



RONALD McDONALD  
HOUSE CHARITIES  
of Central Florida, Inc.



# Share Comfort. Share Hope. Share-A-Night.

## *2011 Annual Giving Campaign*

The Ronald McDonald House® serves as a “home-away-from-home” for families with children receiving treatment at local hospitals and medical facilities. Each year, Ronald McDonald House Charities® of Central Florida encourages members of the community to “Share-A-Night” by underwriting family stays. While there is no charge for our services, donations are greatly appreciated to ensure these services continue to be available for future guests. No family is ever turned away due to their inability to contribute. Although nightly operating costs are approximately \$68 per room per night, as little as \$15 can help underwrite a family’s over night stay at a Ronald McDonald House in Orlando.

It is through the generosity of the wonderful Central Florida community that we have reached our latest milestone of serving over 15,000 families since 1996!

## Gift Opportunities

Gift Name	Gift Level	Number of Nights For Families
Platinum Gift	\$25,000	368
Gold Gift	\$15,000	221
Silver Gift	\$10,000	147
Bronze Gift	\$5,000	74
Luminary Gift	\$2,500	37
Caring Heart Gift	\$1,000	15
Helping Hand Gift	\$500	7
Friend Gift	\$15	<u>Help underwrite</u> 1 or more family stays

Contact Laura Heidrich at [lheidrich@rmhccf.org](mailto:lheidrich@rmhccf.org) or 407-206-0957 x102

Ronald McDonald House Charities of Central Florida finds, creates and supports programs that directly improve the health and well-being of children and families.

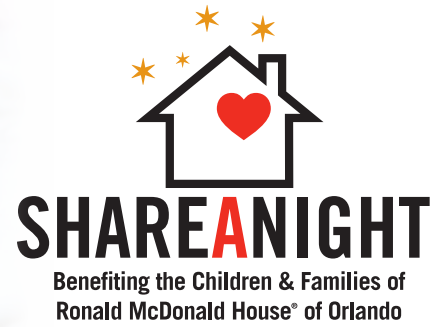
The cornerstone program, the **Ronald McDonald House**, provides a “home-away-from-home” that offers comfort and care to families with children receiving treatment at local hospitals and medical facilities in our community.



ORLANDO



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# Gift Opportunities

## \$25,000+ PLATINUM GIFT

- Fully underwrite 368 overnight family stays (\$68 per room/night)
- Logo recognition at both Ronald McDonald House® locations
- Company logo or mention in media
- Logo on merchandising materials in Central Florida McDonald's restaurants in December
- Logo in Ronald McDonald House Charities® of Central Florida newsletter (2 issues - 20,000+ circulation)
- Logo on Ronald McDonald House Charities of Central Florida website and email blasts
- Logo dominant and web link in the "Ronald McDonald House Online Caring Community" at [shareanight.org](http://shareanight.org) from October - January
- Prominent positioning in WKMG-TV Christmas Day Broadcast
- Recognition at a private House holiday lighting reception for lead sponsors in early December

## \$15,000+ GOLD GIFT

- Fully underwrite 221 overnight family stays (\$68 per room/night)
- Logo recognition at both Ronald McDonald House locations
- Logo on merchandising materials in Central Florida McDonald's restaurants in December
- Logo in Ronald McDonald House Charities of Central Florida newsletter (2 issues - 20,000+ circulation)
- Logo on Ronald McDonald House Charities of Central Florida website and email blasts
- Logo prominent and web link in the "Ronald McDonald House Online Caring Community" at [shareanight.org](http://shareanight.org) from October - January
- Inclusion in WKMG-TV Christmas Day Broadcast
- Recognition at a private House holiday lighting reception for lead sponsors in early December

## \$10,000+ SILVER GIFT

- Fully underwrite 147 overnight family stays (\$68 per room/night)
- Logo recognition at both Ronald McDonald House locations
- Logo on merchandising materials in Central Florida McDonald's restaurants in December
- Logo in Ronald McDonald House Charities of Central Florida newsletter (2 issues - 20,000+ circulation)
- Logo on Ronald McDonald House Charities of Central Florida website and email blasts
- Customized building with company logo and web link in the "Ronald McDonald House Online Caring Community" at [shareanight.org](http://shareanight.org) from October - January
- Inclusion in WKMG-TV Christmas Day Broadcast
- Recognition at a private House holiday lighting reception for lead sponsors in early December

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## **\$5,000+ BRONZE GIFT**

- Fully underwrite 74 overnight family stays (\$68 per room/night)
- Name recognition at both Ronald McDonald House locations
- Name listed in Ronald McDonald House Charities of Central Florida newsletter (2 issues - 20,000+ circulation)
- Name listed on Ronald McDonald House Charities of Central Florida website
- House with prominent donor identification in the “Ronald McDonald House Online Caring Community” at shareanight.org from October - January
- Opportunity to engage friends and family using e-cards, social networking and other viral tools
- Inclusion in WKMG-TV Christmas Day Broadcast
- Recognition at a private House holiday lighting reception for lead sponsors in early December

## **\$2,500+ LUMINARY GIFT**

- Fully underwrite 37 overnight family stays (\$68 per room/night)
- Name listed in Ronald McDonald House Charities of Central Florida newsletter (1 issue - 20,000+ circulation)
- Name listed on Ronald McDonald House Charities of Central Florida website
- Representation in the “Ronald McDonald House Online Caring Community” at shareanight.org from October - January
- Opportunity to engage friends and family using e-cards, social networking and other viral tools
- Inclusion in WKMG-TV Christmas Day Broadcast

## **\$1,000+ CARING HEART GIFT**

- Fully underwrite 15 overnight family stays (\$68 per room/night)
- Name listed in Ronald McDonald House Charities of Central Florida newsletter (1 issue - 20,000+ circulation)
- Name listed on Ronald McDonald House Charities of Central Florida website
- Representation in the “Ronald McDonald House Online Caring Community” at shareanight.org from October - January
- Opportunity to engage friends and family using e-cards, social networking and other viral tools

## **\$500+ HELPING HAND GIFT**

- Fully underwrite 7 overnight family stays (\$68 per room/night)
- Name listed in Ronald McDonald House Charities of Central Florida newsletter (1 issue - 20,000+ circulation)
- Representation in the “Ronald McDonald House Online Caring Community” at shareanight.org from October - January
- Opportunity to engage friends and family using e-cards, social networking and other viral tools

## **\$15+ FRIEND GIFT**

- Help underwrite one or more families at the Ronald McDonald House
- Help us light up the “Ronald McDonald House Online Caring Community” at shareanight.org from October - January

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## Gift Opportunities

_____ Platinum Gift of:	\$25,000+	_____ Luminary Gift of:	\$2,500+
_____ Gold Gift of:	\$15,000+	_____ Caring Heart Gift of:	\$1,000+
_____ Silver Gift of:	\$10,000+	_____ Helping Hand Gift of:	\$500+
_____ Bronze Gift of:	\$5,000+	_____ Friend Gift of:	\$15+

\_\_\_\_\_ I have enclosed a check for \$\_\_\_\_\_ made payable to RMHC® of Central Florida.

\_\_\_\_\_ Please charge \$\_\_\_\_\_ to my: Visa Master Card American Express Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

Name as listed on card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Please bill me at the address below:

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Title: \_\_\_\_\_ E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**To make a “Share-A-Night” gift online, visit [www.rmhccf.org](http://www.rmhccf.org) and select “Donate”.**

Please complete this form with information as it should appear in printed materials.

Mail: RMHCCF 1030 N. Orange Avenue, Suite #105, Orlando, FL 32801

FAX: (407) 581-0434. Email: [lheidrich@rmhccf.org](mailto:lheidrich@rmhccf.org)

Please call us with any questions: (407) 206-0957

