

Adopt A Room

PARTNERSHIP QUARTERLY UPDATE

4th
QUARTER
2020

MESSAGE FROM RMHCCV

Thank you so much for your friendship in 2020. Because of donors like you, we were able to provide vital resources for children and families. It is only with the generosity of friends like you that helped us provide hope for families.

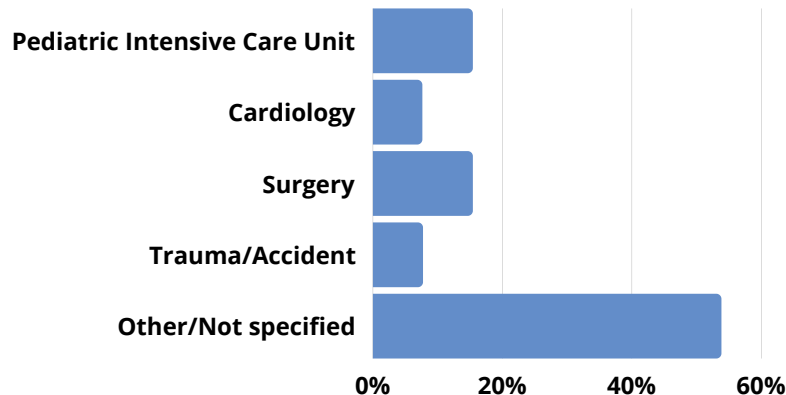
In Q4 of 2020, our donors rallied together to help families feel comfort during the holiday season, and your generosity helped us start the new year with new hope.

RMHCCV is still serving families in a limited capacity per Madera County and RMHC Global's ordinances. Families are socially distanced in all wings of the House, guest suites are routinely sanitized, and common living areas are available to one family at a time.

HOUSE UPDATES

Our #RMHCCVAmbassador, Giovanna Smith, led the #RMHCCVAmbassador group to raise funds to purchase 18 new cribs for each bedroom of the House.

CHILD'S DIAGNOSIS:



Q4 UPDATES

These RMHCCV guest family statistics were made possible because of you.

BECAUSE OF YOUR SUPPORT...

8

GUEST FAMILIES

families were able to stay overnight at RMHCCV, nearby their child while they were hospitalized.



THE AVERAGE LENGTH OF STAY

22 DAYS



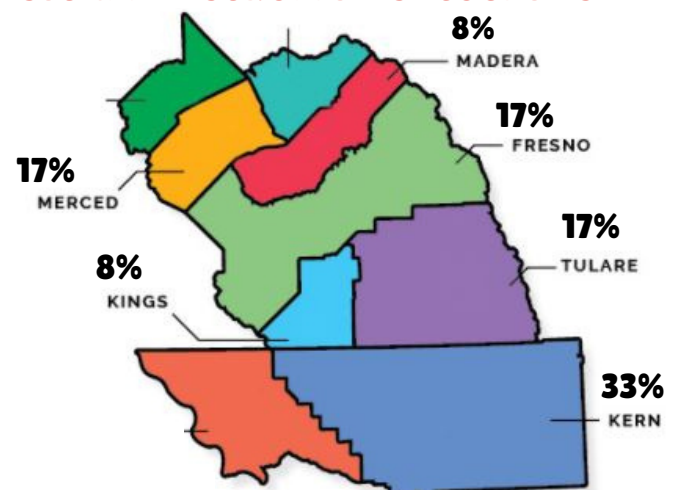
174 NIGHTS

IN OUR GUEST SUITES

is a combination of all nights where a room was occupied at RMHCCV.



GUEST FAMILIES FROM THESE COUNTIES





House Updates

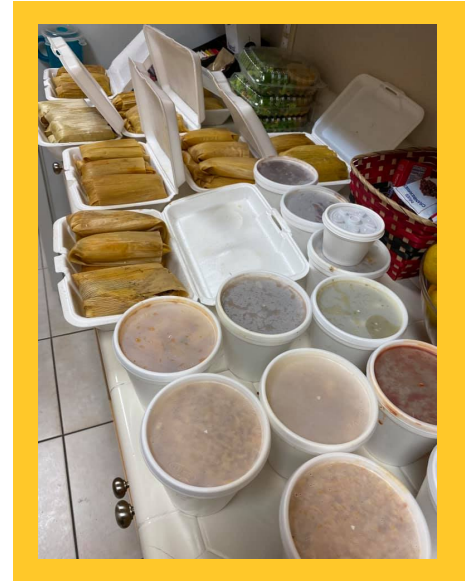
FOURTH QUARTER 2020



HOLIDAY CELEBRATIONS



Thank you to our #RMHCCVAmbassador, Heather McCann and her family who treated our guest families to a special dinner from Five Restaurant on Christmas Day!



We are extra thankful for donors who think of our guest families staying with us during the holidays. The Murphy family made sure our guest families didn't go without a delicious Christmas lunch. They donated an authentic tamale lunch from Casa De Tamales for each person staying at the House.



Thank you to our friends from ecoü for donating Koko's Kits, hot chocolate bombs, to our guest families and staff members to enjoy on Christmas Day!





House Updates

FOURTH QUARTER 2020



NEW CRIBS

Our #RMHCCVAmbassador, Giovanna Smith, led the #RMHCCVAmbassador group in raising funds to purchase 18 new cribs for each guest suite of the House. Smith and fellow ambassadors raised over \$1,000 on social media, in just one hour of asking for donations!

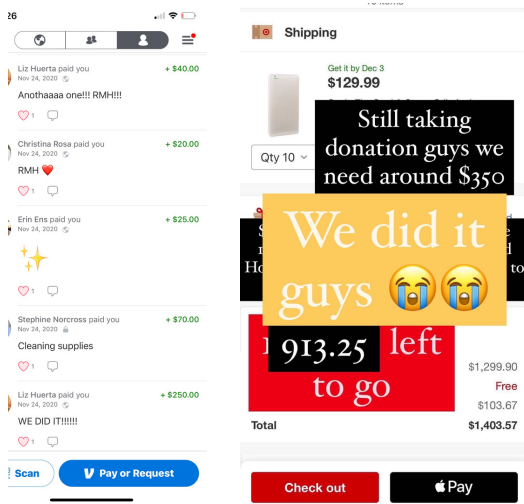
The #RMHCCVAmbassador group used their social media platforms to ask their followers, friends and family members to donate critical funds to offset the cost of purchasing much-needed cribs for our guest suites. After five days of the group posting about the needed funds for the cribs, over \$4,000 was donated to the House. The Ronald McDonald House is grateful for our loyal social media followers and for their generosity in supporting the families we serve.



Giovanna Smith and family



Just some of the social media posts advocating for RMHCCV:



**ronald mcdonald
house central
valley crib fund**

**17 hours
95 + donors
20 + small businesses
10 cribs
10 fitted sheets
10 mattresses
10 mattress protectors**

**\$4,592
raised**





House Updates

FOURTH QUARTER 2020



AMAZON PARTNERSHIP

During the start of the pandemic, we created a very beneficial partnership with Amazon. RMHCCV's operation department developed a relationship with local Amazon representatives to start a donation program called 'Fulfillment by Amazon Donations' in which the Amazon team will donate household supplies to RMHCCV. The RMHCCV team is proud and thankful to report that the Ronald McDonald House Charities is one of the first non-profits Amazon has partnered with on a national level.

The donation program has helped the House tremendously during the pandemic. Amazon has sent a plethora of cleaning supplies and basic household essentials for guest families and staff to utilize. Amazon works with third-party vendors to distribute excess and returned products to charitable organizations.

The RMHCCV marketing team continues to update and post our Amazon wish list online which is updated weekly. This allows the team to share what our greatest need during that week is. Our #WishListWednesday posts invite all supporters to purchase items for the House, which are sent directly to the House. This has been a great and safe way for volunteers and community groups to get involved with RMHCCV during the COVID-19 pandemic.

Supporters can find RMHCCV's Amazon wish list on our website (rmhccv.org/wish-list) or by following us on social media, @rmhccvalley.

