



## NEWS RELEASE

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### **A ‘Virtual’ Success Story: Ronald McDonald House of Charlotte Reaches Fundraising Goal Through New Virtual Event and Community Support**

CHARLOTTE, N.C. (September 24, 2020) – Ronald McDonald House (RMH) of Charlotte, the home-away-from-home for families of children receiving treatment in an area medical facility, is celebrating ‘fundraising success’ from their first *Jerseys & Jewels: Huddle for the House* virtual event. The elevated “house party” experience raised over \$138,000 through huddle package (ticket) sales, a silent and live auction, raffle prizes and donations to “fund a night” for families.

“The House was blown away with the support from our donors, volunteers and our community,” stated CEO Denise Cubbedge. “We never thought when we had to reimagine our Fall gala, our largest fundraising event of the year, that we would end up with such a fun, exciting and successful virtual event. We had close to 280 people that signed up to participate in the event, whether that was bidding on an auction item, purchasing a raffle ticket, watching the live broadcast, or just donating to support our mission. We are thrilled with the outcome.”

Mid-Summer, RMH of Charlotte came to the decision that it would not be safe to hold an in-person fundraising event in the Fall. However, there was still a fundraising goal that the House needed to meet. The decision was then made to take the fundraising event virtual. Even during the lockdown and the continued pandemic, the House was still serving families and operating a 35,000 square foot, 28-bedroom home-away-from-home.

The football theme of the virtual event was suggested by the event Chair, Marnie Schneider, granddaughter of the co-founder of the first Ronald McDonald House. Schneider’s grandfather, Leonard Tose, was also the owner of the Philadelphia Eagles. This theme proved to be a great crowd pleaser as the event not only “kicked off” the football season, but it was a fun way to bring the House back to its “NFL roots”.

“Knowing that the House couldn’t hold its in-person Storybook Ball due to the pandemic, we had to come up with alternate options to raise funds for the hundreds of families that call the Charlotte House home each year,” said Schneider. “As a football family, I knew something with this theme would be fun and different and bring the House back to where it all started. The event was a great way to educate current donors and new friends on the House’s history. We were ecstatic from all the support we received.”

The House, along with three teams of dedicated community volunteers, created and designed huddle party packages, the livestream presentation and auction packages. The live virtual event was held on Saturday, September 12. The full broadcast of the live presentation can be found at [www.rmhofcharlotte.org/jerseys-and-jewels](http://www.rmhofcharlotte.org/jerseys-and-jewels).

Even with the success of the Fall virtual event, RMH of Charlotte continues to work fiercely towards yearend fundraising efforts to make up for the yearlong revenue shortfalls resulting from COVID impact. Like many nonprofits, RMH of Charlotte typically receives a large portion of its annual funding in the last quarter of the year. The Winter season is an extremely busy time at the House, and we are gearing up to take the best care of the many families who will call us their home over the holiday season. We are truly grateful for this success and encourage

partners and supporters to continue being involved in our important work. For more information, please visit [www.rmhofcharlotte.org/donate](http://www.rmhofcharlotte.org/donate).

*Sponsor Thank You - Corporate Champions: Jackrabbit Technologies and McDonald's. 2020 Event Sponsors: AAA Carolinas, Atrium Health, Blythe Construction, Diamonds Direct, Precision Plumbing, and Harris Teeter. Friends of the House: Split Second Sound, Theory Design, Charlotte I.S.*

*Event Volunteer Thank You - 2020 Jerseys & Jewels Committee Members: Marnie Schneider (Chair); Marcy Dumas (Community Volunteer – RMH Board Member); Diane and Vinny and Diane Esposito (Carolina Panthers Game Day DJ – Split Second Sound); Susan Fisher (Community Volunteer); Emily Hudgens (Theory Design); Matt Newsom (Auctioneer); Summer Nunn (Marketing Executive); Mike D'Avria (Charlotte IS); Phil Orban (WSOC-TV); Mariellen Auer (Custom Apparel Source), Don Rauch (RMH Board – Community Volunteer), Beth Crosby (Relief Manager), Lauren Joseph (Auction Committee – Community Volunteer), Stephanie Sossamon (Auction Committee – Community Volunteer).*

In 2019, the RMH of Charlotte served 524 families, from 17 different states for a total of 8,251 room nights. For more information on RMH of Charlotte, please visit [www.rmhofcharlotte.org](http://www.rmhofcharlotte.org).

#### **About Ronald McDonald House of Charlotte**

The RMH of Charlotte opened in May 2011 and serves the families of children being treated at a Charlotte-area medical facility. Since opening, RMH of Charlotte has served over 5,000 families. Located on the 1600 block of East Morehead Street, the House features approximately 35,000 square feet of living space complete with 28 bedrooms (one family per bedroom/suite). It also has a community kitchen, living room, library, playground and sitting porch. RMH of Charlotte is an independent 501 (c) (3) charity managed by a local board of directors which oversees operation of the home. RMH of Charlotte is funded and operated by the Charlotte community. The mission of the RMH of Charlotte is to provide the families of children being treated in area medical facilities with a safe, affordable and caring “home-away-from-home.” For more information on RMH of Charlotte, visit [www.rmhofcharlotte.org](http://www.rmhofcharlotte.org). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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