.

Volunteers: Ronald McDonald House Charities would not be able to carry out its mission without the support of volunteers. Last year 16,000 individual volunteers contributed about 53,000 hours of service.



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