

Building a Lifeline of Hope



Ronald McDonald House
Charities of Northwest Florida
Capital Campaign

IMAGINE YOUR CHILD'S PEDIATRICIAN UTTERING THE UNIMAGINABLE WORDS

"There is a problem..."

You live in the Panhandle region and your child is diagnosed with a potentially life-threatening illness. The doctors explain the only option for saving your child's life is medical treatment 50-75 miles away at the Children's Hospital in Pensacola.

Your world is turned upside-down in an instant.

This is the scenario that faces families who have been thrust from the normal world of having a healthy child and onto the doorstep of the Ronald McDonald House of Northwest Florida.

The House has been a lifeline of hope for 23 years, providing a welcoming, home-like environment to families of critically ill or injured children. In this time of profound uncertainty, they find a safe haven filled with other families facing the same cruel question: "Will my child be alright?"

Each family comes from a different background and faces a unique and deeply personal crisis. But, they all have one thing in common:



NOTHING ELSE MATTERS UNTIL THEIR CHILD GETS WELL.

And nothing matters more to the Ronald McDonald House than making sure that these families don't have to worry about where to stay or how they will pay.

Families are provided a private bathroom and bedroom to regroup and relax. Common area living spaces give families an opportunity to comfort each other and heal together. The kitchen is open 24 hours a day and meal service is provided each night. The home-like environment of Ronald McDonald House is uniquely conducive to the kind of relaxed support that matters so much in times like these.

Ronald McDonald House is independently owned and operated and funded by community support through private donations and community fund-raising activities.

"A house is made with walls and beams...A home is built with hope and dreams."



Capital Campaign

CHALLENGE

There is one glaring problem with the Ronald McDonald House's service.

We can't provide enough of it!

Specifically, the current House is too small to accommodate the number of families who request rooms. Unfortunately, 1,605 room requests went unfilled in 2006 due to the lack of space (fully 40% of requests). Essentially, for every 3 families we can serve, we are forced to turn away 2 families who desperately need our help.

Leaders of the Ronald McDonald House have developed a comprehensive plan to build a new 26-bedroom house on Bayou Blvd. Across from the new RAVE movie theater. The location was chosen because of its proximity to Sacred Heart Children's Hospital, Nemours Children's Clinic, West Florida Hospital and Rehabilitation Center and Baptist Hospital. Door-to-door shuttle service from the House to each medical facility will be available 24-hours a day & seven days a week.

The plan calls for a 20,500 square-foot house that can be constructed in three phases if necessary. Phasing will depend upon funds raised during this campaign. Ideally, the new house can be completed without phasing the project. However, the Ronald McDonald House is prepared for a scenario where funds come in over a longer period of time.

The new House will have the ability to provide an additional 5,600 rooms for families so that an estimated 551 additional families can be close to their child.

SOLUTION



Commemorative Recognition

As a donor to the Ronald McDonald House of Northwest Florida's Capital Campaign, we'd like to recognize your contribution through a donor wall located in the House lobby.

Additionally, donors who give at the extraordinary levels listed below will have an opportunity to name specific parts of the Ronald McDonald House.



Floor/ Wing Dedication	2	\$500,000
Formal Living Room	1	\$100,000
Family Room	1	\$100,000
Children's Play Room	1	\$100,000
Board/ Community Meeting Room	1	\$100,000
Kitchen	1	\$100,000
Outdoor Play Ground (Outdoor Space)	1	\$50,000
Dining Room	1	\$50,000
Laundry Room	2	\$50,000
Library, Adult Den, Computer Area	1	\$50,000
Adult Only Fitness Room	1	\$50,000
Large Bedroom	22	\$30,000
Nursing Nook	1	\$30,000
Executive Offices	1	\$30,000
Shared Office (Night Auditor, A.A., Weekend Manager)	1	\$30,000
Small Bedroom	4	\$25,000
Family Service Offices	1	\$25,000
Volunteer Workroom and Staff Break Room	1	\$25,000
Reception Area	1	\$25,000
Fund Development Staff Offices	1	\$25,000
Serenity Garden (Outdoor Space)	1	\$25,000
Pantry	1	\$20,000
Weekend Manager Room	1	\$15,000
Elevator	1	\$15,000
Benches (Outdoor Space)	4	\$10,000
Brick Pavers (Outdoor Space)	multiple	\$500