



RONALD McDONALD  
HOUSE CHARITIES  
OF TAMPA BAY

**Media Contact:**

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**Mission:**

*The mission of Ronald McDonald House Charities is to create, find and support programs that directly improve the health and well being of children.*

*We believe that when you change a child's life, you change a family's, which can change a community and ultimately the world. We strive to be part of that change and part of the solution in improving the lives of children and their families.*

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# Fact Sheet

## Ronald McDonald House Charities of Tampa Bay

**What is the RMHC of Tampa Bay?**

- RMHC of Tampa Bay is a non-profit 501(c) (3) corporation that has been in establishment for 29 years.
- They provide comfort and care to critically ill or injured children by offering their families a "home-away-from-home" during hospitalization.
- Each year, RMHC of Tampa Bay provides more than 2,300 families a safe and affordable place to stay within walking distance to their hospitalized child.

**Where are the houses located?**

- There are four houses in the Tampa Bay area with a total of 80 bedrooms that include a private bath, stocked kitchen, dining area, frequent community meals, computer lab, laundry facilities and play room.
- Three of these houses are located in St. Petersburg by All Children's Hospital; St. Pete East, West and Central.
- The Tampa House is located adjacent to Tampa General Hospital.

**What are the rooms like?**

- Each bedroom features either two twin beds or one to two double beds.
- Maximum of four individuals per room.
- Rooms must be slept in nightly to retain your stay.
- You are responsible for cleaning.

**How much does it cost to stay at the houses?**

- Cost is \$10 per room per night, but no one is turned away due to an inability to pay. (Actual costs are \$60 per night.)

**How does funding work?**

- Over 85% of our funding comes from the medical community, organizations and public donors.
- We have over 250 volunteers that work four-hour shifts, from 10 a.m. – 10 p.m., seven days a week. They check families in and out, answer telephones, give house tours, perform light housekeeping, assist with clerical work and provide emotional support for the families.

## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar

of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher



Caption describing picture or graphic.

offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed inter-

nally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that

**"To catch the reader's attention, place an interesting sentence or quote from the story here."**

is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image



Caption describing picture or graphic.

near the image.

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## Business Name

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com



Your business tag line here.

We're on the Web!

example.com

*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*

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## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is

small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a

biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.