RED SHOE SOCIETY
KANSAS CITY

Supporting RMHC®
#KeepingFamiliesClose

2019
Membership Handbook

Ronald McDonald House Charities®
Kansas City

Keeping families close
Welcome to the Red Shoe Society Kansas City

Mission statement:
The Red Shoe Society (RSS) Kansas City supports the children, families, staff, volunteers, and donors of the Ronald McDonald House Charities of Kansas City (RMHC-KC). Our mission is to engage, empower, and inspire professionals to participate in philanthropic and leadership endeavors, grow the next generation of philanthropists, and build awareness of RMHC-KC.

We accomplish this by:
♥ Supporting the children, families, staff, volunteers, and donors of RMHC-KC.
♥ Hosting monthly events in the community.
♥ Creating meaningful and unique volunteer opportunities.
♥ Leveraging community partnerships with affiliated programs that support RSS and RMHC-KC.
♥ Undertaking resource and fund development activities that support RSS and RMHC-KC.
♥ Creating networking opportunities with other young professionals and philanthropists.
♥ Supporting the mission of RMH-KC: reduce the burden of childhood illness on children and their families.

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 of RMHC-KC within the Kansas City community. Red shoes are not the only things that make our members stand out. RSS members are leaders. RSS members are people who want to lend their talents and give their time to help others.

What we do:
Giving is what RSS is all about! Giving time, inspiration, and creativity, while also raising funds to help RMHC-KC keep families close while their sick kids receive treatment. RSS members provide meals for the families staying at the RMHC-KC facilities, and host fundraising events, supply drives, seasonal activities, and more to involve the Kansas City community and lift the spirits of RMHC-KC 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 two committees:

Family Enrichment Committee: Committee members will develop and plan engaging events for RSS members to volunteer their time within the RMHC-KC facilities. They will work with RMHC-KC staff, volunteers, and Kansas City companies/businesses to facilitate exciting initiatives for families staying at the Houses.

Events Committee: Committee members will design and implement dynamic events for RSS members outside of the RMHC-KC facilities to raise funds, collect supplies, and increase overall awareness of RSS and RMHC-KC. They are also our direct liaisons to engagement and participation in RMHC-KC larger events.

Red Shoe Society Member Essentials:
♥ Attend the annual New Year Kickoff Meeting in January.
♥ Volunteer for events and 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 RMHC-KC families.
♥ Keep your membership dues current.
♥ Join a committee! If a committee sounds interesting to you, contact us to get involved.
♥ Share your RSS experiences with family, friends, and social media.
History & Overview

The first Ronald McDonald House 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. Ronald McDonald House can be found in 90% of the world’s best children’s hospitals. Specifically there are:

- 367 Ronald McDonald Houses (in 43 countries)
- 250 Ronald McDonald Family Rooms (in 25 countries)
- 50 Ronald McDonald Care Mobiles (in 10 countries)

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 11 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.

- Bernstein 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, along with showers, kitchen, quiet room, family conversation area with television, and small reference library. Each day, Children’s Mercy nursing staff from the Pediatric Intensive Care Unit, the Neonatal Intensive Care Unit, the Bone Marrow Transplant, and the 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 2018, our charity served over 7,685 families - a new record! This number included over 60,000 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, leading to 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 consider contributing just $10 per night at the end of their stay.

Volunteers: RMHC-KC would not be able to carry out its mission without the support of volunteers. Last year 17,000 individual volunteers contributed about 60,000 hours of service.

@RedShoeSocietyKansasCity
@RedShoeKC
@RedShoeKC

#RedShoeKC  #KeepingFamiliesClose

www.redshoekc.org
RED SHOE SOCIETY
KCMO, KS, MO
2019 Board Members

Blair Gentle
PRESIDENT
blair.gentle@gmail.com
(913) 669-3292

Kim Kushner
SECRETARY
kushnerkim@umkc.edu
(716) 713-1297

Josh Preul
MEMBERSHIP
cjpreul@gmail.com
(785) 768-0254

Kris Koeris
comm.com
kkoenig@pcaswealth.com
(816) 886-9159

Cara Mahon
communications
ca.m.mahon@gmail.com
(573) 619-4953

Alex Phillips
events
aphillips.psu@gmail.com
(816) 989-0300

Mary Beth Stuart
fems
leehyb@gmail.com
(917) 992-6774

Rachel Erdman
family enrichment
rachel_erdmann@toursbymytheklako.com
(312) 231-9977

Tara Brewer
rainbow@kchd.org
(913) 522-5153

Jenna Burnett
jenann.burnett@gmail.com
(785) 235-4337

Tara Adler
RMHC-KC
radora@rmhkc.org
(816) 542-8448

Mackenzie Lutz
RMHC-KC
mlutz@rmhkc.org
(816) 542-8448

Kim Kushner
kushnerkim@umkc.edu
(716) 713-1297

Rudy Jones
rudy.t.jones@gmail.com
(314) 566-2166

Louie Lichtenberg
louie.lichtenberg@gmail.com
(913) 485-6101

Keisha Clay
keishclay@gmail.com
(816) 985-4657

Megan Large
mlarge@burnsmca.org
(913) 490-6102

Alex Friloux
frilexfiloux@gmail.com
(904) 726-0355