



**Ronald
McDonald
House®**

Central &
Northern Arizona



2026 Corporate Partnership Guide

ronaldmcdonaldhousecnaz.org

Our 2025 Impact



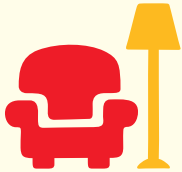
1,071

Families served



\$0

Cost to families
thanks to donors



10 Nights

Average length
of stay



18,869

Nights of rest



\$132

Cost per night of rest for
Ronald McDonald House



63,882

Visits to the
House since 1985

Note: Dobson House was closed for renovation from March through November 2025

Our Mission

The mission of Ronald McDonald House® Central and Northern Arizona is to provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

Our Value

BRAND AWARENESS

94%

94% of individuals recognize the Ronald McDonald House name, and 53% recognize it by its logo alone.

15%

Ronald McDonald House reports a 15% brand equity uplift for partnering brands.

#5

Ronald McDonald House ranks as #5 most recognized nonprofit at registers.

DIGITAL REACH

Facebook 4.8k followers

Instagram 2.2k followers

Linkedin 2k followers

Email list 19.5k subscribers

Get Connected

@ronaldmcdonaldhousecnaz



“CopperPoint is proud to be a long-time supporter of the Ronald McDonald House and the critical work they do in our community — providing resources to keep families together and close to the medical resources they need.

Our shared values of supporting families when they need it most to provide comfort and peace of mind makes this partnership even more meaningful to our organization. ”

— Kevin Kinross
EVP, General Counsel & Chief Compliance Officer
CopperPoint Insurance Companies

**We're going home
after 46 nights!**



Ways to Partner

FINANCIAL SUPPORT

Nights of Rest

It costs \$132 per night to house a family, and we never charge for our services. Help make an immediate impact in the form of nights of rest with a financial gift for our core mission — keeping families together and close to the medical resources they need.

Expansion Projects

Grow your partnership as we grow our impact in the Valley by supporting expansion and projects as needed between our three Valley Ronald McDonald Houses. Projects vary and will include mutually agreed upon terms.

Employee Gift Matching and Volunteer Grants

Matching gifts and volunteer grants can double your impact — turning employee generosity into even more nights of rest.

Many Arizona companies already offer matching gift programs and volunteer grants. Let's make yours work harder for families in need.

Encourage your employees to donate to Ronald McDonald House Central and Northern Arizona, and we'll help facilitate dollar-for-dollar matches through your HR policies, helping provide more nights of rest for families at no cost.

Additionally, unlock volunteer grants (typically \$10-to-\$25 per hour volunteered) for activities like our Dinnertime Heroes or Day of Service. This boosts your impact, enhances employee morale in a tight Arizona talent market and directly supports nights of rest for families facing pediatric medical crises in the Valley, with no additional financial donations required.

We will provide the documentation and support your team needs to make the process easy, including alignment with your program and tracking your amplified contributions.



OPERATIONAL SUPPORT

Adopt-A-Room

This annual commitment plays a critical role maintaining our spaces and providing nights of rest to the hundreds of families we welcome each year. Adoptable rooms range from standard guest rooms to apartment spaces and include signage benefits displayed for guests and visitors.

In-Kind Goods & Services

Gifts of goods and services play a crucial role in making the House feel like home for hundreds of families each year. This partnership is designed to enable sponsors to support a project or address our needs for operational assistance.

Please consider donating:

- Appliances
- Cleaning Services / Equipment
- House Repairs / Maintenance
- Kitchen / Pantry Supplies
- Linens
- Marketing Services
- Utilities

SPONSORSHIP OPPORTUNITIES

Signature Events

Ronald McDonald House Central and Northern Arizona hosts two large-scale fundraising events each year to help provide a place for families to stay close to their hospitalized child. Each event is exclusive in its experience and sponsorship opportunities.

Heart of the House Gala

Saturday, October 24, 2026 · Hotel Valley Ho · Scottsdale, AZ

FORE the House Golf Tournament

Monday, April 12, 2027 · Papago Golf Club · Phoenix, AZ

For more information, visit:

ronaldmcdonaldhousecnaz.org/events

Our 2026 Golf Tournament Raised

\$339,000



VOLUNTEER SUPPORT

Give your team a meaningful experience that builds culture and strengthens community.

***Team building with purpose:
Serve together, support families together.***

Volunteer opportunities at Ronald McDonald House Central and Northern Arizona are ideal for employee engagement and team building, bringing colleagues together for hands-on service while supporting families when a child needs healthcare.

Programs like Dinnertime Heroes or a Day of Service are fun, hands-on activities that foster employee collaboration, boost morale and even aid retention in today's competitive workforce.

Your employees interact with guest families, volunteers and each other, building skills and pride in your company's values. These low-cost initiatives qualify for volunteer grants, enhance recruitment appeal and align with Arizona's community-focused business culture — all while providing comfort to families near Valley medical centers.

We make it easy to plan a single-day experience or a recurring team commitment.

Dinnertime Heroes and Brunch Buddies

These programs allow for groups to connect with each other and guest families through a labor of love — preparing and serving a warm, home-cooked meal. We provide the kitchen, and you provide the menu, food, and enthusiastic chefs! Dinnertime and Saturday brunch slots are available year round.

Day of Service

Engage team members in a memorable hands-on experience assisting with a range of meaningful tasks from baking, routine maintenance or even crafts — all while having the opportunity to interact with our families and volunteers.

Wish List Drive

Help keep our Houses stocked and your team engaged by hosting a Wish List drive to support families. Drives can be hosted in an office space, a work from home environment or online through our Amazon Wish List. [Additional info at ronaldmcdonaldhousecnaz.org/wishlist.](https://ronaldmcdonaldhousecnaz.org/wishlist)

Santa's Workshop

Our Holiday Gift Drive gives families the opportunity to “shop” for gifts for each other as part of our Santa's Workshop. Each gift comes from donations made by our community of champions.

Host a Fundraiser

Organize a fundraiser through your business to support Ronald McDonald House Central and Northern Arizona, helping provide a place that feels like home for families facing a child's medical crisis.

Cause-Related Marketing

Turn sales into nights of rest through a co-branded campaign.

Create a campaign that grows your business while supporting families.

Cause-related marketing turns your everyday customer purchases into meaningful impact, such as “a portion of sales (e.g., 10% from a product line or event) supports nights of rest for families.”

Partner with us to resonate with Arizona consumers, co-branding with our nationally recognized logo (94% awareness) for in-store displays, digital ads or social tie-ins reaching our 15.9k email subscribers and 4.7k+ Facebook followers.

This elevates your brand equity (partners often see up to a 15% lift) and fosters customer loyalty in Arizona's competitive market. In other words, you're turning everyday purchases into nights of rest for families in crisis.

We will work with you to develop mutually agreed upon terms and co-branded promotions that fit your brand, your customers and your timeline, amplified through our digital channels and community reach. Let's customize a campaign that aligns with your business goals.

Our 2025 Gala Raised
\$565,000



Adopt-A-Room

Ronald McDonald House Central and Northern Arizona provides hundreds of families each year with a comfortable and safe place to stay close to their hospitalized children.

We invite you to Adopt-A-Room and play a crucial part in a family's journey as they seek the critical medical care needed for their sick or injured child.

ANNUAL SPONSORSHIP LEVELS

Standard Room: \$5,000

Family Suite: \$10,000

Apartment: \$15,000

Multi-Year Naming Rights: \$25,000+

For Arizona businesses seeking a longer-term commitment, multi-year naming rights provide lasting recognition while delivering sustained support for families

A multi-year commitment (typically 3-to-5 years at \$25,000+) can sponsor a guest room, family space or common area at one of our three Valley Houses (Roanoke, Cambridge or Dobson).

Your company will enjoy prominent recognition, from on-site signage to digital spotlights, giving you extended visibility as a key supporter while your gift provides sustained funding for our guest families.

This prestigious option builds on our Adopt-A-Room program, providing tax benefits and a powerful story for your annual reports—demonstrating your long-term commitment to strengthening Arizona communities. This option pairs well with Adopt-A-Room and can be structured with mutually agreed upon terms that align with your corporate giving goals and reporting needs.

Create lasting impact with multi-year naming recognition.

**All partnerships vary by level and are inclusive of room naming rights*





Corporate Partners Benefits

BENEFITS	\$100,000+	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
Custom event or open house at Ronald McDonald House to celebrate gift (as available)						
Social media and email promotion	Story	Story	Post	Post	Post	
Recognized as partner on website	Prominent logo & link	Prominent logo & link	Logo & link	Name	Name	
Recognized on digital donor recognition monitor and donor walls	Prominent logo	Prominent logo	Logo	Name	Name	
Recognized in 2026 Ronald McDonald House Central and Northern Arizona Annual Report	Prominent Name	Prominent Name	Name	Name	Name	Name
Adopt-a-Room Program Recognized on guest room signage/website	Logo/Name	Logo/Name	Logo/Name	Logo/Name	Logo/Name	Logo/Name
Number of nights your gift provides families	758	379	189	114	76	38



**Ronald
McDonald
House®**

Central &
Northern Arizona

We'd like to hear from you!

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