



# RMHC Master Message Map

RMHC helps families with sick children stay close to each other and the care and resources they need, when they need it most.

## The Problem and Our Purpose:

Faced with a child's illness life stops overnight and parents enter a world of fear and worry. For parents who don't live close to the medical care their child needs, there's an added stress. Distance. Most families have to travel hours for treatment. Living expenses quickly add up. Long drives, lost jobs, worried siblings, sleeping in cars. Being far from family and friends. These are extra burdens no family should have to experience.

**Your support can help even more families stay close through the biggest challenge of their lives.  
Together, we can do big things.**

### RMHC keeps families together when their child needs medical care.

- RMHC keeps families near each other and the care they need through the Ronald McDonald House®, Ronald McDonald Family Room®, and Ronald McDonald Care Mobile® programs.
- For a sick child, sometimes the best medicine of all is having family nearby for more hugs, kisses and I love yous.
- RMHC gives a family with a sick child what they need most — each other.
- RMHC helps families cope better and focus on the needs of their sick child because they have support from family members and other families.
- RMHC helps families save more than \$930 million in lodging and meal costs alone alleviating a huge financial burden.

### RMHC Programs help families stay near the care their sick children need.

- Ronald McDonald House® – serving families who must travel far from home, the House is much more than a room to stay in, it provides comfort, support and resources for families with sick children just steps from the hospital.
- Ronald McDonald Family Room® – moments away from a child's bedside, the Family Room provides moms and dads a place to recharge. Families grab a bite to eat, shower and get rest so they can be strong for their children.
- Ronald McDonald Care Mobile® – brings medical, dental and health care resources specifically to under-served areas where they are needed most.
- RMHC gives families the ability to spend more time with their sick children, to interact with their doctors, and to make important decisions about their children's care.
- Our hospital partners agree that RMHC reduces stress and financial burden for families, and helps them deliver the best care possible.

### RMHC is committed to being a steward of your investment and is a charity you can trust.

- Ninety-six cents of every dollar spent by the Global office of RMHC is used to fund programs and services benefiting children in your local communities (RMHC Global message/add local equivalent).
- RMHC is supported by more than 536,000 volunteers who dedicate their time and talent helping to offset costs and allowing the Charity to direct more donations back to programs supporting children and their families.
- RMHC meets the 20 standards of the BBB Wise Giving Alliance. In addition, the Charity has top ratings in financial accountability and transparency from Charity Navigator.