

RED SHOE SOCIETY

KANSAS CITY



Supporting RMHC®
#KeepingFamiliesClose

2023

Membership Handbook





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:

- ♥ 383 Ronald McDonald Houses (in 45 countries)
- ♥ 266 Ronald McDonald Family Rooms (in 28 countries)
- ♥ 39 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 91 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**
- ♥ OPR Family Room (inside Overland Park Regional Medical Center), opened in 2022: **4 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 2022, our charity served over 5,050 families. This number included 9,430 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 volunteers contributed about 28,000 hours of service.



@RedShoeSocietyKansasCity



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www.redshoekc.org

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 mission of RMHC-KC through the children, families, staff, volunteers, and donors of the organization.
- ♥ Hosting events and providing unique volunteer opportunities for the community.
- ♥ Leveraging community partnerships with affiliated programs that support RSS and RMHC-KC.
- ♥ Creating networking opportunities with other professionals and philanthropists.

Who we are:

The Red Shoe Society is a group of professionals with a collective goal to raise awareness about RMHC-KC through fundraising and volunteer activities, broaden the volunteer base, and develop a pipeline of support for RMHC-KC within the Kansas City community.

What we do:

Giving is what RSS is all about! Giving time, inspiration, and creativity, while also raising money to help RMHC-KC keep families close while their sick kids receive treatment. One of the ways we do this is by attending events and activities for families staying at RMHC-KC facilities throughout the year. This also includes participating and supporting events within the community, to raise awareness and financial support for RMHC-KC. We continuously evaluate and support the needs of the families and houses within the community and adjust our efforts accordingly.

How you can help:

RMHC-KC is successful based on the donations and support it receives from the local community. As a Red Shoe Society member, we encourage the following guidelines to ensure we continue to facilitate the mission of this great organization:

- ♥ Keep membership dues current
- ♥ Volunteer or participate in RSS planned and other RMHC-KC fundraising and social events throughout the year*
- ♥ Support or prepare at least (1) meal, snack, or activity for RMHC-KC families
- ♥ Provide feedback and recommendations for improvement of the RSS activities and communication structure
- ♥ Share your RSS experiences with family, friends, and social media

**We understand that not all Red Shoe Society members are locally based and therefore cannot participate in the community events. While supporting these events is highly encouraged, it is not required to be a Red Shoe Society member.*

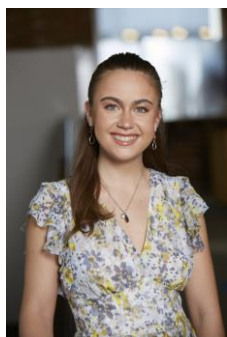
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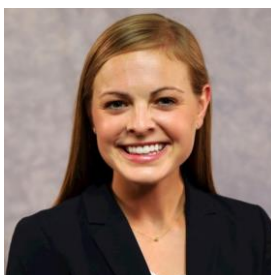
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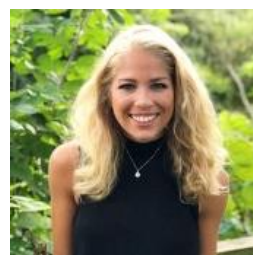
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